



5

Risks to Consider Before You Embrace Pre-Roll Automation (and how to minimize them)



Hefestus
Automated Excellence



hefestus-slb.com

WARNING:

This is not your regular white paper. It is a tool and a beacon of hope for every pre-roll manufacturing operation that wants to make informed decisions when aligning with an automation partner.

BYE, BYE, BOTTLENECKS

That's the dream, right? No more bottlenecks.

No more sweating production deadlines, no more paying people for overtime to roll joint after joint until their fingers bleed...

If you're going to mass produce pre-rolls, automation is your ticket to running a sustainable business poised for growth and to claim your piece of the market.

But there's a wildcard for pre-roll manufacturers stacked in the deck, which the cannabis industry ought to get a little more vocal about.

Here's the wildcard, and it's a real lemon:

Operators rarely know which pre-roll automation partner to trust.

You align with the right partner, and you're soon cranking out beautifully rolled joints with ease while you use the freed-up bandwidth to keep growing your business.

As for the wrong partner? You probably don't need anyone to spell out that nightmare-scenario for you, a scenario that happens way too often in cannabis: the machine is always down, it's too complicated to run, can't get the joints how we want them, ah f*ck why did we even invest in this machine!?

You get the idea.

If you are on the market for a new pre-roll machine, let's make sure you're well aware of the risks and what questions to ask.

The goal is that you end up with a machine that does exactly what you need it to and an automation partner that has your back for a maximum return on investment.

LIKE BUYING A CAR OR HOUSE

Of all the pressure points in cannabis today, the perils of pre-roll manufacturing will make any knowing floor manager's heart leap.

As pre-roll sales continue to rise, operators are running into all sorts of challenges over this labor-intensive product category, eating away at already-compromised profit margins.

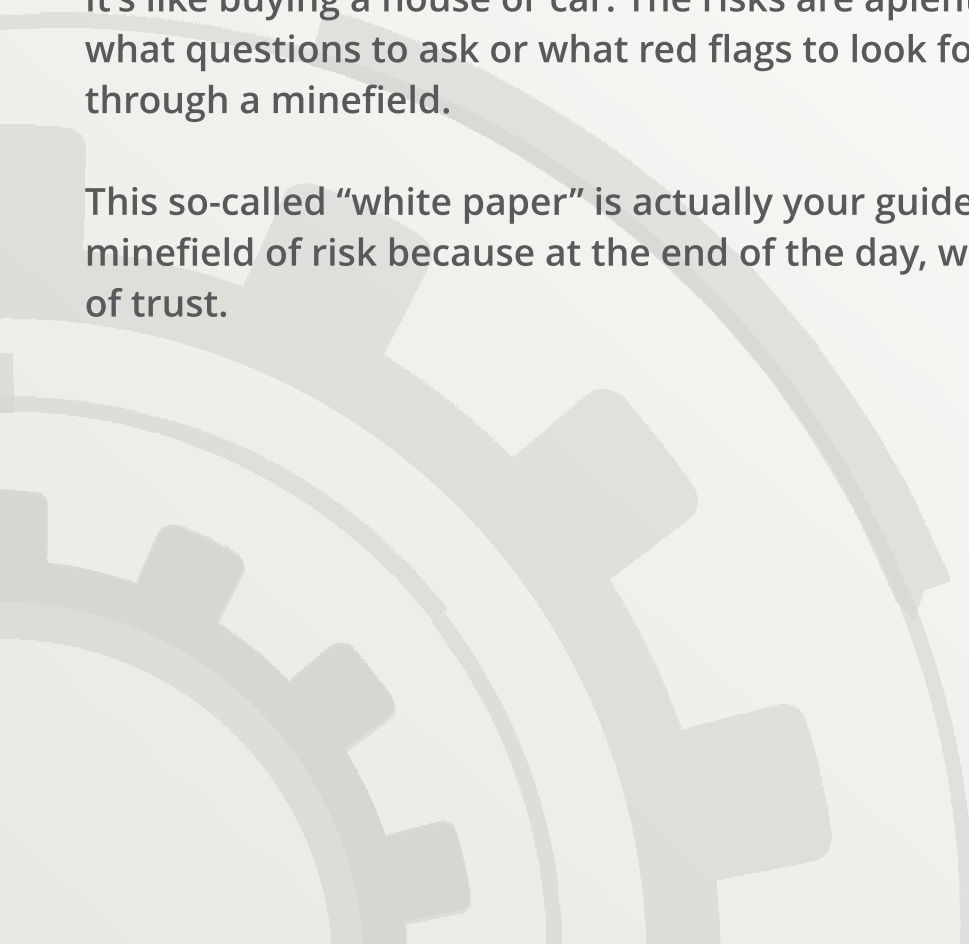
At some point, your production numbers will justify an investment in automation.

