

# **SAM 100: Will Construction Robotics Disrupt the US Bricklaying Industry?**

## **Executive Summary**

The SAM100, short for Semi-Automated Mason, was a bricklaying robot designed and engineered by New York-based Construction Robotics in the USA. The SAM100 was the first commercially available bricklaying robot for onsite masonry construction and had the capacity to lay six times as many bricks daily as a single mason.

To great industry anticipation, Construction Robotics' SAM100 was launched in late 2014. The masonry industry enthusiastically took notice, with SAM100 winning the prestigious "World of Concrete's 2015 Most Innovative Product" award. Still, after several years in the market with significant positive press, and despite an impressive 3,000+ bricks per day capacity, the SAM100 was not meeting sales targets. Rafael Astacio, the recently promoted director of sales, marketing and business development has been struggling to identify what might be holding the SAM100 back. His task was now quite clear; he needed to identify the issues impeding market acceptance and create a plan that addressed how to overcome them. But launching leading-edge robotics and automation equipment in a traditional and conservative industry had its unique challenges.