



# BOOK OF METER





# METER THE BRAND HISTORY

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# METER THE BRAND

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# METER THE BRAND HISTORY

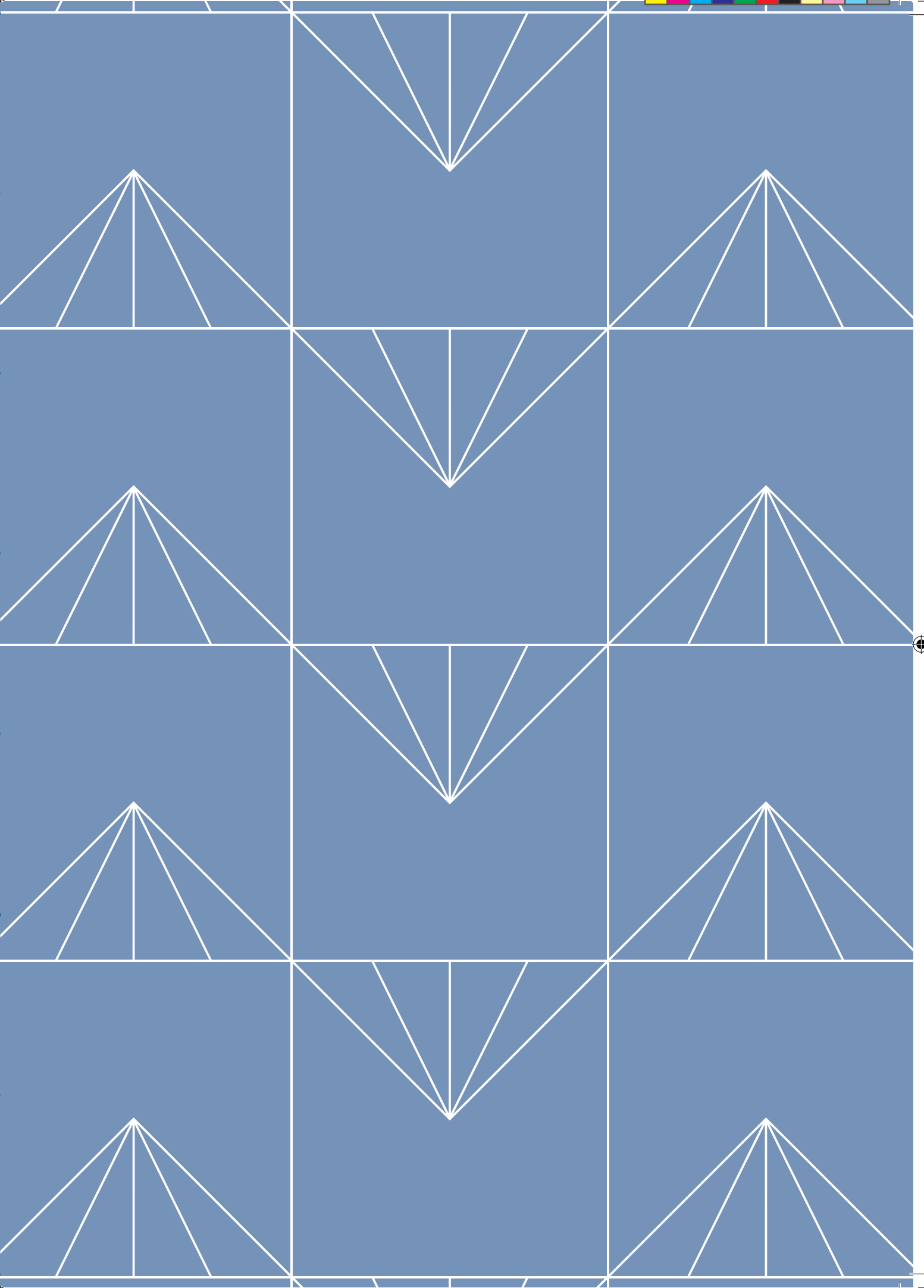
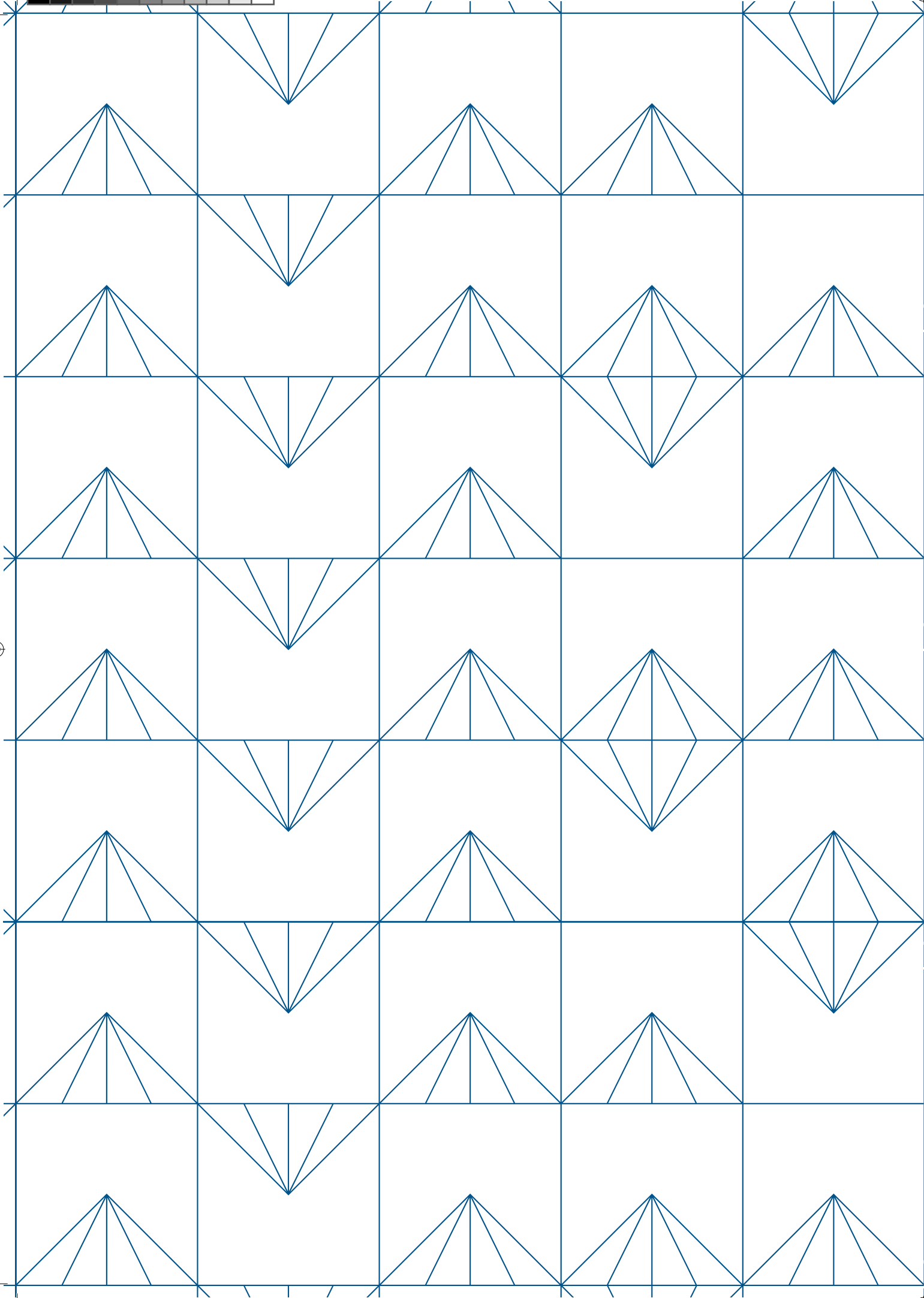
# MEASURE OF TIME OUR BRAND HISTORY

In 2016, two firms merged. Each was successful on its own. Each had a unique focus. They were brought together by strong common values, similar roots, a history of collaboration, and shared expertise in science and engineering.