And let's say you know it's time to explore options. You know it's time to pivot to automation, you've got a budget, you've got a goal, you've got challenges – and how the heck are you supposed to pick the right machine?

You can't base your decision on fancy marketing language, a stylish website, hyped-up videos, or some salesperson telling you whatever they think you want to hear.

It's like buying a house or car. The risks are aplenty, and if you don't know what questions to ask or what red flags to look for, you are basically walking through a minefield.

This so-called "white paper" is actually your guide to help you navigate that minefield of risk because at the end of the day, we can only move at the speed of trust.





5 Risks to Consider Before You Embrace Pre-Roll Automation

(and how to minimize them)

RISK #1 – Initial High Costs

RISK #2 – Maintenance & Downtime

RISK #3 – Learning Curve & Training

RISK #4 – Compatibility Issues

RISK #5 – Changing Roles & Processes



RISK #1

High Initial Costs

Industrial pre-roll machines are expensive. The initial investment could act as a significant financial strain, especially for smaller operations.

If the machine doesn't work right, then this risk becomes a harsh reality that could negatively impact your business in several ways.

It's also possible you may not have enough demand to financially justify automation.

However, if you can drive enough demand through consumer sales and/or co-packing for other brands with a machine that does exactly what you need it to, the savings on labor alone will be more than enough to cover your monthly payments on that machine.

To help mitigate this risk look for pre-roll automation partners that offer flexible financing options.



RISK #2

Maintenance & Downtime

Automated machinery of any kind is prone to the occasional malfunction or parts wearing out.

All that is inevitable.

If you want to avoid disruptive periods of downtime, here are the real questions you need to address up front:

- 1) Is the pre-roll machine simple to clean and easy to maintain or is it a complicated and loathsome task that requires someone with an engineering degree?
- 2) When something on the machine does go awry, where is the tech support from your automation partner? Will they be available to quickly solve this issue at 3 a.m. on a Thursday night?

Bottomline: does the automation partner have your back here or not?

If you want to mitigate risk #2, the ideal automation partner will offer 24/7 tech support, easily sourced replacement parts, and a proven track record of customer satisfaction.



RISK #3

Learning Curve & Training

New technology often requires a steep learning curve for your team, which can disrupt your production initially.

In some cases, your staff might need weeks or even months to get up to speed with the machine and then to get it producing joints exactly like you want.

This is a brutal hindrance for your ROI, and it's unacceptable.

However, it's only a risk if you align with the wrong automation partner.

Whichever pre-roll automation partner you decide, make sure they offer installation and onsite training before you pull the trigger on the deal.



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RISK #4 Compatibility Issues

Integrating new automated systems with your existing processes can be challenging and may require additional modifications.

Depending on your situation, this could create inefficiencies that slow production instead of speeding it up.

Would automation add-ons make sense? Would an automated grinder, weight checker, or auto-tubing add to your profits or only complicate things?

Whatever your situation, a savvy automation partner will not leave you hanging. They'll work with you to address any compatibility issues so that you can get the most out of your investment.



