

Robotics Manufacturer Fuji Announces Collaborative Solutions with Standard Robots

New collaboration with partner in the AMR field to provide further smart factory solutions

Fuji Corporation (headquarters: Chiryu, Aichi; Representative Director, President and CEO: Joji Isozumi; hereinafter referred to as "Fuji") is pleased to announce that it will begin offering FUJI Smart Factory solutions in collaboration with Standard Robots (headquarters: Shenzhen, China, CEO: Wang Yongkun, hereinafter referred to as "Standard Robots"), a company that provides AMR (Autonomous Mobile Robot) solutions and has joined the co-creation alliance of FUJI Smart Factory members (hereinafter referred to as "FSF members") organized by Fuji. This will strengthen the smart factory solutions being driven by Fuji.



Fuji and Standard Robots have been collaborating for some time now, working to develop solutions that leverage the technologies of both companies for the realization of smart factories. At the productronica China 2025 exhibition held in Shanghai, China from March 25th to 27th, 2025, Standard Robots' AMR automatically transported magazines for parts supply to Fuji's pick and place machine, NXTR A model, in demonstrations held in the Fuji booth. In addition, verification tests for connecting to Fuji's placement systems are being conducted at user factories that have already adopted Standard Robots' AMRs.



At productronica China 2025, Standard Robots' Oasis-300E AMR was used to transport part supply magazines to Fuji's NXTR A model pick and place machine

Currently, Fuji is preparing to offer collaboration solutions with Standard Robots in Japan as well. With the participation of Standard Robots as an FSF member, it will be possible to offer a wider range of AMR solution options when introducing smart factories and be better positioned to meet the diverse needs of customers.

Towards the future

Fuji will continue to work with its partners to realize flexible system collaboration that transcends corporate boundaries, aiming to create smart factory environments that are easy for users to implement. As a frontrunner aiming to realize fully automated factories in the SMT industry, we will continue to develop products and expand functionality to support our users' high-quality manufacturing through the use of advanced technologies. We will share the results of our efforts through exhibitions and seminars, and contribute to the sustainable development of the manufacturing industry as a trusted technology partner.

FSF members

This smart factory co-creation alliance was launched by Fuji in July 2016. Fuji is working across corporate boundaries to achieve automation and labor savings throughout entire SMT factories, and beyond that, to make factories autonomous, so that they can continue to operate at a high efficiency. In recent years, AMR manufacturers and system integrators, in addition to machine manufacturers, have been participating in the project to develop solutions that help maintain and improve quality and productivity by integrating systems and automation technologies. As of August 2025, the number of participating companies has expanded to 38. For more information on participating companies and collaborative features, please click [here](#).

Company Profiles

About Standard Robots

Standard Robots (Wuxi) Co., Ltd. is a company established in 2016 with its headquarters in Shenzhen, China, specializing in the development and manufacturing of autonomous mobile robots (AMR). Utilizing their proprietary SLAM navigation technology, robot control algorithms, and operating systems, they provide flexible and highly efficient intralogistics solutions for the manufacturing and logistics industries.

About Fuji

Founded in 1959, Fuji Corporation is a global leader in SMT robotics and automation technology, specializing in electronics assembly equipment and machine tools. Fuji develops high-speed, high-precision SMT equipment and automation systems that maximize productivity, supporting industries such as semiconductors, telecommunications, generative AI, and automotive. Their commitment to R&D ensures that Fuji technology stays ahead of the curve, innovating adaptable solutions for various production needs. Beyond manufacturing, Fuji applies robotics and automation to logistics and healthcare, addressing societal challenges and working toward a sustainable future. By delivering innovative products and services, Fuji enriches lives and creates new value for society, shaping a future where automation supports everyday life.

Company name	FUJI CORPORATION
Representative	Joji Isozumi, Representative Director, President & CEO
Address	19 Chausuyama, Yamamachi, Chiryu, Aichi 472-8686 Japan
Established	April 1959
Business details	Development, manufacturing, and sales of SMT pick and place machines and machine tools
Capital	5,878 million Yen
URL	https://www.fuji.co.jp/en/ (Official website) https://smt.fuji.co.jp/en/ (SMT website)

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