The unified company combines the strengths of both firms to create powerful synergy, competitive advantage and new business opportunities.

To know where you are going, you must know where you came from. Let's take a moment to look back.





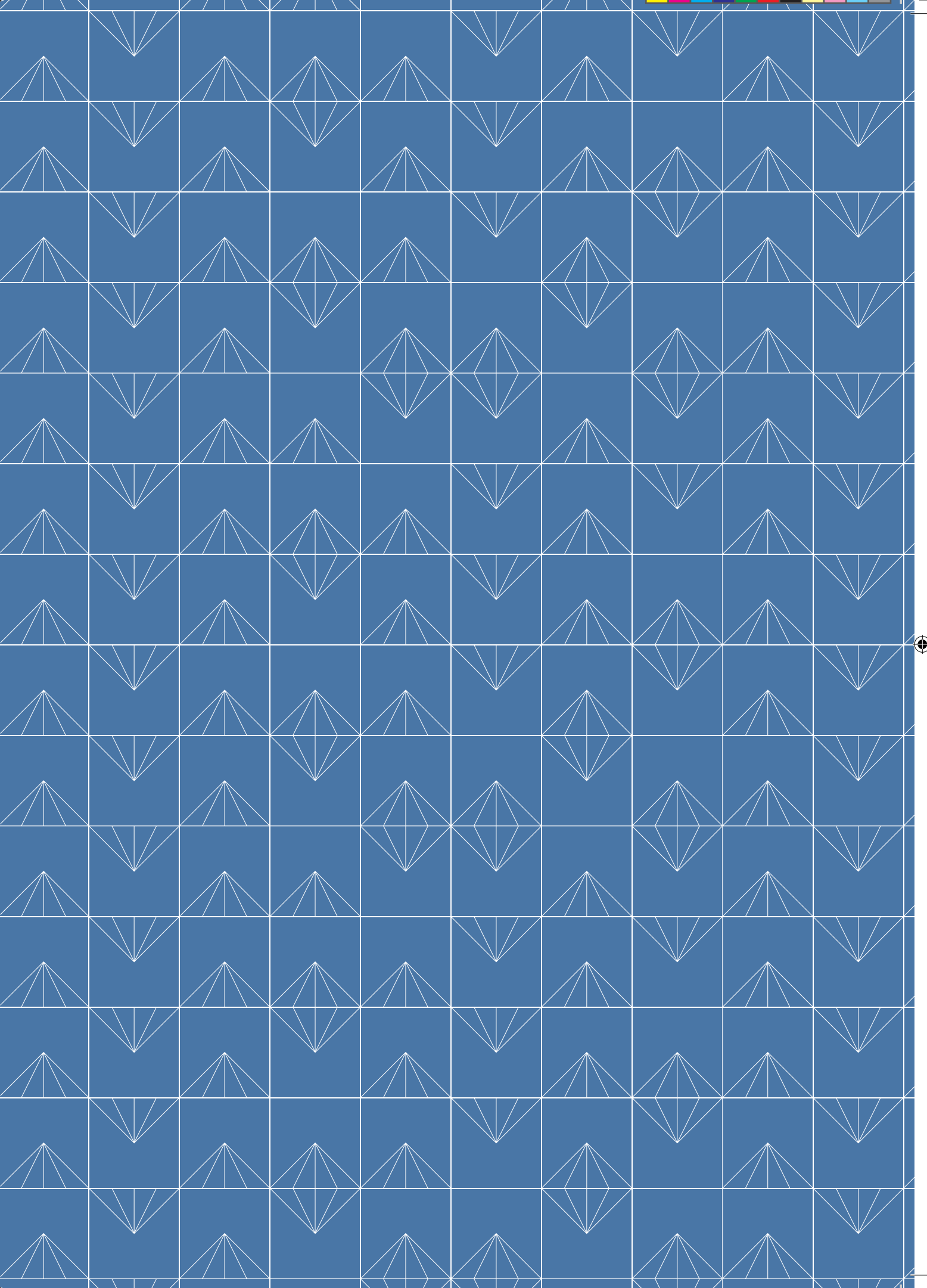
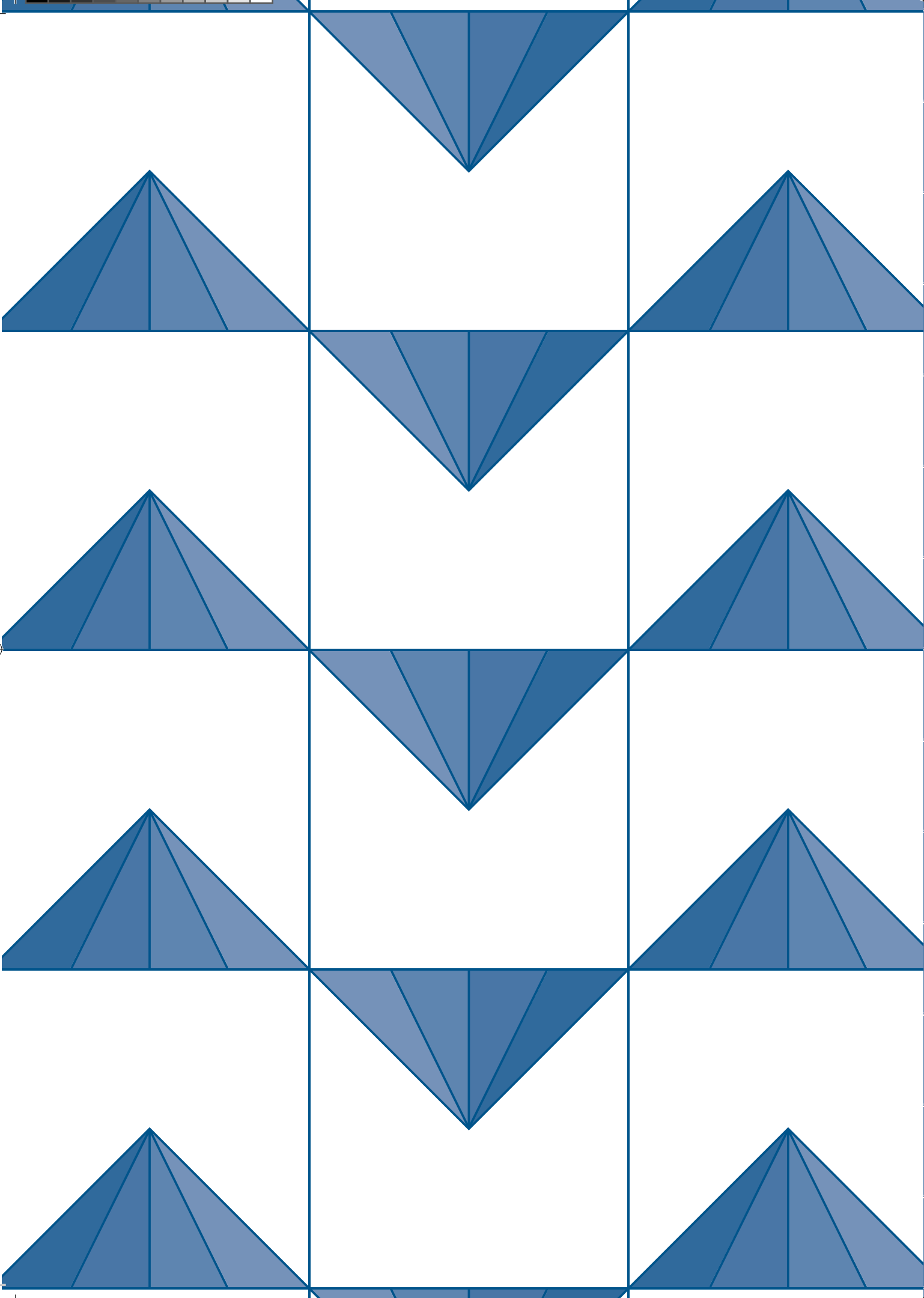
**Decagon Devices, Inc. was founded in 1983 by Dr. Gaylon Campbell, a renowned soil scientist and faculty member at Washington State University.**

