

Setpoint Systems, Inc.

Authored By:

Nate Morris

Growing Industries



S E T P O I N T TM

www.setpointusa.com

info@setpointusa.com

801-621-4117



SETPOINT.

Setpoint provides industrial automation equipment customized for specific manufacturing processes.

Growing Industries

We can't predict the future, but we can take an educated guess on current trends, where they will lead, and opportunities across the automation, energy, recycling, electronics, and transportation industries. Paying attention to industry trends can help companies plan for the future and stay profitable.

Companies are doing more with less to become more efficient

The economy is forcing all businesses to be more efficient, and these efficiencies, when done right, result in higher productivity and higher quality products. For example, employees are multi-tasking and using electronics such as cell phones and PDA's so that they can be away from their desks but still available to customers. In addition, many companies are automating repetitive tasks with automated machines. We predict that companies will continue to automate and save time and money by enabling employees to perform multiple assembly tasks—mainly monitoring and assisting the machine—rather than doing the physical processes.

New energy sources are gaining popularity with energy growth

Even though the population of the United States—306,517,926—is only 4.5% of the world's population (6,782,457,338)¹—an average person in the U.S. consumes 11.4 kW per day, equaling about 25% of the world's energy use. Overall, the world's energy use continues to grow with China leading the way with an increase of 5.5% per year². As traditional energy sources dwindle or fall under increased public scrutiny for pollution and emissions, renewable, green energy sources are gaining popularity. Conservation and energy efficiency will continue to be feasible means of reducing costs for both businesses and individuals.

Recycling is becoming more commonplace to reduce waste

Taking the time and energy to extract, refine, and process the raw materials needed to fabricate items only to throw those materials away at the end of their useful lives is not sensible. Reusing the materials for new fabricated items is. Unfortunately, these materials are not always selected with ease of reuse in mind. Designers and manufacturers are beginning now to consider reuse with their products by, for example, making sure the individual materials are easy to separate from each other at their end of life. The time has come to recycle materials; “green” is fashionable. How about a combination of recycling and energy with a “Mr. Fusion” type home waste conversion that converts trash into the production of electricity?

Demand for personal electronics continues to grow

The big business of personal electronics is increasing all the time. Cell phone use in the U.S. has increased from 34 million to 203 million in the last ten years³. Apple’s iPod has become indispensable for many—with sales now totaling 200,000,000 units. Many students and professionals can’t function without their PDA’s and/or laptops. The trend is in new interfaces that are small but usable like the new HP Mini Netbook. Soon there may be new ways of handling money with cash going further away—options like a bank sending out balance alerts, or having your balance automatically display on your debit card. There will be more use of laptops, Blackberries, PDA’s, all-in-one communication devices (phone, email, voicemail, text, fax, as well as other applications). What about combining personal electronics and reducing energy with an iPod that charges while you run using kinetic energy similar to the watches you don’t have to wind?

The future of personal transportation is wide open

The typical gasoline-powered automobile is on the way out. Hybrids are hot, small commuter vehicles are gaining popularity, and the U.S. auto industry, which accounts for 1 in 10 jobs and 4% of the U.S. gross domestic product⁴, is in such a mess that it doesn’t know which way is up. With the recent economic crisis, there is a great opportunity for innovative, smart companies to break into the industry and

change how the average consumer views personal transportation. Look for solar powered cars, plug-in-hybrids, and more commuter cars.

Conclusion

These five industries will continue to experiencing significant growth and change. Industries that have a high perceived value tend to grow, even during down economies. Watching trends will help any business to think about and plan for the future, creating a roadmap to ensure viability.

Setpoint is the leader in lean automation equipment from concept to functioning completion. Following the Toyota Production System, Setpoint has successfully created custom solutions for a broad variety of industries for over 18 years.

1. <http://www.census.gov/main/www/popclock.html> as of 05-26-09
2. http://en.wikipedia.org/wiki/World_energy_resources_and_consumption
3. <http://www.accuconference.com/blog/CellPhoneStatistics.aspx>
4. <http://www.chamberpost.com/2008/11/support-for-automakers-and-auto-workers.html>