RISK #5

Changing Roles & Processes

Implementing pre-roll automation can significantly alter roles and processes within your organization.

As your business grows and evolves, so must your team and operational strategies. This shift can be challenging, but it's crucial for maintaining efficiency and maximizing the benefits of automation.

A forward-thinking automation partner will provide reliable machinery and can also guide you through this transformation.

Pick an automation partner that's willing to work alongside your team to optimize processes, ensuring that everyone is equipped to thrive in the new automated environment.



Minimize Your Pre-Roll Automation Risks with Hefestus

Now that you know what to look for in a reliable pre-roll automation partner, here's a peek at how Hefestus and its pre-roll automation solutions help eliminate the major risks outlined above.

#1) High Initial Costs >>> Reduced Labor Costs

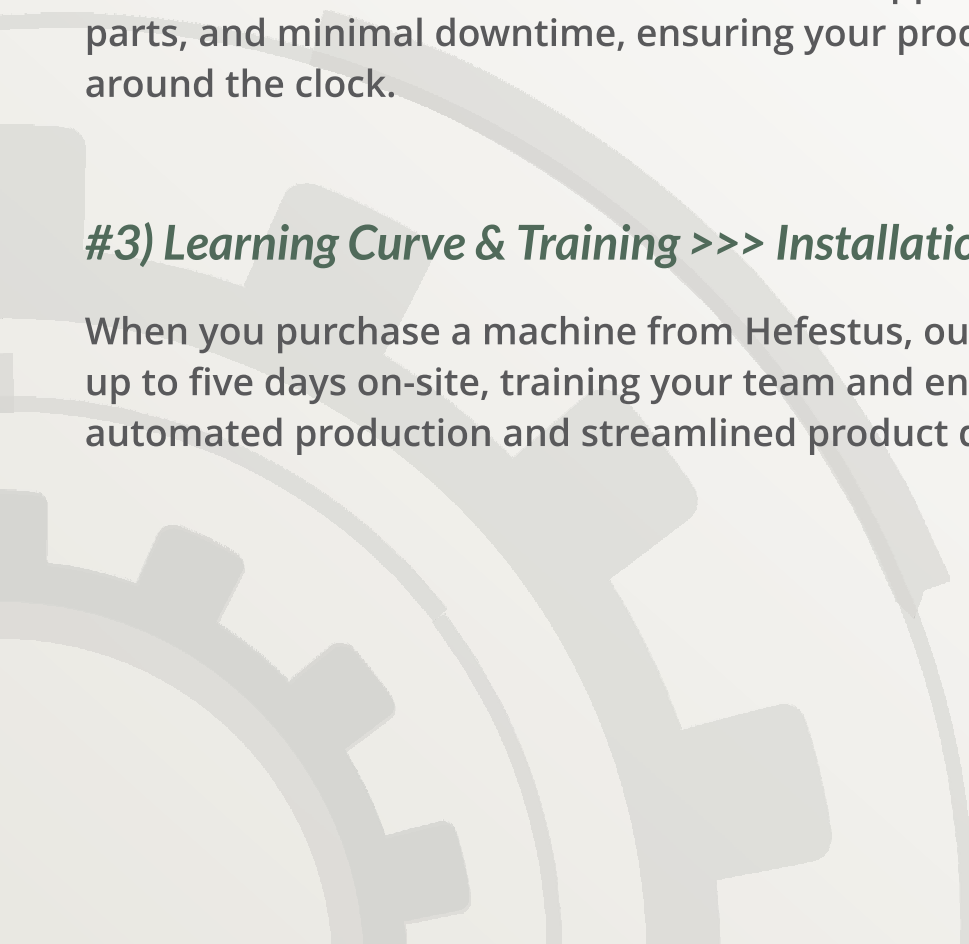
Want to slash your labor costs up to 90 percent? Hefestus also offers flexible financing options, providing you with more ways to manage your investment. It's our way of sharing the risk, showing that we believe in both you and our machine.