**The first Decagon product was an instrument to measure water in soil. Decagon quickly realized that other customers could benefit from their expertise in measuring water. New markets like food safety, pharmaceuticals and other industries needed solutions to determine water content and water potential in their products.**

**Over the next 30 years, Decagon improved and expanded their expertise in engineering sensors, all while maintaining affordable product offerings. Today, Decagon products are used all over the world and even beyond: in universities, research and testing laboratories, government agencies, vineyards, farms and industrial applications – even on Mars.**

46°45'2.851" N 117°10'3.354" E

# FROM PULLMAN TO MARS DECAGON DEVICES





# GERMAN PRECISION UMS

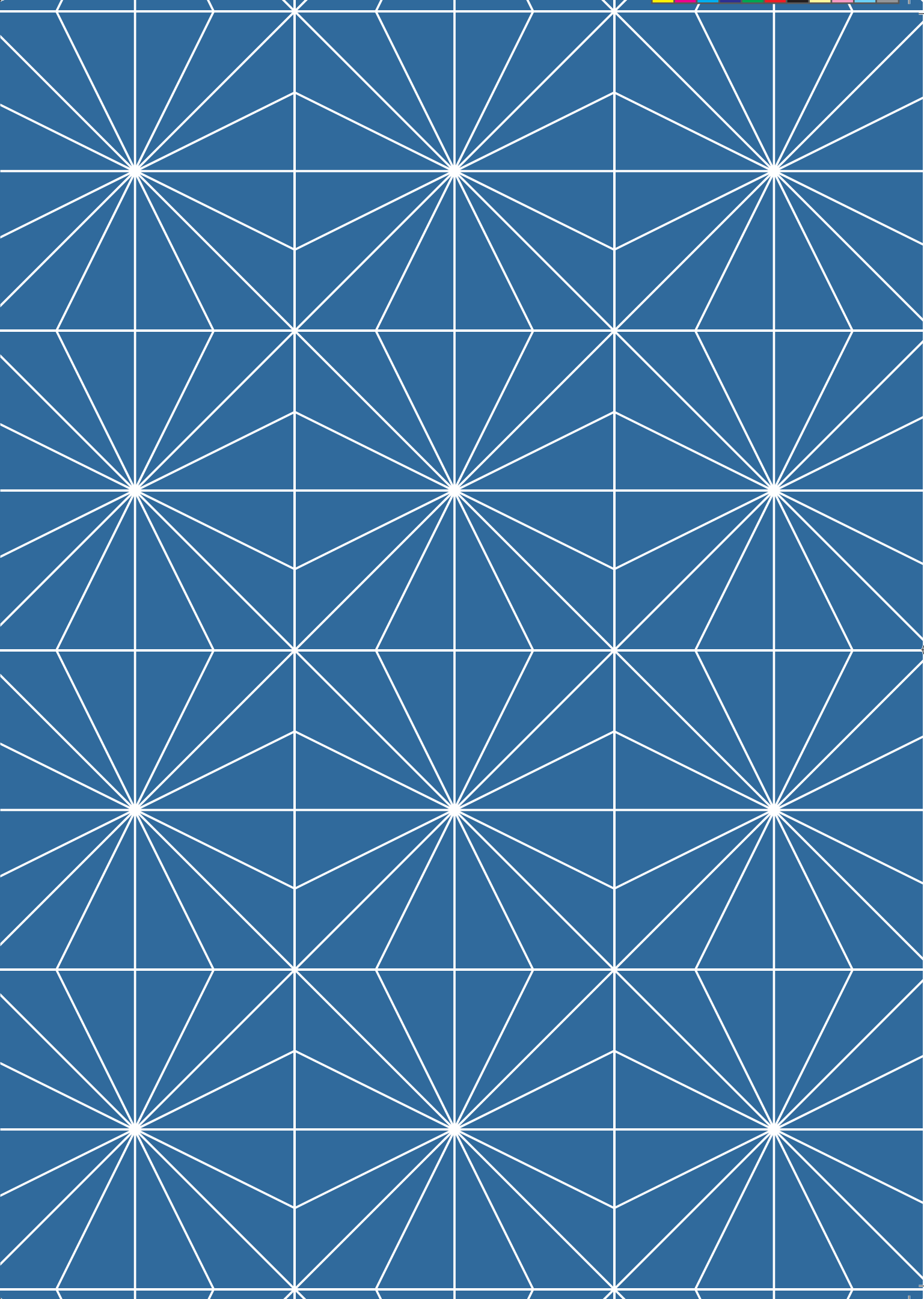
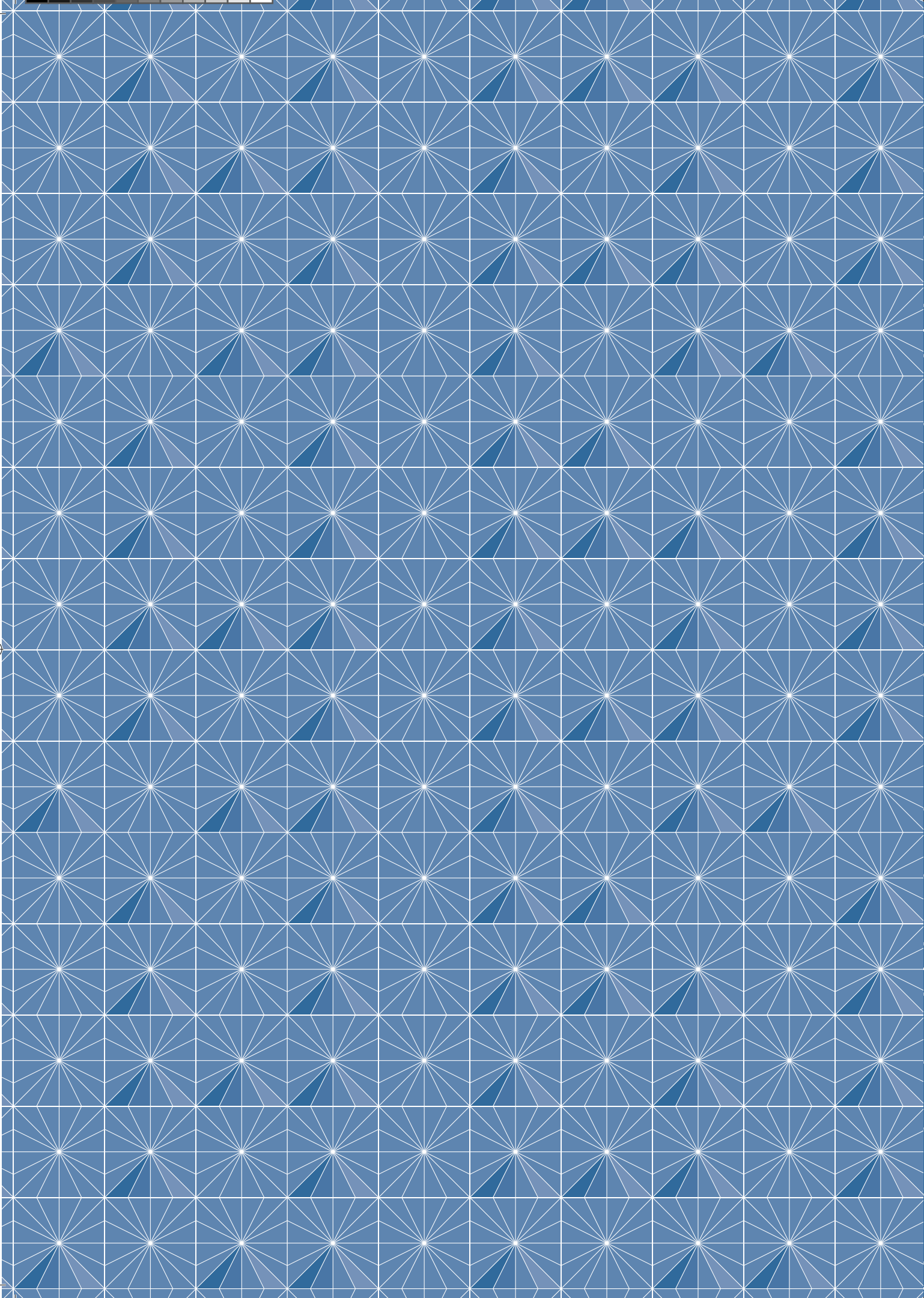
## THE BRAND HISTORY

