

Iris Dynamics Ltd. Announces Price Reductions Over 30% on Select Orca Series Smart Linear Motors

FOR IMMEDIATE RELEASE

Victoria, BC – September 19, 2024 – Iris Dynamics Ltd., a leader in linear motion technology, is thrilled to announce substantial price reductions on select Orca Series Smart Linear Motors. This strategic change is aimed at boosting the competitiveness of customers by making advanced linear motion solutions more accessible and affordable.

The price reduction, which extends over 30% across certain models, is a result of continuous improvements in design, manufacturing efficiencies, and supply chain optimizations. This initiative reflects Iris Dynamics' commitment to innovation and its dedication to supporting customers' success in an increasingly cost-sensitive market.

Patrick McFadden, CEO of Iris Dynamics, commented on the announcement, “At Iris Dynamics, we are continually striving to enhance the value we deliver to our customers. These pricing improvements are not just numbers, they represent our commitment to being partners in our customers' success. By making our products more accessible, we are helping our customers stay competitive and innovative in their respective markets.”

In conjunction with the pricing updates, Iris Dynamics is also preparing for the launch of the ORCA-3, a groundbreaking addition to the Orca motor product line. The ORCA-3 is designed to offer an unmatched price-to-performance ratio, promising to further revolutionize customer applications in various industries, more information to come in the upcoming months.

About Iris Dynamics Ltd.

Iris Dynamics Ltd. designs and manufactures state-of-the-art smart linear motors in Victoria, BC. Known for innovation, reliability, and direct customer relationships, Iris Dynamics serves a wide range of industries globally by providing integrated, efficient, and high-performance linear motion solutions. For more information, visit <https://irisdynamics.com/>.

For additional details about the new pricing or to inquire about the upcoming ORCA-3 product, please contact sales@irisdynamics.com.

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