

# Channel Partner Profile

**East Coast  
Automation**

 North East Region, USA

Providing the best safety solutions together



**FORTRESS**

## About East Coast Automation Sales

East Coast Automation (ECA) Sales is a manufacturers' representative serving the North East region of the United States. They represent best-in-class Manufacturers in the Industrial Automation space. ECA Sales specialises in the following vertical markets: Material Handling, Warehouse Automation, Robotics, Mobile Equipment and Packaging. They serve these industries with an offering that includes PLCs & I/O, HMIs, Motor Controls, Sensors, Machine Safety, Industrial Connectivity and DC Power solutions.

## Products

- PLCs & I/O
- Motor Controls
- Safety sensors
- Machine Safety
- Industrial Connectivity
- DC Power solutions

## Key Industries

- Material Handling
- Warehouse Automation
- Robotics
- Mobile Equipment
- Packaging

## WORKING TOGETHER



### OUR PARTNERSHIP

East Coast Automation Sales has been partnered with Fortress since 2017.



### FAVOURITE PRODUCT RANGE

ECA's favorite Fortress product ranges are amGardpro (proNet) and tGard. proNet allows customers to elevate their safety solutions onto their network of choice, including CIPSafe, ProfiSAFE, and Safety over EtherCAT (FSOE).



ECA believes tGard is the perfect solution for our OEM customers looking to streamline their push-button & safety interlock needs within a robotic cell or other machinery.

### MOST INTERESTING PROJECT WITH FORTRESS

ECA recently specified amGardpro FSOE with Opex, a Warehouse Automation OEM, for their state of the art Infinity Automated Storage & Retrieval System.

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## TESTIMONIAL

*I feel very lucky to have such wonderful partners in the East Coast Automation team. Their commitment to collaboration, growth, and professionalism have made them a joy to work with each and every year at Fortress. I look forward to many more years promoting safety together!*

**Brendan O’Gorman,**  
**Regional Sales Manager US,**  
**Fortress Safety**

## MOVING FORWARD

### CURRENT CHALLENGES IN THE MARKET

ECA anticipate that the automation industry will face a skills gap and labour shortage due to the demographics of its current workforce. They feel that automation will play a key role in addressing these challenges and are committed to providing innovative solutions and expert support to help businesses adapt and thrive.

## EXCITING PLANS FOR THIS YEAR

ECA Sales are excited to exhibit at the upcoming Robotics Summit & Expo in Boston. Say hello and meet the East Coast Automation Sales team at Booth #339, April 30 - May 1, 2025. They also recently attended ProMAT in Chicago, March 17 – March 20, 2025.

ECA’s goal for 2025 and beyond is to achieve sustainable long-term growth for their manufacturing principals. Their aim is to achieve this by offering elegantly engineered solutions to their customers by leveraging their product offering and augmenting it with the skills and experience of their sales engineers.

## POWER UNDER CONTROL

Fortress Safety is the industry leader for configurable and modular safety solutions. East Coast Automation Sales is proud to partner with Fortress Safety to solve the toughest safety challenges in our industry.

Bring ECA your safety applications and they will prove that they have the most dynamic and responsive sales team coupled with world-class products.