

HowToRobot

Case Story

Ireland's seafood agency finds four ways to automate salmon processing's heaviest job – through HowToRobot

Bord Iascaigh Mhara (BIM), Ireland's seafood development agency, wanted to help its members automate one of the sector's hardest jobs to staff: the heavy, manual unloading of salmon from pallets – a task repeated all shift, every day, across nine or ten processing plants.

Through HowToRobot's platform and supplier network, BIM turned a fiddly manual process into a supplier-ready brief and surfaced four different automated solutions – options it wouldn't have found on its own, and a proven route the whole sector can follow.



Challenge

- Workers manually lift 30 kg boxes of salmon off pallets, all shift, every day.
- One of the sector's hardest jobs to staff, with real injury and insurance risk.
- Little in-house robotics experience – hard to know what to automate, how to specify it, or who can deliver.

Solution

- A HowToRobot engineer visited two plants and turned the process into a supplier-ready brief.
- Project shared with vetted suppliers through the HowToRobot platform; four proposals received.
- Comparable quotes gathered and evaluated side by side, revealing a market price spread of more than 150%.

Value Delivered

- Four comparable solutions on the table – options members wouldn't have found alone.
- A clear view of what's possible, who can deliver, and what it should cost.
- From site visit to comparable options in about eight weeks.



“We found suppliers through HowToRobot’s platform that we wouldn’t have found otherwise.”

Tomás Cooper, Business Development Executive, Bord Iascaigh Mhara (BIM)

4

comparable solutions proposed

~8 weeks

from site visit to comparable options

~2 years

payback at the lowest quote

👉 Read the [full case story](#)

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