

## For Immediate Release

FOR ADDITIONAL INFORMATION

CONTACT : ALICIA DEGEEST, MARKETING + MEDIA RELATIONS

ALICIA@LESTAUSA.COM | MOBILE: 605-321-7789 | PHONE: 1-888-546-2800

## U.S. Manufacturer Commits to Improving the Finishing Industry for All Manufacturers After Discovering Lesta Self-Learning Finishing Robots

DeGeest Corporation, a leader in complex steel weldments for OEM's since 1976, has widened its scope of services to include integration of finishing automation in an effort to help other manufactures streamline their operations.

"At DeGeest, we had incorporated automation into much of our operation except for finishing," said Derek DeGeest, President. "In looking for a solution for ourselves, we found Lesta, which broke down the barriers of automating complex parts for all types of manufacturers. Lesta Self-Learning Finishing Robots empower your painter to use their knowledge to automate repetitive tasks and frees them up to focus on improving quality. It's a perfect balance of robot and painter."

Based in Milan, Italy, Lesta Self-Learning Robotic and Scanning technology streamlines finishing operations by using a painter already on staff to program the robot for future jobs, instead of needing to hire an engineer or robotic programmer. To bring this proven European technology to North American manufacturers, DeGeest forged a partnership with Lesta under the name LestaUSA.

"During our international travels, we discovered application technologies not available here," added DeGeest, who is also President of LestaUSA. "So, we've made it our mission to provide these finishing solutions to help North American manufacturers stay competitive."

DeGeest has developed a fresh approach to distribution and integration by verifying benefits, capabilities and safety in its own production environment while also creating a comprehensive Test Lab. "By offering solutions that we know will work firsthand, we remove any doubt. It feels good to know we're helping other manufacturers achieve more," said DeGeest. "If we don't use it ourselves, we won't sell it."

The success of LestaUSA has resulted in opportunities to distribute additional finishing technologies previously not available in the North American market. Germany-based Pulver Control powder flow sensors monitor flow of powder from the gun in real time and notify your mobile device if the preset flow is compromised before any expensive rework is required. In addition, Nitrotherm Spray® and Polifluid® technology improve liquid and powder application quality and save money with increased transfer efficiency.

DeGeest is committed to educating and inspiring manufacturers through the robotics and automation movement by sharing topics on automated solutions and upskilling the workforce through a Manufacturing a Stronger Standard podcast series, thought papers and industry peer presentations.

###

### ABOUT LESTAUSA

LestaUSA is distributed by DeGeest and is the North American integrator, manufacturer and technical support for mechanical and software of Lesta robots built for industrial painting applications. Lesta proven Italian robotic technology can be used for liquid, powder and fiberglass on metal, wood, ceramics, plastics and composite materials. Lesta is an industry leader with over 500 systems being used worldwide in small, mid and large companies. Visit [www.lestausa.com](http://www.lestausa.com) to view videos of the robots in various applications. Or, the technology can be seen firsthand at LestaUSA showroom inside DeGeest Corporation near Sioux Falls, South Dakota. Appointments made by phone (1-888-546-2800) or email ([robotics@lestausa.com](mailto:robotics@lestausa.com)).