

## **A Golden Balance and a Big Secret Mark Weighing Company's 50<sup>th</sup> Birthday at Arablab**

Adam Equipment will mark 50 years in business at Arablab with a very special 'golden anniversary' laboratory balance.

The global balance and weighing scale manufacturer has created a one-off lab balance that can be seen taking centre stage on their stand, which is number 912 in Hall S3.

It will be showcased alongside standard models from the company's Luna precision and analytical balances ranges, along with a video charting the company's rise since it was founded in the UK in 1972.

Additionally, the Adam team will be inviting show visitors to ask them 'what's new at Adam?' – a question they are eager to provide the answer to, as there is a company update they are on the verge of announcing, but are willing to 'unofficially' provide details!

Richard Storey, Adam Equipment's CEO, said: "This is one of the most significant Arablab shows for us in our history – and we have exhibited here many times.

"It is our 50<sup>th</sup> birthday, and it's fitting that our anniversary falls close to the Arablab show dates. But also, we have a big announcement to make that will greatly benefit our dealers and their customers in the Middle East.

"We are not quite ready to announce it yet – but ask us when you visit the stand – and we might just tell you!"

A secret that you might get to hear about, and a 50<sup>th</sup> birthday, are not the only reasons Arablab is important for the company. Richard adds: "As we have made significant investments in our people in 2022, I am pleased to introduce our new Global Sales Director, Julian Brindley who will attend the show this year.

"We look forward to meeting you at our stand this year and hope you enjoy what we have to show, and feel free to ask us anything – whether it's about what's new, or simply why Adam balances should be your number 1 choice over all others!"

See Adam Equipment in Hall S3, Stand 912. You can also find out more at [www.adamequipment.co.uk](http://www.adamequipment.co.uk).

### **About Adam Equipment**

Adam Equipment was founded in 1972 in the UK. It designs and manufactures precision balances and scales for professionals worldwide. Adam Equipment's global distribution network serves the laboratory, medical, education, industrial, food, and animal/veterinary markets. Its head office is in the UK and has extensive operations and holdings in the United States, China, Australia, South Africa and Germany.

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