

Rexel

AUTOMATION  
SOLUTIONS

# NEW PRODUCTS

Innovative Solutions for Industry 5.0

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## Issue Highlights

- **Join the Rexel Experience at Automation Fair 2025 | November 17 - 20, 2025**
- Guardmaster® 440C-CR30 Software Configurable Safety Relay
- Autonomous Mobile Robots by OTTO
- Aria AZT Protect - OT Cybersecurity
- LifeCycle Services
- 2025 Workforce Development

THE REXEL EXPERIENCE

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Automation Fair®  
**RA create**  
what's next

**Nov. 17-20, 2025**  
**Chicago, Illinois, USA**

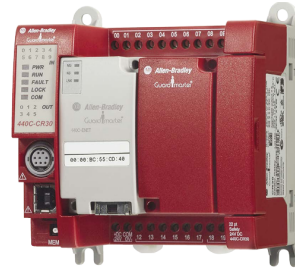
Come see ALL the new products by registering to attend Automation Fair® with us.

[Explore Automation Fair® with Rexel](#)

## Product Showcase

Guardmaster® 440C-CR30 Software Configurable Safety Relay

Allen-Bradley's Guardmaster® 440C-CR30 Safety Relay is a flexible, cost-effective and easy-to-use configurable safety relay ideal for applications requiring four to 10 safety circuits and control of up to five zones. The Guardmaster® 440C-CR30 Safety Relay is configured through a simple process of selecting certified safety function blocks to rapidly build your applications.



The Guardmaster® 440C-CR30 safety relay is completely integrated with Allen-Bradley Logix controllers and can be configured and programmed in the Rockwell Software® Studio 5000® environment. This means you can create, control and monitor a safety system in the same software environment as their standard control, resulting in increased productivity and reduced commissioning time.

[Learn More](#)

For questions, please contact [Kelly.Matthews@RexelUSA.com](mailto:Kelly.Matthews@RexelUSA.com).

## Autonomous Mobile Robots by OTTO



Level up your material handling. Unlock the highest level of productivity with an autonomous material handling solution that's proven in the most successful factories around the world.

*\*Featured at Automation Fair 2025*

[Learn More](#)

For questions, please contact [Jason.McBrayer@RexelUSA.com](mailto:Jason.McBrayer@RexelUSA.com).

## Aria AZT Protect - OT Cybersecurity



### Can your OT network guard against the unknown?

Your operational technology (OT) networks are the source of your revenue and profit. They are also increasingly connected to the outside IT world, which means they are vulnerable to a growing number of cyberattacks – from ransomware to sophisticated intrusions, many of which have never been seen before. As your OT and IT worlds converge, the risk of cyber exploits of critical application vulnerabilities that can shut down your critical OT production systems exponentially increases.

## AZT PROTECT's AI-Directed patented approach

- Stops all attacks immediately as they try to execute
  - Stops attacks Cloud based EDRs don't:
    - Supply chain attacks
    - Nation state backed attacks
  - Understands known good applications, processes, etc... and blocks the rest
- Each endpoint is fully autonomous, stops the attacks then reports:
    - No need for Cloud updates to block new attacks
  - Makes application vulnerabilities and patching near irrelevant by blocking exploits
  - No need for cybersecurity trained staff
  - Deploys and fully protects in minutes
  - Lightweight – can be rolled out on OT equipment with 20-year-old OS versions
  - Can run fully air-gapped

Learn More

For questions, please contact [Alvin.Toney@RexelUSA.com](mailto:Alvin.Toney@RexelUSA.com).

## LifeCycle Services

### Build Knowledge and Expertise

**Want more information?** Ask your authorized Allen-Bradley® distributor which **Learning+ training subscription** is right for you, or visit: [rok.auto/training](http://rok.auto/training)

Our E-learning courses include fundamental and product-specific topics delivered directly to your plant floor or location of your choice. Each learning module contains activities, software simulations and demonstration videos to help reinforce learning concepts. Virtual classroom sessions include modularized virtual lectures, lab experience demonstrations, simulations and demonstration videos.

Office hours are available for small group coaching to enhance learning concepts. More capabilities and more content. Live and on-demand Genius Webinars are featured monthly, and content is continuously being developed. Assessment tools help baseline your knowledge and e-learning modules are available in multiple languages.



### Upskill your employees with flexible, on-demand training solutions

You're challenged to provide your current workforce with the technical skills and knowledge that will keep your production environment operating smoothly. Our Learning+ training subscription provides the valuable instruction that you need, with today's flexible workforce requirements in mind.

#### Expanded training options now available

|                                              | Learning+ | Learning+ Enhanced | Learning+ On-Demand | Learning+ Live |
|----------------------------------------------|-----------|--------------------|---------------------|----------------|
| <b>USER ACCESS</b>                           |           |                    |                     |                |
| Self-automation courses                      | ✓         | ✓                  | ✓                   | ✓              |
| Virtual instructor-led training              | ✓         | ✓                  | ✓                   | ✓              |
| 160+ hours of industrial craft self-learning | ✓         | ✓                  | ✓                   | ✓              |
| Genius Webinars                              | ✓         | ✓                  | ✓                   | ✓              |
| Product Spotlight video courses              | ✓         | ✓                  | ✓                   | ✓              |
| Automation technology knowledge assessments  | ✓         | ✓                  | ✓                   | ✓              |
| <b>PLATFORM FEATURES</b>                     |           |                    |                     |                |
| Certificates of completion for e-Learning    | ✓         | ✓                  | ✓                   | ✓              |
| Administrative dashboard for multi-users     | ✓         | ✓                  | ✓                   | ✓              |
| Reallocation of user access                  | ✓         | ✓                  | ✓                   | ✓              |
| <b>SCALABLE OPTIONS</b>                      |           |                    |                     |                |
| Annual subscription                          | ✓         | ✓                  | ✓                   | ✓              |
| Single course 90-day trial pass              | ✓         | ✓                  | ✓                   | ✓              |
| Educational subscriptions                    | ✓         | ✓                  | ✓                   | ✓              |



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For questions, please contact [Amber.Manno@RexelUSA.com](mailto:Amber.Manno@RexelUSA.com).

# Featured Learning

If Rockwell's in-person classes do not work for you, Rockwell offers their [Learning+](#) subscription program which has a wide variety of classes that are flexible and fully virtual.  
[>> Learn More](#)

## Essentials of Industrial Ethernet Networks for an OT Professional ([CCP182](#))

\$2,250

**Rexel Asheville, NC (November 17 - 18, 2025)**

157 Asheland Ave, Asheville, NC 28801

Register

## EtherNet/IP Configuration and Troubleshooting ([CCP183](#))

\$2,700

**Rexel Asheville, NC (November 19 - 21, 2025)**

157 Asheland Ave, Asheville, NC 28801

Register

## FactoryTalk View SE Programming ([CCV207](#))

\$3,650

**Rexel Asheville, NC (December 15 - 19, 2025)**

157 Asheland Ave, Asheville, NC 28801

Register

## FactoryTalk View ME & PanelView Plus Programming ([CCV204-A](#))

\$3,100

**Rexel Asheville, NC (January 27 - 30, 2026)**

157 Asheland Ave, Asheville, NC 28801

Register

*\*Please review the required prerequisites. Prerequisites MUST be addressed prior to registration for this course.*

[View Full Course Offering](#)

**Seating is limited! Register for a course today!**

For questions or help with registration, please contact [Amber.Manno@RexelUSA.com](mailto:Amber.Manno@RexelUSA.com).

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