



With an ideal automation platform for intralogistics, Beckhoff continues to expand its presence across the industry, enabling innovative solutions like this distribution center for Gap, Inc., which was implemented by leading intralogistics equipment supplier, EuroSort.

Beckhoff USA strengthens intralogistics industry efforts

Comprehensive expertise in warehouse and distribution logistics

Beckhoff increases personnel and industry group activities to help OEMs, integrators and end users succeed in rapidly changing industry. For example, with deep industry knowledge, Doug Schuchart from Beckhoff USA will lead worldwide efforts in distribution and fulfillment center, parcel and post applications.

As intralogistics industry growth continues to accelerate, Beckhoff is adding resources to enable distribution and fulfillment center, parcel and post operations to meet evolving technology demands. Doug Schuchart will lead Beckhoff business development efforts worldwide in this industry as Global Intralogistics Industry Manager. The promotion follows his successful vertical industry efforts with equipment OEMs, warehouse integrators and end users in the U.S. for over five years. During the intralogistics and e-commerce boom in recent years, Doug Schuchart played a critical role in winning new business, driving customer success with some of the industry's most recognizable names and increasing Beckhoff involvement in key industry groups. Collaborating with product management in Germany and the U.S., Doug Schuchart assisted in developing products aimed at the intralogistics industry, including the EP7402 EtherCAT Box with integrated controller for motor-driven roller (MDR) conveyors.

Under the guidance of Doug Schuchart, Beckhoff has expanded its industry team by hiring Nathan Hibbs and promoting Gilbert Petersen, both based in the U.S. Nathan Hibbs will serve as a Material Handling & Intralogistics Business Development Manager for Beckhoff USA. He brings deep intralogistics industry expertise, particularly with right-size-packaging technology and other systems that require high degrees of motion control and mechatronics. Based in Greater Atlanta, he holds a bachelor's degree in mechanical engineering from the Georgia Institute of Technology. A longstanding Beckhoff engineering expert, Gilbert Petersen transitioned into the role of Material Handling & Intralogistics Application Specialist at the beginning of 2022. He started at the company as an application engineer in 2012 and was promoted to System Consultant in 2019. He is based in central Massachusetts.

In addition to the personnel increase, the company has also grown its portfolio with solutions targeted to intralogistics applications and taken on additional leadership roles in key industry groups under Doug Schuchart's leadership. Beckhoff became a founding member of the new Scan, Label, Apply, Manifest (SLAM) Industry Group at MHI, the largest material handling, logistics and supply chain association in North America. SLAM launched in February 2022 to "provide thought leadership for best practices on 'the last 100 feet' of every warehouse in the world," according to MHI. Beckhoff actively participates in the MHI Solutions Community and Conveyor & Sortation Systems (CSS) Industry Groups, among other intralogistics and material handling organizations.



The intralogistics and material handling industry team gathers at the MODEX 2022 trade show (from left): Doug Schuchart, Nathan Hibbs and Gilbert Petersen

More information:

www.beckhoff.com/intralogistics