

Building a Stronger America through  
Innovative Automation Solutions

**FIER**   
**AUTOMATION**  
A Hartfiel Automation Company

Serving the Rocky Mountain Region  
Since 1984

Colorado  
Office

800.638.0920  
303.341.3600

Utah  
Office

800.828.4252  
801.567.1188

[www.fieroautomation.com](http://www.fieroautomation.com)

# About Fiero Automation - A Hartfiel Automation Company

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Established in 1984 in Colorado, Fiero Automation, began as Fiero Fluid Power a distributor of pneumatic and instrumentation components. Today as Fiero Automation, we are one of the largest suppliers of automation components in the mountain states. Our product offering and technical capabilities encompass a wide array of products including some of the latest technologies of robotics, vision systems, sensors, PLC controls and a variety of other critical automation components. Our growth continues today as we have joined the Hartfiel Automation team which now includes 9 offices covering all or part of 19 states.

Hartfiel Automation is fueled by the company's mission to Build a Stronger America by Strengthening American Manufacturing through innovative Automation Solutions. For more than 60 years, Hartfiel has been a specialized high-tech provider of pneumatics, motion and mobile control solutions. Hartfiel Automation has continued to diversify its service by adding product offerings in hydraulics, aluminum extrusions, robotics and automation solutions to better serve their customers and reach new areas of innovation.

As one company our combined team of over 250 employees includes application engineers, product specialists, technically trained territory managers and an outstanding customer service team. We are ready to help you with your automation needs.

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Pneumatic | Automation | Instrumentation

# Fiero Capabilities

Our team of engineers, specialists and account managers are ready to provide a range of services. These include Automation Design Consultation, Training, 80/20 Mechanical Design, Value Add Design and Assembly and our trademarked CPR® process to uncover and document cost savings and profit opportunities associated with your plant equipment.

## Automation Design Consultation

- Staffed Engineers & Product Specialists
- On-site Application Review
- Single Item Specification or Full Machine Review
- Proof of Concept to Implementation Assistance

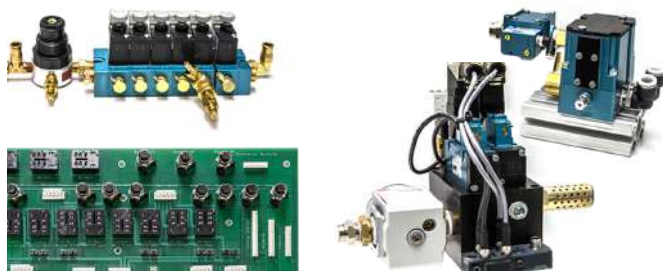


## Training

- Customized Training to Meet Your Needs.
- On-site or Off-site Training
- Wide Range of Topics Including: Pneumatic Systems, Machine Vision, PLC Programming and Machine Safety

## 80/20 Mechanical Design

- From Rough Sketch to Final BOM
- CAD Design Using AutoCAD or Solidworks
- Quotes Based on Your Needs: Stock Parts,
- Ready to Assemble Kits, Completely to Assembled Frames



## Value Add Design & Assembly

- Fully Customized Components
- Modified Standard Parts
- Assemblies & Kits at Competitive Rates
- Lower Total Cost of Ownership Through Customized Solutions



The trademarked CPR® process provides our customers with quantifiable feedback as we work with them to identify ways to capture savings and profit related to specific opportunities on their equipment. We compare your existing situation to our proposed solutions and input critical information into our custom-built application software. We then are able to illustrate the logical path forward to maximize your profits.

# The Fiero Difference

Fiero provides pneumatic, automation, and instrumentation technologies serving clients across the Rocky Mountain Region. Our goal is to help our customers with their automation needs. Whether it's an OEM product, a new machine design or an in-house continuous improvement project, Fiero Automation has the components and the know-how to help.

## Products

### Machine Control

- PLC Controls & Motion Controllers
- HMI Devices
- Industrial Networking & Connectivity
- Control Cabinet Components

### Vision, Sensors & Data Acquisition

- 2D & 3D Vision Systems
- Barcode Readers
- Sensors
- RFID
- Linear & Rotary Position Sensors

### Mechanical Motion &

### Actuation Devices

- Robotics
- End Effectors
- Conveyors
- Pneumatic Actuators
- Electric Actuators
- Motors & Gearheads
- Bearings & Rails
- Energy Absorption Devices

### Pneumatics, Instrumentation &

### Fluid Control Devices

- Pneumatic Directional Control Valves
- Liquid Control Valves
- Air Preparation
- Compressors & Vacuum Pumps
- Vacuum Systems and Components
- Instrumentation Products
- Pneumatic Accessories

### Framing & Structural Components

- 80/20 Industrial Framing
- Machine Guarding
- Device Mounting Hardware

### Machine Safety

- Safety PLC & Controls
- Electrical Safety Devices
- Pneumatic Safety Devices

## Manufacturers



## Additional Manufacturers

Aladco

Acro

Alkon

Allied Molded

Allied Witan Company

Animatics

Anver

Apollo

Atkomatic

Barksdale

B-D Cylinder

Bishop-Wisecarver

Brasscraft

Camozzi

CCS America

Circle Seal

Colder Products/CPC

Compact Air

Conbraco

Control Air

Dwyer Instruments

Edmond Optics

Foster

Freelin Wade

Generant

GSM America

Hoke

Igus

John Guest

Jun-Air

Kollmorgen

Lexair

Major Electronics

Mead Fluid Dynamics

Mem-Co Fittings

MFD Pneumatics

Monnier

Nabtesco

Nook Industries

NSK Precision

Nycoil

Oriental Motor

Parker Skinner

Panasonic

Pisco

Pneumadyne

Robotiq

RUB Valves

Saginaw Enclosures

SMAC

Smart Vision Lights

Spartan-Canfield

Swivel Link

Turn-Act

Troax

Vaccon

Vi-cas

Watts

Wittenstein

Zebra

ZeroMax



As a distributor for MAC and PHD we are also members of the MDN. The MDN is a global organization of independent distributors and manufacturers with a common goal of superior customer service and support worldwide. [www.mdnworldwide.com](http://www.mdnworldwide.com)

