**PRESS RELEASE**

2014 PneuDrive Challenge theme announced

***17 March, 2014:*** *Sponsors and organisers of the PneuDrive Challenge - SEW-EURODRIVE and Pneumax - recently announced the theme for the 2014 PneuDrive competition, green warehousing logistics.*

SEW-EURODRIVE marketing and communications manager **Rene Rose** explains: “The theme for this year’s PneuDrive Challenge is green warehousing logistics. Students have to identify and analyse specific problems relating to retrieval, conveying, placement, packing, palletising and loading within a warehouse and design a solution. Students have to be able to demonstrate how their design could improve the identified problem, as well as how it has taken the environment into consideration.”

Pneumax managing director **Adrian Buddingh** notes that there are certain proposed products from both Pneumax and SEW-EURODRIVE that the students can consider using when designing their warehousing logistic solution. “For each of the different areas of warehousing that the students need to consider there are suitable products from Pneumax and SEW-EURODRIVE that will assist with these areas.”

Rose highlights that there are a range of PneuDrive Challenge milestones that take place during the course of the competition. “Between February and March there will be a series of roadshows at the competing universities providing valuable information about the topic and products available from SEW-EURODRIVE and Pneumax to the students and lecturers. From March to August there will be a selection of workshops and mentoring sessions, and by mid-October final submissions must be in. Judging will take place in November and the winners will be announced shortly thereafter,” she concludes.

The aim of the PneuDrive competition is to provide mechanical, electrical and mechatronic engineering students with the opportunity to combine engineering theory with the latest drive engineering and pneumatics technology, while solving business problems in a controlled environment where they gain real world experience. The following universities have confirmed their participation in this year’s PneuDrive competition: University of Johannesburg, Tshwane University of Technology, University of the Witwatersrand, Stellenbosch University and Nelson Mandela Metropolitan University.

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