Statement of Direction: AutomationDirect.com PLC Families

AutomationDirect.com is a supplier of industrial PLCs to the North American market. We have a long history beginning with DirectLOGIC PLCs which we introduced in 1994 along with the industry's first Windows-based programming software, DirectSOFT®. We have expanded our PLC product offering with CLICK PLCs (introduced in 2008), Productivity Series PLCs (introduced in 2009), Do-More/BRX PLCs (introduced in 2012), and the LS Electric PLCs (introduced in 2023). Each new PLC platform has been significantly expanded in both hardware and software since their initial introduction. **The purpose of this statement is to be as clear as we can concerning our future direction with all these PLC families.**

We recognize many of our customers have invested in the legacy DirectLOGIC family for decades, so our focus for the DirectLOGIC PLCs is to keep them in production for as long as possible. As such, we are making ongoing investments in DirectLOGIC PLCs to extend the product life as we encounter continuous situations with component obsolescence.   We are not planning to add any new features to the DirectLOGIC product family, our entire focus is keeping the DL05/06/205/405 PLCs available for as long as possible.

Our newer, more modern PLC families – CLICK PLCs, Productivity Series PLCs, Do-more/BRX Series PLCs and LS Electric PLCs – will continue to receive ongoing investments to greatly expand features in hardware, firmware and software. It is very important to understand that each of these PLC families has their own value proposition, product management team and primary supplier (click here for more detail). The product roadmaps for these newer, more modern PLCs are completely independent of each other and there are no roadmap constraints. The roadmaps are not coordinated in any way, and they progress on their own organic timetable. Each PLC roadmap is designed to meet the needs of their customers and incorporate new product features primarily driven by feedback.

For example:

CLICK PLCs were expanded in 2021 with the addition of CLICK Plus PLCs which added capabilities including Wi-Fi, MQTT, motion control up to 3-axis, and additional expansion module slots.

Productivity Series PLCs have expanded over the years to include Productivity1000, Productivity2000, and Productivity3000 PLCs; creating a scalable control platform for a wide range of industrial applications. Recent enhancements include MQTT, variable communications instructions, 1 to 4 axis motion controllers, and a new P2-622 CPU.   Another direction for the Productivity Series controllers has been to add alternative control engines that utilize the Productivity hardware platform – including the P1AM-100/200 controller (C++ with Arduino IDE/CircuitPython programming) using Productivity1000 I/O and the ProductivityCODESYS controller (IEC 61131-3 programming) with Productivity2000 I/O.

BRX Series PLCs were added to the Do-more platform in 2017. The BRX Series PLCs include a strong feature set for IOT centric applications, the first to offer MQTT/MQTTS and is very strong in general communications and basic motion control with built-in high speed capabilities up to 2MHz.

LS Electric PLCs have provided the opportunity to enter more advanced PLC-based motion control. CPUs are available using conventional PTO (pulse train output) for up to 6 axes of motion control. Alternatively, the industry standard EtherCAT motion bus is available for up to 16 axes of motion control using expansion motion control modules. Advanced motion instructions for accomplishing linear, circular, helical, and ellipse interpolation are included in the feature rich instruction set. The standard IEC61131-3 programming environment provides multiple programming options including relay ladder logic and structured text.

AutomationDirect.com is committed to offering a range of PLC options for our customers. We trust our customers to evaluate the options and make the best selection. We consider PLCs to be very dynamic products that we continually enhance and expand. We also recognize the investment our customers make when selecting any of our PLCs for their control systems. As such, we will continue to do our best to protect that investment by keeping our PLC platforms in production for as long as we can. As we roll out enhancements for existing PLCs or even entirely new PLC platforms, these initiatives are in addition to and not instead of our existing PLC platforms.

If you are an existing user of our PLC products, we thank you for your business. If you are considering one of our PLC products, we hope this information is helpful for you and we look forward to the opportunity to earn your business.