



WeldMate: Making Welding Automation Accessible to All SMEs Through a Strategic Partnership

Paris, June 24, 2025 — Fuzzy Logic Robotics announces the signing of its very first distribution agreement with FIREP, a recognized player in the industrial welding sector. This partnership marks a key milestone in the commercialization of WeldMate, the intelligent welding assistant designed to make automation accessible to SMEs.

WeldMate: Automation Without Complexity

WeldMate is a ready-to-use robotic cell designed for small batches and highly variable environments. Thanks to Fuzzy Logic's exclusive Real Time Control technology, the robot is programmed without a single line of code: a simple operator gesture is all it takes to teach a welding path. The system automatically calculates the optimal trajectory and reproduces movements with precision, even on complex 90° welds.

"This isn't a robot to program; it's a tool to use," summarizes Ryan Lober, CEO of Fuzzy Logic Robotics.

FIREP: A Trusted Partner

Based in Angers and Lorient, FIREP brings more than 40 years of expertise to professionals in the sale, rental, and maintenance of welding and cutting equipment. Today, FIREP is fully investing in the development of cutting-edge technologies to serve the industries of tomorrow.

"By introducing WeldMate, we strengthen our commitment to offering innovative, simple, and effective solutions. This partnership allows us to better support our clients toward accessible and high-performing automation," says Julien Bourasseau, President of FIREP.



A Limited-Time Offer Until September 30, 2025

Following the strong interest WeldMate received during its presentation at the French Welding Championship, Fuzzy Logic Robotics is extending the pre-order period until the end of September 2025. The limited edition WeldMate Prime remains available starting at €30,000 (excl. tax), with an exceptional turnkey package:

- **3-year full software subscription**
- **3-year extended warranty**
- **Annual preventive maintenance**

Deliveries are scheduled between September and December 2025, and production will not resume until 2027. Each customer may order up to two units to ensure fair access for the most agile manufacturers.

A Collaboration Serving the Industry

This partnership between Fuzzy Logic Robotics and FIREP reflects a shared ambition: to make industrial robotics accessible, simple, and effective for SMEs. By combining Fuzzy Logic Robotics' technological expertise with FIREP's field experience, WeldMate becomes a concrete solution to meet automation challenges in the welding sector.





[Visit the dedicated WeldMate webpage here!](#)

[Watch WeldMate demo videos on Fuzzy Logic Robotics' YouTube channel!](#)

→ **About FIREP**

Based in **Angers** and **Lorient**, the FIREP team supports manufacturers in the northwest quarter of France with a human approach, local service, and valuable expertise in the sale, rental, and maintenance of welding equipment, as well as fume extraction and industrial supplies.

More information: <https://www.firep.fr/>

→ **Focus Fuzzy Logic**

Fuzzy Logic, a software publisher, brings a radical change to industrial automation by enabling easy reprogramming of robots on the shop floor to adapt production flexibly.

More information: flr.io

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