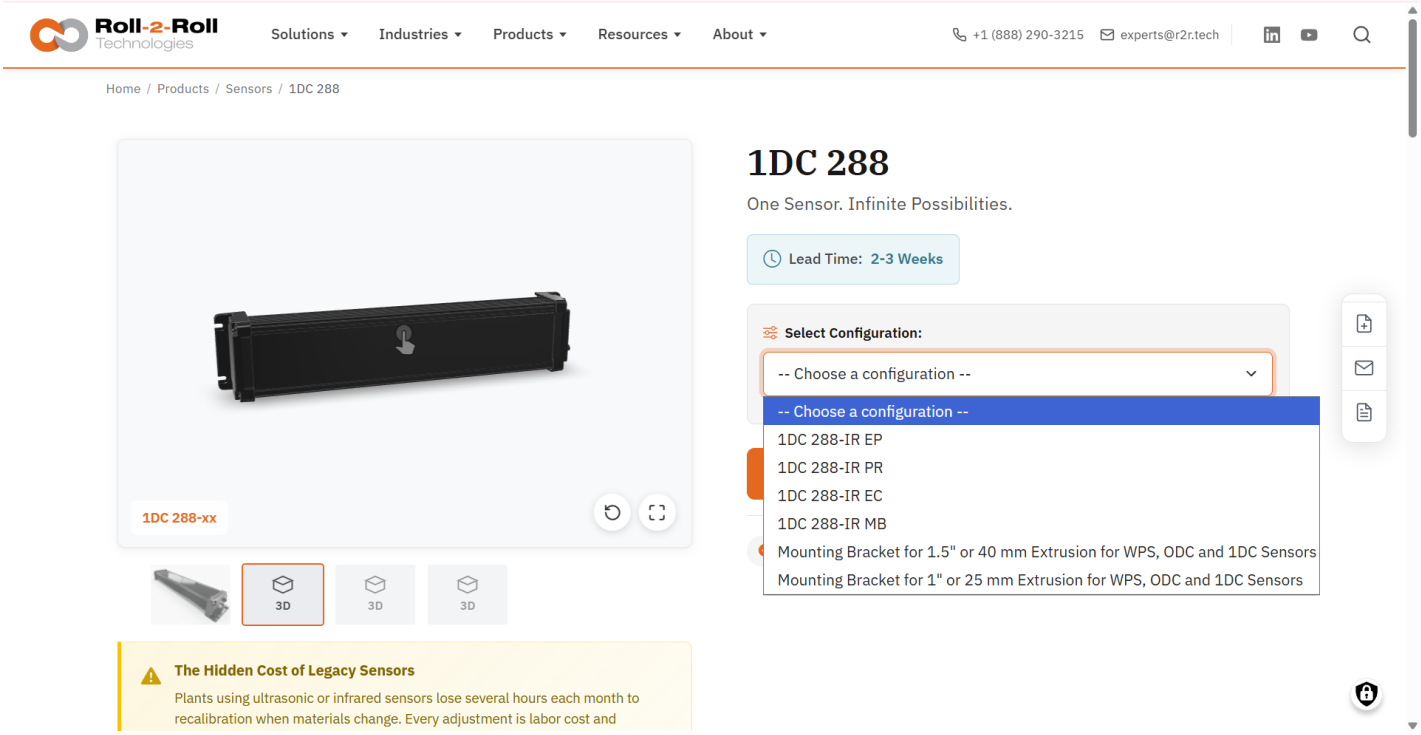
Roll-2-Roll Technologies Launches Redesigned Website With Ungated Product Data and Industry-First Cost of Inaction Calculator

Press Release

STILLWATER, OKLA., March 9, 2026 —



STILLWATER, Okla., March 9, 2026 — Roll-2-Roll Technologies, a manufacturer of patented fiber-optic web handling sensors, today launched a redesigned website at r2r.tech that gives engineers and plant managers unrestricted access to the technical information they need to evaluate, specify, and justify web handling equipment.

The new platform addresses a persistent frustration in manufacturing procurement: critical product data — sensor specifications, 3D CAD models, configuration details, and competitive cost analysis — has traditionally required phone calls, email exchanges, and sales meetings to obtain. Roll-2-Roll Technologies has removed those barriers entirely. Every product specification, interactive 3D model, and branded PDF spec sheet on the site is available immediately and without registration.

The platform also introduces an interactive Cost of Inaction Calculator, an industry-first tool that enables manufacturers to quantify the annual operating costs associated with legacy web handling equipment. The calculator covers four assessment categories — sensor repositioning, manual width measurement, pneumatic and hydraulic guide maintenance, and legacy equipment downtime — with every line item supported by cited research from BCG, Siemens, and the U.S. Department of Energy. Results are generated instantly and can be downloaded and shared internally without creating an account.

The redesigned website reflects a broader company philosophy. Since its founding, Roll-2-Roll Technologies has operated on the principle that precision web handling technology should be accessible to every operator — not just specialists. The company's engineering team, which includes PhDs in web dynamics and controls engineers with decades of industry experience, develops products to a simple standard: if it requires a manual, the engineering is not finished. That same commitment to eliminating complexity now extends to how manufacturers access information. The website is designed so that an engineer on a plant floor can find a specification, inspect a 3D model, download a PDF, and assess costs in the same session — without filing a request or waiting for a response.

"Engineers and plant managers have told us the same thing for years: they know their legacy equipment carries hidden costs, but they have never had a straightforward way to quantify them," said Aravind Seshadri of Roll-2-Roll Technologies. "We built a tool that does exactly that and made it available to everyone. No login, no sales call, no strings attached. When manufacturers can see the numbers for themselves, they make better decisions."

The site now includes complete specifications for all sensor families, controllers, actuators, and web guide systems; more than 138 video pages with auto-generated transcripts and structured data; industry-specific pages spanning battery manufacturing, converting, film extrusion, flexible electronics, label and narrow web, metals, nonwovens, paper, pharma, textiles, and tire and rubber; and solution pages organized by application. Testimonials from manufacturers provide independent validation of the technology's performance across diverse production environments.

The platform already includes an online SKU configurator for sensor and controller product families, allowing engineers to select a product variant, retrieve the exact part number and specification details, and download the corresponding 3D STEP model — all without contacting sales. Configurators for web guides and actuators are in development, and Roll-2-Roll Technologies has committed to an ongoing expansion of the platform with additional application-specific content and an expanded video library of installation and troubleshooting guides.

"Every product we build and every page we publish starts with the same question: does this make the customer's job simpler?" Seshadri said. "We treat our customers as partners. When we improve their process and their bottom line, the rest takes care of itself."

About Roll-2-Roll Technologies

Roll-2-Roll Technologies manufactures patented fiber-optic sensors for web guiding, edge detection, width measurement, and process monitoring. Originally developed at Oklahoma State University, the company's technology eliminates the daily recalibration, complex setup, and material-specific adjustments required by legacy web handling sensors. With more than 1,000 installations across 25 countries and 15+ Fortune 500 customers, Roll-2-Roll sensors are deployed in industries ranging from battery manufacturing to pharmaceutical production. The company is headquartered in Stillwater, Oklahoma.

For more information, visit r2r.tech or contact the engineering team at experts@r2r.tech.