UMS GmbH was founded in 1989 by Georg von Unold, a mechanical engineer who was working at the renowned Helmholtz Research Center in Munich, Germany.

The first UMS product was a scientific instrument for soil irrigation control. The tensiometer sensor series was quickly adopted by scientists due to its precision and reliability. To date, more than 20,000 UMS tensiometers have been used in research projects worldwide.

In 1991, the product range was extended to cover environment monitoring systems – from proprietary sensor technology and the development of innovative components to planning and providing individual customized solutions.

48°5'49,668" N 11°31'33,276" E



# DNA OUR SHARED VALUES

## THE BRAND HISTORY

**8,367,180 meters. That's precisely the distance from the doorstep of Decagon in Pullman to the entrance of UMS in Munich. The businesses seem a world apart. But if you take a closer look, you will see that the people in these two places have always been much closer:**

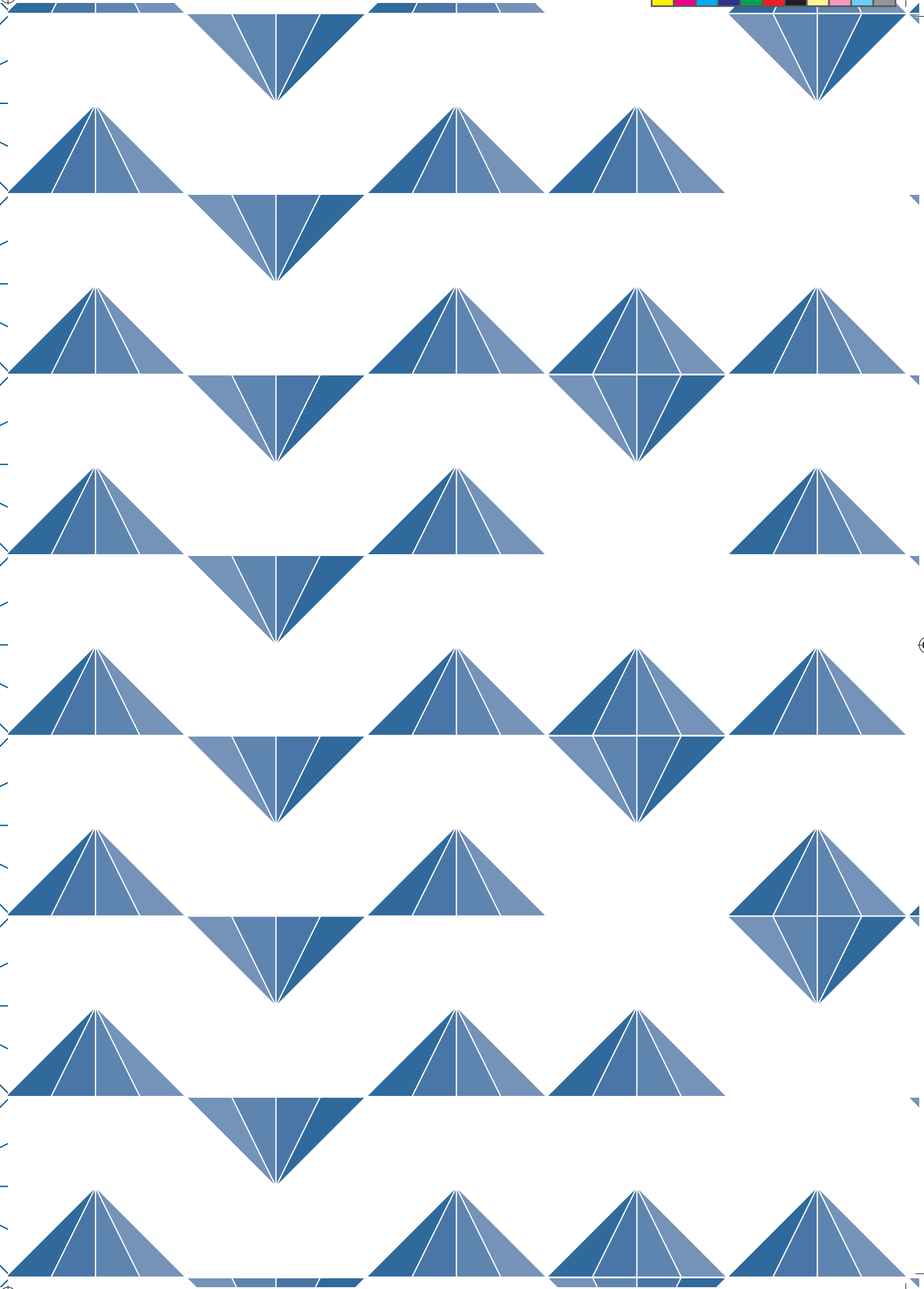
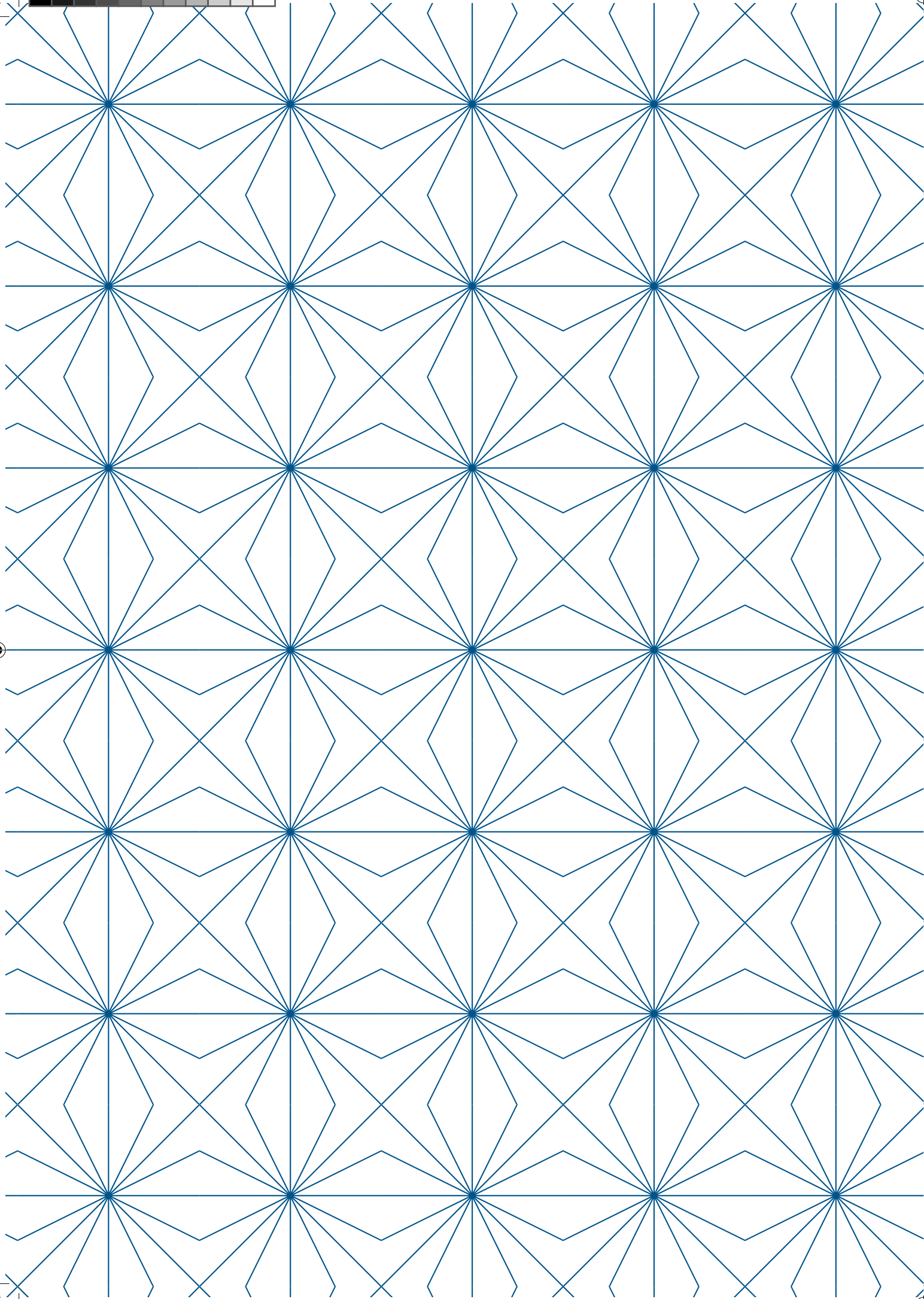
- Both companies were founded by individuals who are passionate about measuring the natural environment.
- Both founders were initially driven by their own needs, but quickly saw that they could create products for their colleagues.
- Both companies share a drive to invent rather than follow.
- Both companies are committed to marketing through educating our clients.
- In Pullman as well as Munich, we speak the language of scientific engineering
- In both places, the corporate culture is built around the importance of employees.