# Machine Control

## PLC & Motion Controllers

Machine Automation Controllers & PLC's  
Single & Multi Controllers  
VFD & Speed Controls



## Panel PC, Power Panel & HMI's

Single and Multi-Touch Interfaces and Controls



## Industrial Networking Devices

IO-Link Master & I/O Blocks  
Industrial Network I/O  
Slice I/O



## Control Cabinet Components

Enclosures – Metal, Composite, Stainless Steel  
Power Supplies  
Contactors, Motor Starters, Relays,  
Light Towers, Push Buttons, Switches & Pilot Lights



OMRON

BALLUFF

EATON

DATA PANEL  
A Murrelektronik Company

IDEC

# Vision, Sensors & Data Acquisition

## Machine Vision

2D Vision Sensors & Systems  
Multi-Camera Systems  
3D Laser Profilers



## Barcode Readers

1D & 2D Handheld & Fixed Mount Readers  
Barcode Verifiers



## Sensors

Optical Sensors  
Fiber Optic & Laser Distance Sensors  
Inductive & Capacitive Sensors  
Ultrasonic Sensors



## RFID

Inductive Based Low & High Frequency  
UHF Electro-magnetic Based



BALLUFF

OMRON  
AUTOMATION & SAFETY

IDEC

Panasonic  
SUNX

ZEBRA

Additional Brands: Optex, Vaccon, Wika



# Mechanical Motion & Actuation Devices

## Robots

- 6 & 7 Axis
- 6 Axis Collaborative
- 4 Axis Scara
- Autonomous

## Robotic End Effectors

- Pneumatic & Electric Grippers
- Vacuum End Effector Solutions

## Conveyors

- Flat Belt
- Stainless Steel
- Smart Flex® - Flex Chain
- Dual Strand

## Pneumatic Actuators

- Non-repairable Round Body Cylinders
- Tie Rod & NFPA Style
- Rodless Slides
- Grippers
- Clamps

## Electric Actuators

- Screw & Belt Drive
- Rod Style
- High Force Rod Style
- Linear Motors

## Motors & Gearheads

- Servo & Stepper Motors & Drives
- Induction Motors
- Right Angle & Planetary Gearheads
- 2-Stage Cycloidal Gearheads

## Bearings & Rails

- Profile Rail & Bearings
- Round Rails & Bearings
- V-Style Rail & Wheel/Bearings

## Energy Absorption

- Shock Absorbers
- Wire Rope Isolators
- Air Springs



Additional Brands: Animatics, Anver, Bishop Wisecarver, Compact-Air, Kollmorgen, Nabtesco, Nook, Oriental Motor, Turnact, Vaccon,



# Pneumatic, Fluid Control & Instrumentation Devices

## Pneumatic Directional Control Valves

- Inline 2 way, 3-way, 4-way & 5-way valves
- Manifold 3-way, 4-way & 5-way valves
- Bus Controlled Manifold Valves
- Bus Controlled Valves with integrated I/O
- Proportional Pressure Controllers



## Fluid Control Valves

- Inline 2 & 3 way valves
- Cartridge and Manifold Style Valves
- High Pressure Valves
- Pinch Valves



## Compressors & Vacuum Pumps

- Piston, Rocking Piston & Diaphragm Units
- Regenerative Blowers
- Quiet Compressors
- Air Motors



## Air Preparation Equipment

- Filters, Regulators & Lubricators
- Coalescing Filters & Air Dryers
- Precision Regulators



## Vacuum Systems & Components

- Venturi Style Vacuum Pumps
- Pressure & Vacuum Switches & Sensors
- Vacuum Cups
- Vacuum Lifters



## Instrumentation Products

- Brass & Stainless Gyrolok Fittings
- Instrumentation Needle & Metering Valves
- Relief Valves & Check Valves
- Pressure Switches & Transducers
- Industrial & Process Gauges
- Temperature Sensors & Bi-Metal Thermometers
- Flow & Liquid Level Switches
- Ball Valves
- Chemical Grade & NSF Quick Couplers
- Vacuum Lifters



## Pneumatic Accessories

- Push-In Fittings
- Flow Controls, Needle Valves & Relief Valves
- Brass Fittings
- Quick Disconnect Couplers
- Poly Tubing



Additional Brands: Barksdale, Hoke, Circle Seal, Anver, Vi-Cas, Foster, Vaccon

## Framing, Structural Components

### Industrial Framing

80/20 T-Slotted Profiles  
80/20 Mounting Hardware & Accessories

### Machine Guarding

80/20 Custom Guards  
Pre-Configured Perimeter Guards

### Device Mounting Hardware

HMI Mounts  
Camera Mounts  
Sensor Mounts



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## Machine Safety

### Safety PLC & Controls

Safety Networking  
Safety Relays

### Electrical Safety Devices

Light Curtains  
Area Scanners  
Safety Interlocks  
Safety Mats & Bumpers  
E-Stops & Rope Pulls

### Pneumatic

Control Reliable Valves  
Pneumatic Isolation Valves  
Two Hand Anti-Tie Down Valves



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## Custom Solution Providers

Many of our Manufacturers are great at providing customized Solutions for your application. If you don't see exactly what you need please let us explore your application with you. Some of our vendors that specialize in custom solutions include:

