

Statement of Direction: Automationdirect.com PLC Families

Automationdirect.com (formerly PLCDirect.com) opened for business in 1994. From then until 2008, the DirectLOGIC PLCs were the only PLCs we offered, programmed with relay ladder logic (RLL). In 2008, we introduced the CLICK PLCs, in 2009 we introduced the Productivity Series PLCs, and in 2012 the Do-more PLCs. Each new PLC platform has been significantly expanded since their initial introduction. The purpose of this statement is to be as clear as we can be concerning our future direction with all these PLC families.

We recognize many of our customers have invested in the DirectLOGIC family for years, so our focus for the DirectLOGIC PLCs is to keep them available for as long as we possibly can. Ongoing investments in DirectLOGIC PLCs are focused entirely on extending the product life; we are not planning to add any new features to the DirectLOGIC product family.

Our new PLC families – CLICK, Productivity Series and Do-more Series – will continue to receive ongoing investments to greatly expand features in hardware, firmware and software. It is very important to understand that each of these newer PLC families has their own value proposition, product management team and primary supplier (see link below for more detail). The product roadmaps for these new PLCs are completely independent of each other and there are no roadmap constraints. The roadmaps are not coordinated in any way and they progress on their own organic timetable. Each PLC roadmap is designed to meet the needs of their customers and incorporate new product features based on feedback.

Automationdirect.com is not going to publicly share the details of our PLC roadmaps. However, we welcome customer feedback and we always consider new ideas in our product roadmap discussions. Your ideas and feedback do impact what we do. We look forward to the continued success and growth of our new PLC products. Thank you for your business. We could not be here without you!

See the PDF link below for more information on each PLC family and considerations for selection:

[Control Systems Overview](#)