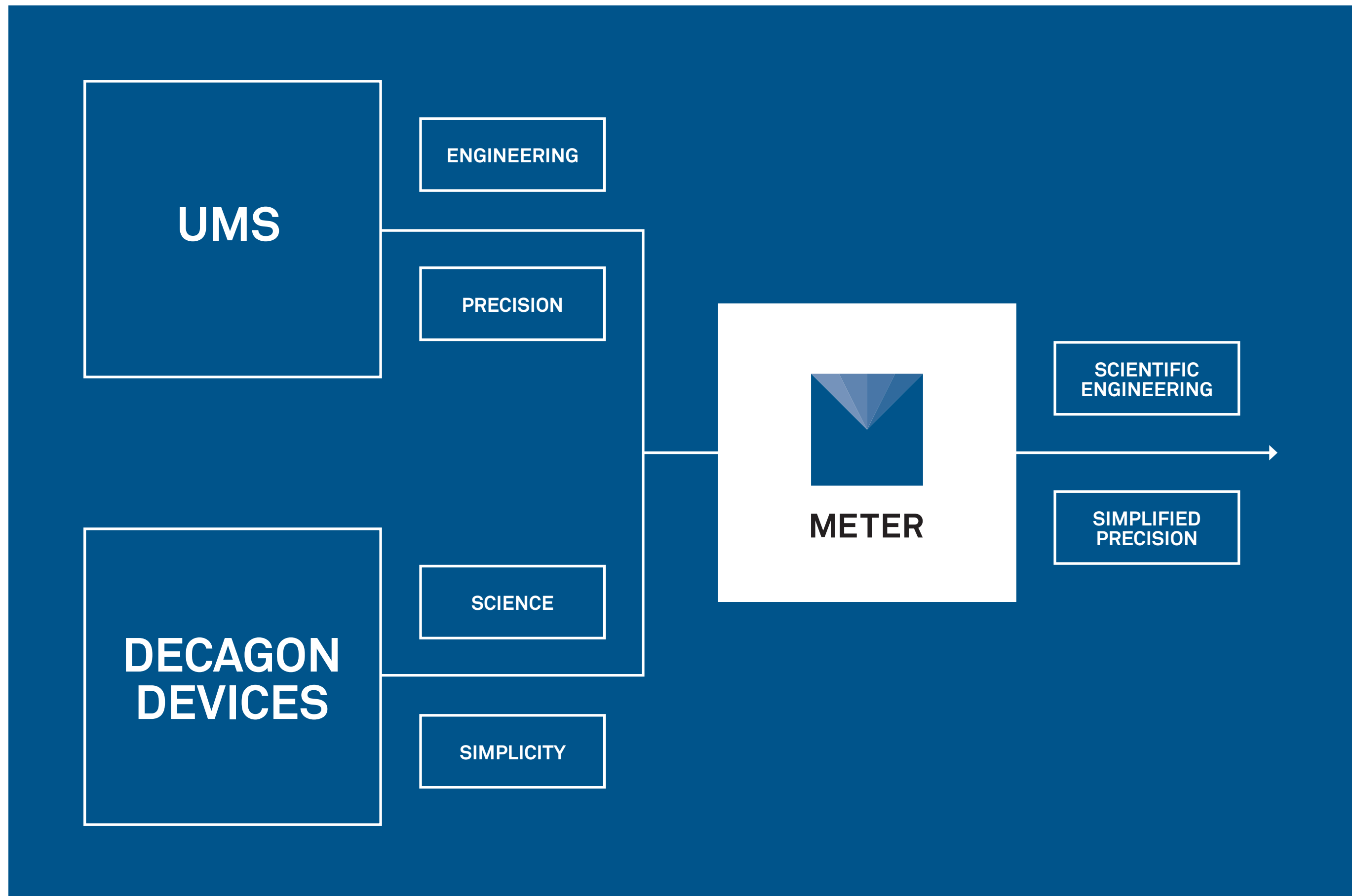
**We build a strong foundation on common ground, and our differences are complementary.**

- Decagon has expertise in measuring the dry end, UMS the wet end.
- While Decagon excels in science and simplicity, UMS does so in engineering and precision.

