



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Itoh Denki USA Celebrates 30th Anniversary

Wilkes-Barre, PA – On November 13, 2026, Itoh Denki USA, Inc. will mark its 30th anniversary, celebrating three decades of manufacturing innovation, providing the unique motor driven roller (MDR) to the material handling industry. This milestone anniversary allows for reflection of the growth and expansion since the company's establishment in 1996.

"Our 1996 incorporation came about soon after the "World Wide Web" revolutionized E-commerce for major retailers. The safe, quiet, and energy saving design of the MDR made it a perfect fit for conveyance as the traditional fork truck operated warehouse became the manually staffed fulfillment center," said Rich Kosik, President of Itoh Denki USA, Inc.

Since its inception, Itoh Denki USA's production needs have grown exponentially, requiring additional building space. The company expanded its original facility in 2006, adding over 12,000 square feet. As production continued to increase, Itoh Denki USA developed a new facility in 2016. This current facility was expanded in 2024, adding an additional 74,000 square feet of production and office space to its operation. The move and expansion allowed Itoh Denki USA to more than double its workforce since 2015, going from 21 to over 50 employees.

"The inherent safety and ergonomic features provided when using MDR for material handling continues to allow our growth to parallel the growth of the E-commerce industry. In addition, the introduction of robotics in both the E-commerce and Smart Manufacturing space increases the demand for MDR. Our expansion allows our U.S. factory to meet this demand," said Kosik.

Over the past 30 years, Itoh Denki has greatly expanded its product offering in order to meet evolving technologies and a wider variety of material handling needs. What began as a small selection of motorized conveyor roller options controlled by basic circuit boards has turned into an extensive product line of motor driven rollers for virtually any application, as well as fully programmable controllers, sortation and transfer modules, and accessories to meet any needs.

"As the weight and speed of the products conveyed changes to meet market demand, the design of the 24V MDR also changed to accept loads ranging from light Poly bags to 4,000 pound pallets. Our controls now provide operational status of the motor and life cycle information to upper level WCS and WMS systems. This visibility is essential for maximizing the operation of today's automation," said Kosik.

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About Itoh Denki USA, Inc.

Itoh Denki is the leading manufacturer of motor driven roller (MDR) technology. Also known as the Power Moller® 24, Itoh Denki's motor driven roller consists of a standard conveyor roller tube with a brushless 24V DC motor and gear set inside. These rollers are safe, efficient, and suited to nearly any application, thanks to their wide variety of motor specs, options, and finishes. After perfecting this 24V DC motor technology in rollers, Itoh Denki incorporated it into a line of sorting and diverting modules to reduce hassle in broader material handling applications.

Established in Japan in 1946, Itoh Denki has become a global presence and an innovator in the material handling industry. Itoh Denki USA Inc. opened its doors in 1996 to provide MDR solutions to the North and South American markets.

Today, Itoh Denki USA Inc. has provided countless MDRs and MDR technologies to various establishments across the United States, Mexico, Canada and South America.

Itoh Denki USA Inc. is a Rockwell Automation Technology Partner and a member of MHI.

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