



Creative Automation Becomes RIA Certified Robot Integrator

(Ann Arbor, MI – February 19, 2015) [Creative Automation](#) has received the RIA Certified Robot Integrator designation. In order to become certified, Creative Automation completed a rigorous process which includes an on-site audit and testing of key personnel among other important criteria.

“We are pleased that Creative Automation has joined our growing list of RIA Certified Robot Integrators,” said Jeff Burnstein, President of RIA. “The Certified Robot Integrator program strengthens the overall integrator channel and allows integrators to benchmark their own processes against best industry practices. Based on industry feedback, we have found that achieving certification has proven to be valuable for integrators looking to showcase their capabilities to both users and suppliers.”

“We at Creative Automation Inc. are proud to have achieved RIA Certified Robotic Integrator status as part of our commitment to providing our customers, advanced and high quality automation solutions in our market segments (machine tool tending, cell to cell transfer, deburring and dispense),” said Gerd Walter, VP of Operations at Creative Automation.

RIA requires each certified integrator to be recertified every two years. Detailed information on the certification program and the certified robot integrators can be found on a special section of [Robotics Online](#). Integrators interested in becoming certified can contact [Jeff Burnstein](#) at 734/994-6088.

“Robotics customers, of course, still need to conduct their own due diligence on the suppliers they select,” said Burnstein. “RIA cannot guarantee the work of any integrator or recommend which integrators to choose. We have over 70 system integrator members and look forward to having more of them go through the certification process in the near future.”

About Robotic Industries Association (RIA)

Founded in 1974, RIA is a not-for-profit trade association dedicated to improving the regional, national and global competitiveness of the North American manufacturing and service sectors through promotion and enhancement of robotics and related automation. RIA represents over 350 robot manufacturers, system integrators, component suppliers, end users, consulting firms, research groups, and educational institutions. The association hosts a number of events including the International Collaborative Robots Workshop, the National Robot Safety Conference, the A3 Business Forum (February 3-5, 2016 in Orlando, FL) and the biennial Automate Show & Conference (March 23-26, 2015 in Chicago). RIA also provides quarterly robotics statistics and has a content-rich website, Robotics Online. For more details on RIA, visit Robotics Online or call 734/994-6088.

About Association for Advancing Automation (A3)

The Association for Advancing Automation is the global advocate for the benefits of automating. A3 promotes automation technologies and ideas that transform the way business is done. A3 is the umbrella group for Robotic Industries Association (RIA), AIA - Advancing Vision + Imaging, and Motion Control Association (MCA). RIA, AIA, and MCA combined represent 780 automation manufacturers, component suppliers, system integrators, end users, research groups and consulting firms from throughout the world that drive automation forward. For more information, please visit our websites: [A3](#); [RIA](#); [AIA](#); [MCA](#).

Editorial Contact:

[Bob Doyle](#)

Director of Communications, A3

Tel: 734.994.6088