



Press Release
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Conceptual Innovations Develops Omni-Directional Heavy-Duty Drive System, Forging a New, More Cost-Effective Path for Manufacturers

Albion, MI – **Conceptual Innovations**, an engineering, consulting and custom manufacturing firm powered by Caster Concepts (CasterConcepts.com), announced the development of the [Omni-Directional Heavy Duty Drive System](#) able to move up to 40,000 pounds and maneuver in narrow aiseways.

This new technology, based on the company’s patent-pending, omni-directional drive, showcases the latest innovation in material handling for industrial manufacturers. The battery-powered, wirelessly controlled platform allows manufacturers to bypass the use of expensive cranes and forklifts that only certain operators are trained to maneuver. The platform can move even the most delicate parts, such as an airplane fuselage, and position them precisely.

The omni-directional platform, originally designed to transport the hull of a [military vehicle](#), has been used by automobile manufacturers, [spacecraft engineers](#), and the marine industry. Engineers designed the platform so that it’s affordable and easy to transport, fitting snugly on a flat-bed truck for convenient shipment across the country.

“The platform and cart provide a safer, more efficient work environment,” said Elmer Lee, Ph.D., director of engineering for Conceptual Innovations and Caster Concepts. “It’s fully customizable and something we can produce with the capabilities of our plant in Albion. Such technology has only been available in Europe and Asia, making it an expensive alternative for many U.S. manufacturers until now.”

The Conceptual Innovations Omni-Directional Heavy Duty Drive System features the following:

- Four drive system pods that rotate 210 degrees independently.
- Drive system pods that move in all degrees within a horizontal plane.
- Extra-heavy-duty dual-wheel casters designed for heavy load capacity.
- A wireless controller featuring a three-axis joystick and a slow/fast and e-stop selection.

[Video: Watch the Omni-directional Drive System in action.](#)

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About Conceptual Innovations

Conceptual Innovations (CI) is an engineering, consulting and custom manufacturing service that focuses on delivering cost-effective, technical solutions. Specializing in development, testing, automation and design, Conceptual Innovations provides cutting-edge expertise to companies of any size. CI can prototype a design, create a proof for evaluation, and test for both long-term usability and endurance. Each solution is optimized for both functionality and manufacturing costs. Visit Conceptual-Innovations.com.

About Caster Concepts

Caster Concepts designs and builds industrial casters and wheels for virtually any application. ISO 9001-2008–certified, Caster Concepts manufactures heavy-duty products to withstand impact, corrosion, temperature extremes and industrial chemical environments. Caster Concepts' multifunctional casters and wheels provide solutions in industrial, automotive, food service, aerospace, material handling and many other demanding markets. Visit CasterConcepts.com.

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