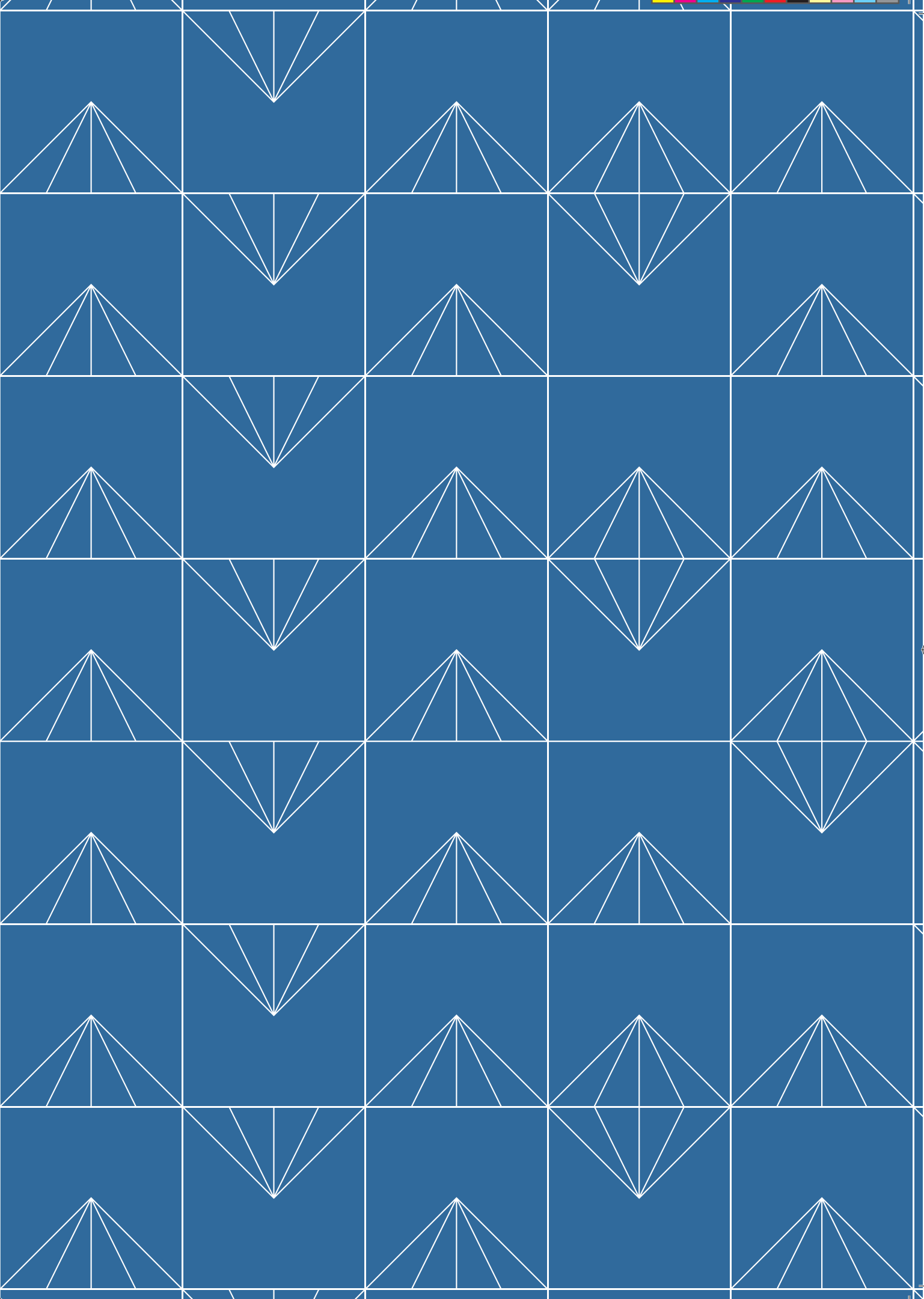
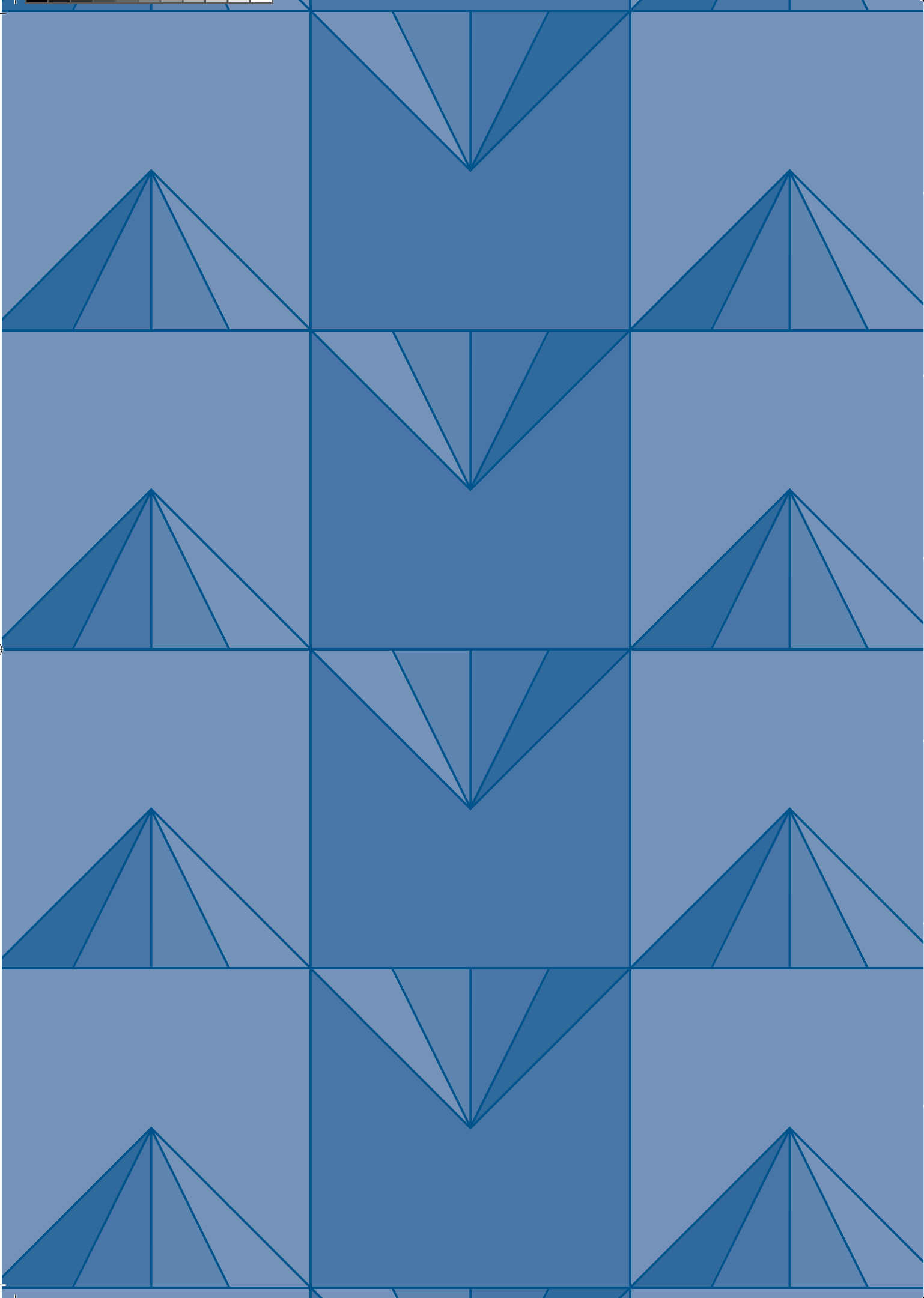
**For over a decade, we've worked together in product development, supply and distribution, customer support and education. That was enough time to detect a clear fit and to decide to take the next step.**













