

## **A&D Receives the Outstanding New Product Award (Kardux Cup) for the Second Time Running – This Time for the BM-20 Microbalance!**

It is like seeing an ugly duckling finally transformed into a beautiful swan. Our BM-20 Microbalance daringly challenged in many respects the traditional notion of how microbalances should look and be made, and yet it brought another prestigious Kardux Cup to A&D Engineering (ADE), our US subsidiary, at the January 2012 ISWM conference held in Las Vegas, Nevada. We are glad that to discerning eyes, the BM-20 was unique for very good reasons. Our users will certainly agree.

**The Outstanding New Product Award (Kardux Cup)** was established in 1996 by the International Society of Weighing and Measurement (ISWM) “to recognize a company, group or individual for the most outstanding new technical achievement of the past two years that positively impacts the weighing and measurement industry.” Currently, the award is given every two years at the bi-annual ISWM conference. A&D became the first in the award’s history to win it twice in a row; for the AD-4212B-PT Pipette Accuracy Tester in 2010, and for the BM-20 Microbalance in 2012.



As with our other products, in developing the BM-20, we placed particular emphasis on high utility for actual users as well as measurement performance while removing fancy (yet often redundant) features in order to make the microbalance affordable. For example, the BM-20 has an embedded ionizer to instantly eliminate static electricity, a dangerous source of error in precision weighing, from the sample. The ionizer is fanless and moves little air, so users can easily neutralize static in even the finest of powders without having them blow away.

Another common source of error is convection flows and drafts in the weighing chamber. Unlike conventional microbalances that adopt a small inner or separate chamber as a countermeasure, compromising the balance’s operability, we maintained a large working space by means of double-ring breeze break and perpendicular side panels to block air currents. Furthermore, users can access the weighing chamber by using their left hand to

open and close the right door (and vice versa), which makes their work more efficient.



**BM-20 with tabletop breeze break  
and anti-vibration table**

In addition to the balance itself, we thought about the general weighing environment, which is why the BM-20 has on-board sensors to assess the setup environment conditions. Moreover, we provide an optional, external tabletop breeze break and an anti-vibration table to further stabilize measurements. The BM-20 also comes with a handy weighing data logger as well as pans and holders for special applications in order to facilitate users' total weighing practices.

We believe that all these features (and others not mentioned here due to space limitations) contributed to the BM-20 being chosen as this year's winner by the Outstanding New Product Committee, even though the BM-20 is our first microbalance to be put on the market.

"It is truly an honor for us to win this award from the Kardux Cup Committee and the ISWM. There are many outstanding products produced by fellow ISWM manufacturer members; we're just happy to be recognized amongst them," said Frank Marrone, Senior VP of ADE.

His feeling is also ours here at headquarters!

Michihito Matsuura

From Weighing Product Sales Team,  
A&D Company, Limited

\* The BM-20, having a readability of 1  $\mu$ g and capacity of 22 g, is the flagship of our BM series of six analytical balances: <http://www.aandd.jp/products/weighing/balance/analytical/bm.html>

\*\* Additional details on the Outstanding New Product Award (Kardux Cup) can be found on the dedicated page at the ISWM site: <http://www.iswm.org/page13205846.aspx>