The massive potential of optical measurement is still untapped. Brandsoft’s customer-oriented product development requires both customer- and process-expertise, which gives us the tools to meet the needs research institutes and partners engaged in different types of business.

Our business is located between the utilisation of high-tech solutions and market-based expert service. Thanks to our product development, we are able to offer cutting edge and innovative product concepts that require no risk-taking from the customer when it comes to development and deployment.

Brandsoft Oy has a significant history as a provider of optical measurement systems.

Customer feedback:
Coilbox process control with an optical measurement system:

“The project launch was at the start of 2010, with deployment of the equipment taking place in June. Project management and sticking to the schedule, work safety and staying in touch with the customer all worked extremely well. The result of the project was a ready and working product. We believe that the project demonstrated very well that existing machine vision applications are applicable to demanding heavy industry applications, which require tireless visual observation and quick decisions and follow-up measures based on them.”

Markku Kotajärvi
Section Manager
Ruukki Metals Oy
Brandsoft’s “3-Step Concept”
- Phases form the Brandsoft service package

Factors supporting the development of the 3-Step Concept

- Optical measurement systems have not been significantly exploited in traditional metal and engineering industries.
- As systems have become more complicated, the number of interfaces in factory systems has increased (without exception these need to be ‘customised’).
- The delivery of optical measurement systems is impossible without testing at the final site; the functionality of the components needs to be verified.
- System suppliers are a mixed group; the ‘preliminary survey’ level has been variable; undocumented half-day test measurements.
- The delivery of a diverse entities with a tightening quality requirements needs a more effective and flexible approach that provides the customer with a comprehensive concept.
- The company’s own product utilisation in Clearing Services.
- Production of economically profitable Clearing Services for metal and mechanical engineering industries.

A cost-effective, phased delivery model creates significant added value for the customer.