# CREATING THE FUTURE OUR MERGER



## THE BRAND HISTORY

We are in the innovation business. As inventors, we are driven to push boundaries. We think, create, and innovate so that our clients can solve meaningful problems. We lead the way for others. We are not afraid of the new, because we know that the best way to predict the future is to create it. Our most ambitious innovation is the merger of Decagon and UMS into METER.

It's a logical decision at the right time and it creates tremendous business opportunities. It's the combination of two fundamental components, science and engineering.

Science requires engineering to access information about the world through measuring devices. Engineering requires science to identify the right object to measure in the right way. One without the other rarely succeeds.

METER unites science and engineering to deliver superior products and services to our customers. Our strong connection to scientific and engineering fundamentals means that we address the right problem and create solutions that are both scientifically sound and elegantly simple – form and function in perfect balance.

Many of the measurement challenges that our existing customers face require a substantial level of complexity to solve. This complexity is a significant barrier to our customers' success. We could make complex products that fortify

this barrier, and many of our competitors do. It's hard to take a complex measurement or process and simplify it. But that is exactly the kind of problem METER excels at solving – from product conception and design to customer support.

However, success cannot come without effort and change. The change we must embrace will build upon a solid foundation. We will not abandon our core competitive advantage: the invention, design, and manufacture of scientific instruments and sensors. It is this existing competitive advantage that qualifies us to execute the next step: building business around software and data.

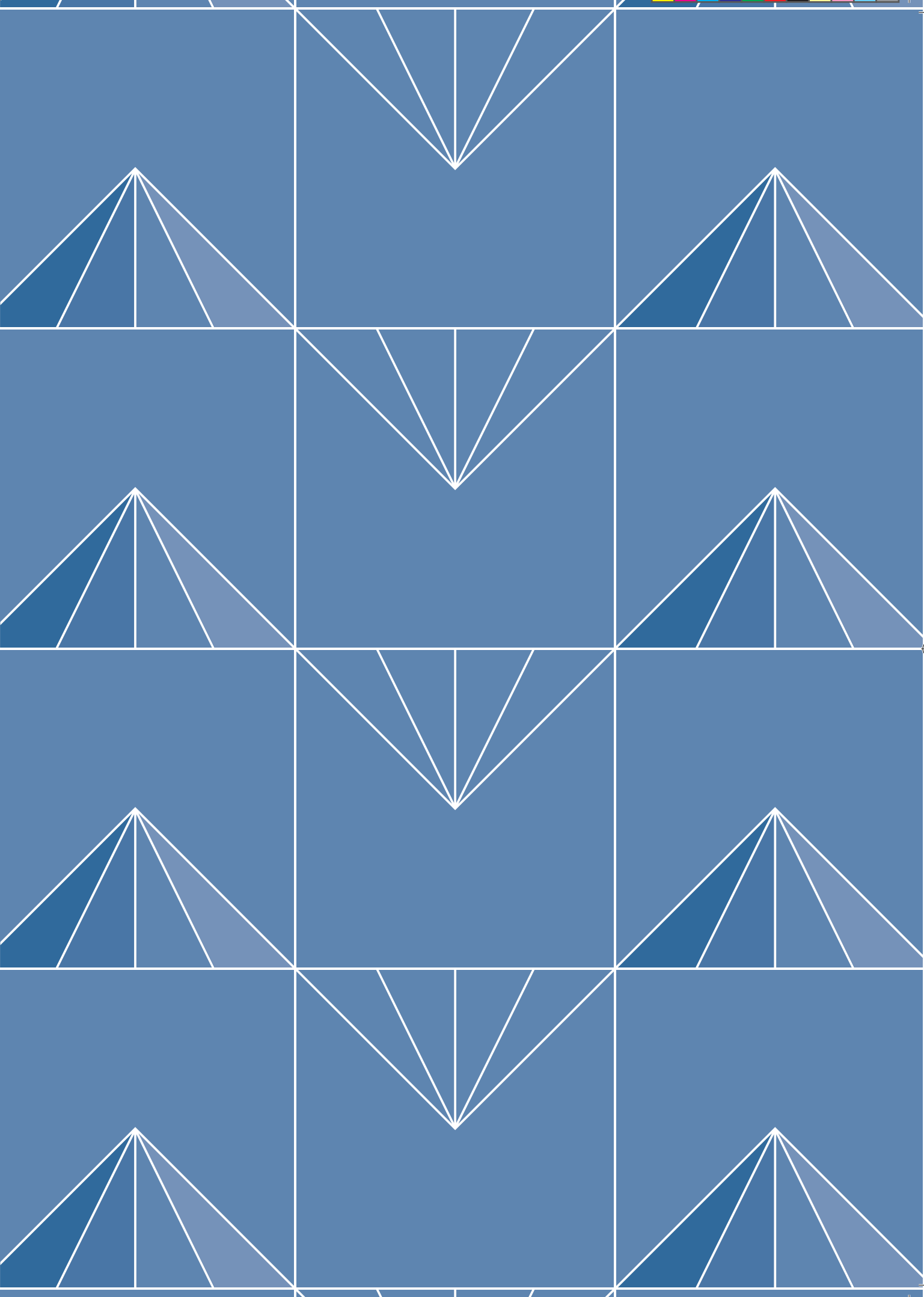
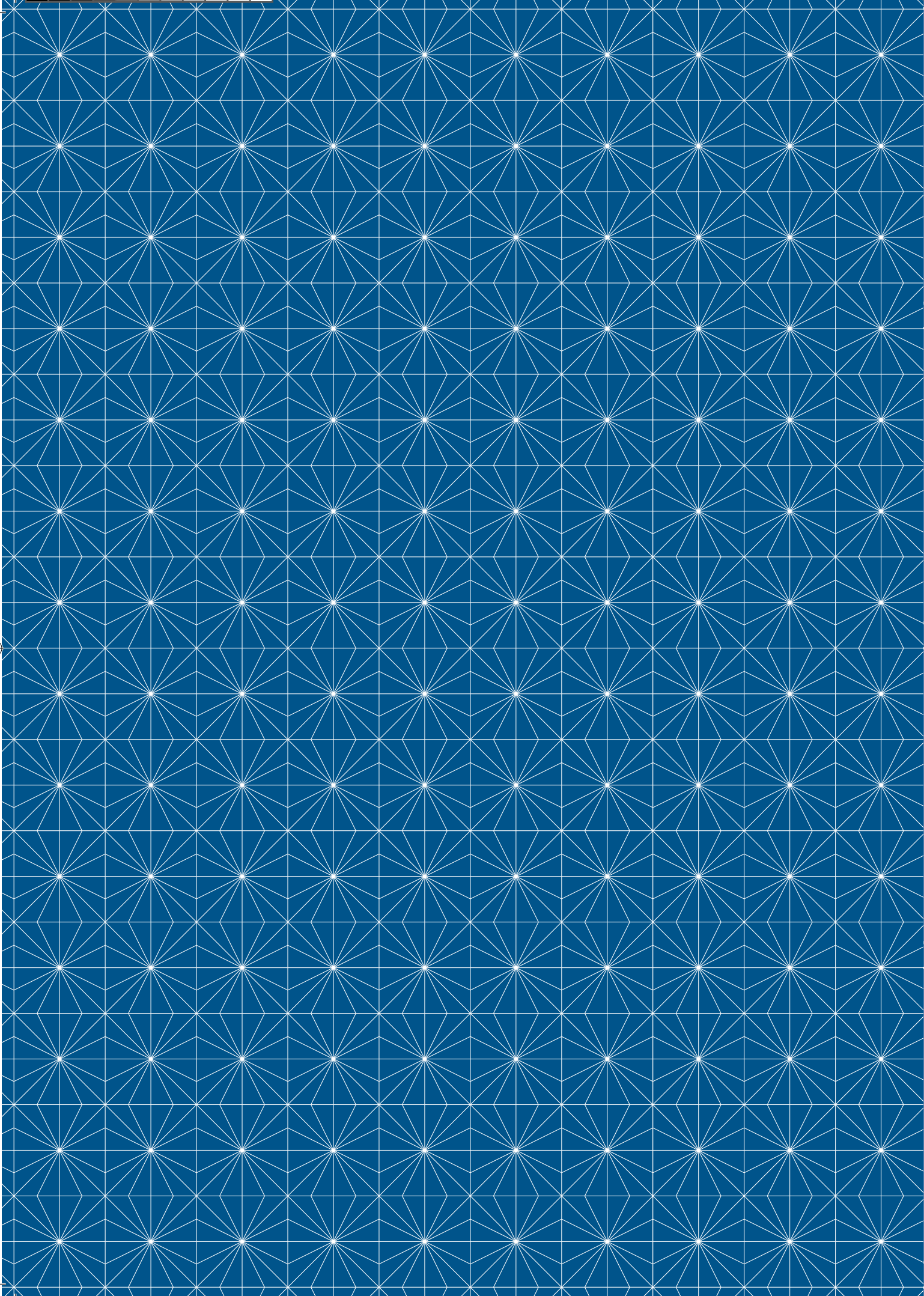
Today, we are successful in our two core realms: creating specialized products for experts and creating a la carte components and instruments for specialists.

