



## MASTER K PRESENTATION

ARPEGE MASTER K (AMK) is a company founded by its actual manager, Mr. Georges Evesque. It is known in the weighing sector by its know-how in the design and production of electronic indicators.

The company started with electronics as it was the most sensitive part concerning weight. The company specialized itself with an innovating concept as its weighing instruments were available for consultation, adjustment and configuration through Minitel (« French ancestor » of internet).

Within the French market AMK has ten commercial offices across the country manned by commercial engineers connected with the head quarter. Sales are done direct and/or via a wholesaler's network and authorised resellers.

The products and services commercialised by AMK are weighbridges, hoppers, tanks, and silos weighing, as well as industrial balances and scales.

AMK was the first in bringing the remote control technology. It is this innovative approach that launched electronics in the company then called ARPEGE.

Weighing was at the time already well mastered within ARPEGE as Mr. Evesque, educated in electronic engineering worked many years for the biggest French weighing companies – PONT-BASCULES VOIRON and TESTUT-TRAYVOU – as an engineer then as a marketing director; he knew the job well.

So with this Minitel concept, ARPEGE brought an added value in the weighing field.

At this time another big weighing company named PESAGE PROMOTION, the first company that made electronic weighing in the 70's, have chosen ARPEGE for its electronic indicators.

A bit later, PESAGE PROMOTION went into difficulties and as this company had a strategic position on the market it was repurchased by ARPEGE at the end of 89 then was turned around. i

In the same breath ARPEGE repurchased a small company nearby Lyon specialised in balances and scales, therefore AMK took an important part in the French industrial weighing market.

A holding society was created to take control of ARPEGE and PESAGE PROMOTION it then became ARPEGE MASTER K; MASTER K standing for "Master of Kilo"

Since 1993, the company is called ARPEGE MASTER K and in actual fact this designation was created as a corporation in 2005 by merging the 2 companies. Today it is a joint-stock society.

The repurchasing of PESAGE PROMOTION, brought additional products such as load cells as well as a commercial and a customer service network in France that gave AMK a bigger position into the French market.

## flexible solutions for your business needs

To the above all the associated material such as terminals that control weighbridges and their access as well as all the network linked to silos weighing that enable the information to reach programmed robots or programmable logic controllers (PLCs).



The AMK Engineering Department designs and realises processes connected to weighing and this for all industrial sectors such as metallurgy, agro-alimentary, environment, etc.

AMK Software Department analyses and develops any program connected to industrial weighing the customers request in order to fulfill their production

A wide range of customer services is also available such as periodic check, maintenance and repair of weighing materials.

As weighing techniques constantly evolve AMK designs and develops its own digital load cells with its own electronics instead of analog load cells. Unlike some of its colleagues, AMK provides digital load cells with more than 90% of its weighbridges.



### PRODUCTION

Weighbridges, weighing platform, access control terminals, indicators, bench scales, postal and utility scales, price computing scales, load cells and other weighing subassemblies modules.



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The digital load cell is much resistant to thunder. Some quarries or cereal cooperatives' silos have had a lot of problems with blow down load cells.

Since 2000, AMK produces digital load cells with its own electronic and this with excellent results. Today, if the customer has no preference, AMK systematically installs digital load cells.

AMK's other progress axis are speed increase of signal treatment thanks to improved instrumentation that are faster and faster as well as an evolution towards the main standards of the market; Ethernet and field bus. Then there is a tendency towards split up weighing. It is composed of weighing terminals that are networked with a field bus instead of having a centralised weighing.



## "The Masters of Industrial Weighing"



Due to increasing intensity within communication network in the industry, AMK proposes solutions such as Bluetooth and Wireless between its weighing instruments and field bus or other networks.

Since five years AMK is number 2 in France in the weighbridge sector. In 2007, AMK has sold over 200 weighbridges within the national market of 700 pieces and this represents nearly 30% of the company's turnover.

With their original and patented design in Europe, AMK weighbridges are standardly equipped with digital load cells that enable a factory calibration. With this choice, weighbridge installation and its commissioning is done within three hours, thus economising a costly on site calibration.

AMK exports towards Switzerland, Belgium, United Kingdom, North of Italy, United States, Africa and Asia.

AMK has also two franchised partners. One in Reunion Island that extends its business all over the Indian Ocean and one in Martinique that works throughout the West Indies.

To seriously tackle the markets in the Eastern countries, the Middle East and Asia, AMK is currently developing weighing indicators into different languages: Arabic, Persian, Russian, and Chinese... Other languages are planned too.

In the United States, AMK products are available in a big weighing catalogue addressed to resellers and commissioners. Those products are NTEP recognised.

Regarding pricing, in a challenging market, AMK positioned itself in terms of quality and reliability instead of underselling. According to the COFIP (Comité Français des Industriels du Pesage [French Committee of Weighing Industrial]) statistics, AMK sales in general less spare parts than its competitors and this shows the reliability of ARPEGE MASTER K products.

AMK's strategy is to remain more a manufacturer than a service provider as it is strongly based on a network of independent distributors and resellers.

For the future, AMK wants first of all to maintain its number two position in France and moreover wants to expand in Europe and all over the world.

AMK has great future prospects for the coming years with its Research and Development Departments constantly looking into the new market tendency in order to conceive and create the industrial weighing products of tomorrow.



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