



ALLON_I3



**Funded by
the European Union**

101132868 — Allon_I3 — I3-2022-CAP2b

WP3 - Support to the identification of investment projects

MS1- Study and identification of business cases

Overview	
Name of SME	Mechatronica SC
Region	Gabrovo, Bulgaria
Location	Gabrovo
Focus Area	Machine-building, packaging machinery
Business case title	Manufacturing of advanced automated machinery
Description	Mechatronica is an innovative machine-building plant specialized in the packaging industry. Their strengths are in the research, design and manufacturing of unique technological equipment: automated lines for the production of laminated tubes and tube filling automation. Mechatronica's machines are mainly used in the cosmetics industry.
Stakeholder Involvement	
Key Stakeholder	Company, SMC
Business Model	
Core Activities/Services	Development and manufacturing of machines for flexible packaging mainly for the cosmetics industry; automation of production processes
Value Preposition	Enhanced production automation; unique machinery tailored to the client’s needs; flexible modular design of the machines
Target Market	Flexible packaging producers
Capacity Building Needs	Workshops on Industry 4.0 tools; machine learning and AI implementation in manufacturing processes (predictive maintenance, digital twins, etc.)

Investment Opportunities

Product/Service Sales	Sales of machinery and equipment for flexible packaging
Service revenue	Maintenance of the machinery
Licensing and Royalties (EU, National, Public Funding)	Paid usage for a patented technology from other companies
Other Incomes	International partnerships

Critical Assumptions and Constraints

Assumption	High demand for smart manufacturing solutions among local and non-local SMEs
Constraints	Availability of skilled workforce for implementing and maintaining technologies

Contact Information

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