

logo

31. March 2025

Responsible according to press law:

Christian Österle

QR code



[Download/View press release and press images.](#)

From a small impulse to a world of motion

Festo's inspiring innovation journey

It all began 100 years ago in a workshop in Esslingen am Neckar. Festo founder Gottlieb Stoll asked himself how technology could make work easier. From the initial production of machines for woodworking, the company developed into the production of pneumatic and electrical automation technology for mechanical engineering in a wide range of industries. Today, Festo is one of the world's leading automation specialists.

Motion in automation

Whether pushing, turning, lifting, positioning or relocating workpieces, materials and products during their production process, whether dosing, filling, throttling or pumping liquids and bulk materials in the process industry: motion is involved everywhere in industrial manufacturing processes. As a specialist in automation, Festo has made motion its core business.

A machine that tells the story of Festo and looks to the future

To mark its 100th anniversary, Festo has designed and built a machine that shows the fascinating world of motion. From a small impulse, such as the flap of a butterfly's wings, something big can emerge, for example new ideas for applications and new technologies. Nature is often the great teacher here. We can learn to fly, swim, walk, crawl or hover from her.

Free spaces lead to new solution spaces

The machine is not a purchasable product, but rather an innovation carrier that demonstrates the range of technical solutions in automation technology. Festo also wants to show how important freedom for creativity and inventiveness are to maintain a leading position in global competition. Festo wants to be the best partner for its customers, always at the highest technological level and as a holistic provider of electrical, pneumatic and digital solutions and - as a special USP - the matching training courses from Festo Didactic.

Innovations can solve specific problems and have the potential to change entire sectors and create new industries. The driving forces behind these innovations are the ecosystems of customers and partners who are looking for solutions to their challenges. The journey in the machine leads through specific industries, such as battery production for electric cars, laboratory automation in the life sciences, intralogistics and the semiconductor industry. It delves into the company's history and ends with insights into the actuator technology of the future. But the momentum continues.

Festo pursues a clear vision

Through automation and technical education, the company aims to contribute to further progress, for people and for our environment. Motion is the driving force that is firmly anchored in Festo's identity. Today, the family-owned company is at home in the world and at the same time is committed to its roots in Baden-Württemberg in southern Germany, the land of engineering and industrial expertise. Driving topics forward under its own steam and turning ideas into reality are part of the recipe for success. Playfully researching bionic robots or trying out the impossible is part of what makes this company so fascinating.

Motion is changing our world and will continue to do so in the future. How this change will unfold over the next 100 years remains to be seen. But one thing is certain: it will be characterized by motion and bold ideas. Through small impulses that can trigger chain reactions and ultimately lead to something big.

Transformation

Since the introduction of Industry 4.0, digitalization has been the driver of transformation. Machine data, information and algorithms are moving at the speed of light. We are networking with people and increasingly intelligent products. Network speed is increasingly determining the machine cycle and creating more transparency, quality and efficiency.

Festo makes pneumatics intelligent and energy-efficient by integrating these technologies. By expanding its portfolio with electrical automation technology, Festo offers its customers end-to-end connectivity right through to the cloud.

Motion through education

And at Festo, it is always about the people who learn through technical education how to use new technologies efficiently, develop them, drive them forward and create new innovations. Innovations that make life easier for people in the workplace through machine collaboration and increase productivity. Education is central to fostering innovations that enable a sustainable, environmentally friendly future.

???



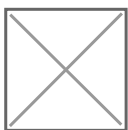
Festo Incredible Machine_dark

Festo Incredible Machine



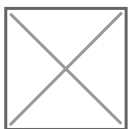
Festo Incredible Machine_people

Festo Incredible Machine



Festo Incredible Machine

Festo Incredible Machine



Festo Incredible Machine_Butterfly

The eMotionButterfly from Festo sets the machine in motion.



Festo Incredible Machine_Detail Butterfly

The eMotionButterfly from Festo sets the machine in motion.