#2) Maintenance & Downtime >>> 24/7 Tech Support

All Hefestus clients benefit from 24/7 tech support, easy access to replacement parts, and minimal downtime, ensuring your production runs smoothly around the clock.

#3) Learning Curve & Training >>> Installation and Onsite Training

When you purchase a machine from Hefestus, our lead technician will spend up to five days on-site, training your team and ensuring a smooth transition to automated production and streamlined product quality.

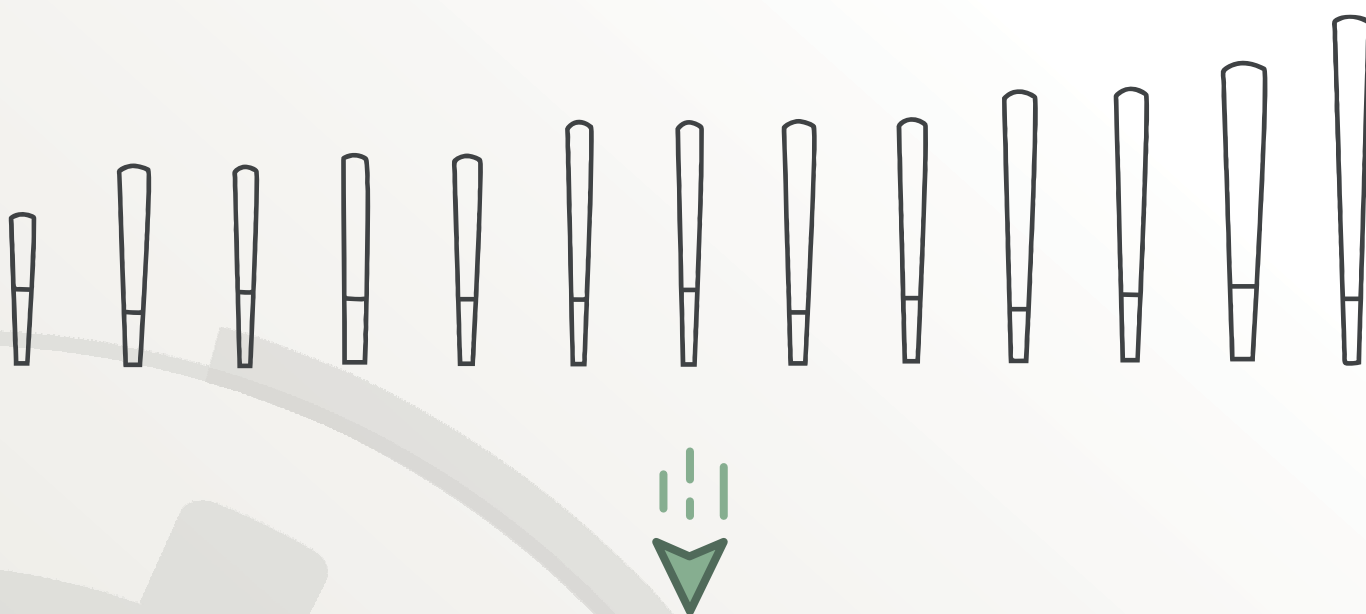


#4) Compatibility Issues >>> Tailored Solutions & Custom Integrations

Hefestus provides tailored integrations that align seamlessly with your current operations as well as versatile a machine that handles almost any size, shape, and type of joint. This minimizes disruptions and ensures your investment supports both present needs and future growth.

#5) Changing Roles & Processes >>> Strategic Automation Partnership

Hefestus is more than a supplier; we're your partner in automation. Our experienced technicians help optimize roles and processes, ensuring your team adapts smoothly to new production landscapes.



Learn more about how Hefestus can enhance your pre-roll production.

WATCH OUR AUTOMATION IN ACTION



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