



For Immediate Release

Contact: Jane Gumpert 563.445.5688

## **MEDIA ADVISORY**

### **GENESIS ICESA HOLDINGS ACQUISITION OF PISGAHFOREST INDUSTRIES**

Tuesday, July 5, 2016

Genesis-ICESA Systems, S. de R.L. de C.V. is proud to announce the expansion of its Mexico operations with the acquisition of PisgahForest Industries, S. de R.L. de C.V. Prior to the acquisition, Pisgah was a Patton Tree Holdings, LLC company specializing in engineering and manufacturing of dedicated and flexible automated resistance spot welding equipment.

Founded in 2011, Genesis-ICESA Systems (GIS) is a joint venture between Genesis Systems Group, LLC and Cormac Industrial (formerly ICESA Modicon). Based out of San Juan del Rio, Queretaro, Mexico, GIS has evolved into an accomplished robotic systems integrator and continues to broaden the products and processes offered to all North American customers.

With this acquisition, GIS will more than double its employee count with additional engineering and manufacturing resources to support all customers, including the resistance welding business unit. All 80 highly skilled employees will work out of the 3,700m<sup>2</sup> (39,830 ft<sup>2</sup>) San Juan del Rio, Queretaro, Mexico manufacturing and engineering campus.

GIS will also have increased capabilities to provide its customers with total solutions for automated robotic arc and resistance welding applications. In addition to flexible solutions, GIS will offer standard and engineered dedicated resistance welding machines, including pneumatic and servo resistance welding guns.

Thomas Patton, President, Genesis-ICESA Systems will remain in his current position and is responsible for the combined enterprises. "I am excited for the new opportunities this merger presents to our team" responded Patton. "As we continue to build our brand in the North American market, the additional resources and talent provided by Pisgah will align with our mission to help our customers become even more productive."

The acquisition was effective January 31, 2016 and finalized June 17, 2016.

#### About Genesis Systems Group

---

Genesis Systems Group is a recognized leader in robotic systems integration. Genesis specializes in factory automation with robots for welding, cutting, adhesive application, assembly, machine tending, composite non-destructive inspection and waterjet cutting. Genesis' solutions focus is backed by expertise in part processing, process development, system and tooling design, motion controls,



manufacture, and implementation of industrial automation. With over 4,500 robotic system installations, Genesis has workcells located in 42 states and 16 countries.

Today, Genesis Systems Group's engineered solutions are used in manufacturing a number of different products; automobiles, construction and agricultural equipment, office furniture, trucks and trailers, lawn and garden equipment, recreational vehicles, and aerospace components to name a few.

Genesis Systems Group has offices in Davenport, Iowa, Rochester Hills, Michigan, Lynnwood, Washington, San Juan Del Rio, Queretaro CP Mexico and Nagoya, Aichi, Japan. For more information log onto [www.genesis-systems.com](http://www.genesis-systems.com).