However, growth potential in these two areas is limited, and we can't afford to be complacent. As scientists, we have identified and evaluated this situation. As innovators, we have found a solution: to create reliable, easy to use systems that handle complex measurement and data management challenges for industry.

Skala is an example of the future of our business. Skala is a system that automates and improves key workflows in the quality assurance process at food manufacturing facilities. The foundation for Skala is our installed base of water activity customers. Without this asset in terms of customer relationships and experience, we could never have identified the important problems to address with Skala. Using customer discovery, we defined and targeted the relevant problems.

We then applied software, firmware and hardware design to create the Skala system. Skala reduces the time for the most common task in QA labs – taking a sample reading – from over 5 minutes to just 15 seconds.

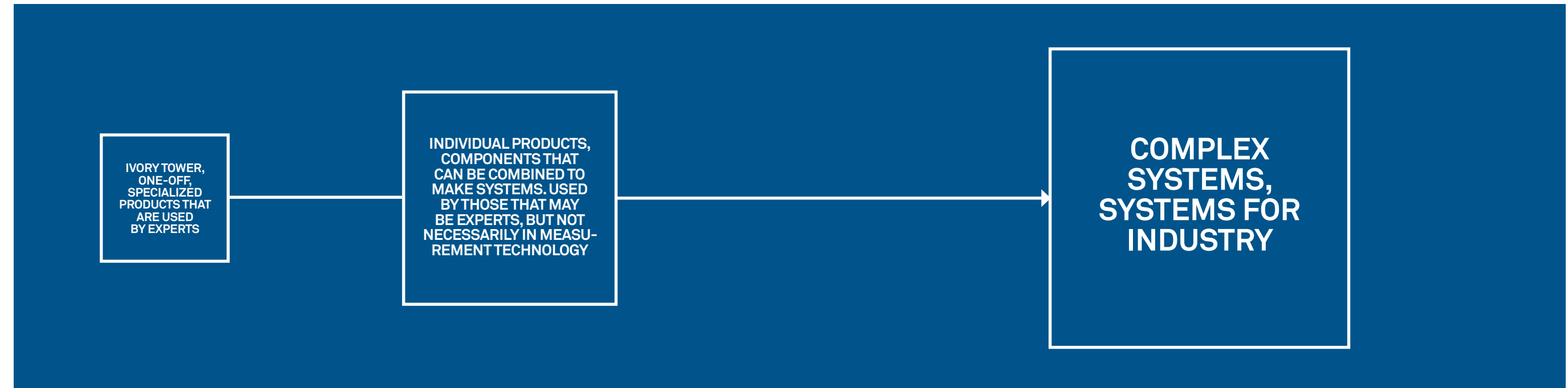
Skala demonstrates how we intend to develop integrated products for industrial markets through close collaboration: The mechanical engineering, software and testing for Skala was done in Pullman, while the user interface and industrial design were developed in Munich. This success supports our confidence to take our business to the next level with the merger.



## Size of Squares indicates relative market size

THIS IS WHERE WE HAVE SUCCEEDED SO FAR

THIS IS WHERE WE WANT TO SUCCEED. BRANDING IS ONE COMPONENT NECESSARY FOR SUCCESS IN THIS REALM



### CUSTOMERS

fellow scientists

### PRODUCT

doesn't have to be aesthetically pleasing, reliability is not expected, can look like a prototype, function over form, customers expect to deal with high complexity (buttons, wires, knobs, primitive user interface)

### KEY TO SUCCESS

scientific credibility, no competition, no need for scalability or distribution

### DISTRIBUTION

word of mouth

### CUSTOMERS

scientists, applied engineering and science

### PRODUCT

should look more like a customer product than a prototype, function over form, customers expect to deal with moderate complexity (buttons, wires, knobs), expectation that product will work, or that there is a robust customer support system in place

### KEY TO SUCCESS

scientific credibility, innovation, scalable manufacturing and distribution system, moderate competition

### DISTRIBUTION

word of mouth, digital and print marketing, local distributors

### CUSTOMERS

may be specialists but not in science, engineering or measurement

### PRODUCT

should look and operate like a consumer product, balanced form and function, customers cannot handle complex user interface, product must be reliable and easy to use, robust customer support system in place, most of the complexity in the measurement is handled behind the scenes by firmware/product design, must be vertically integrated including measurement device, interface, and software for data management and analysis

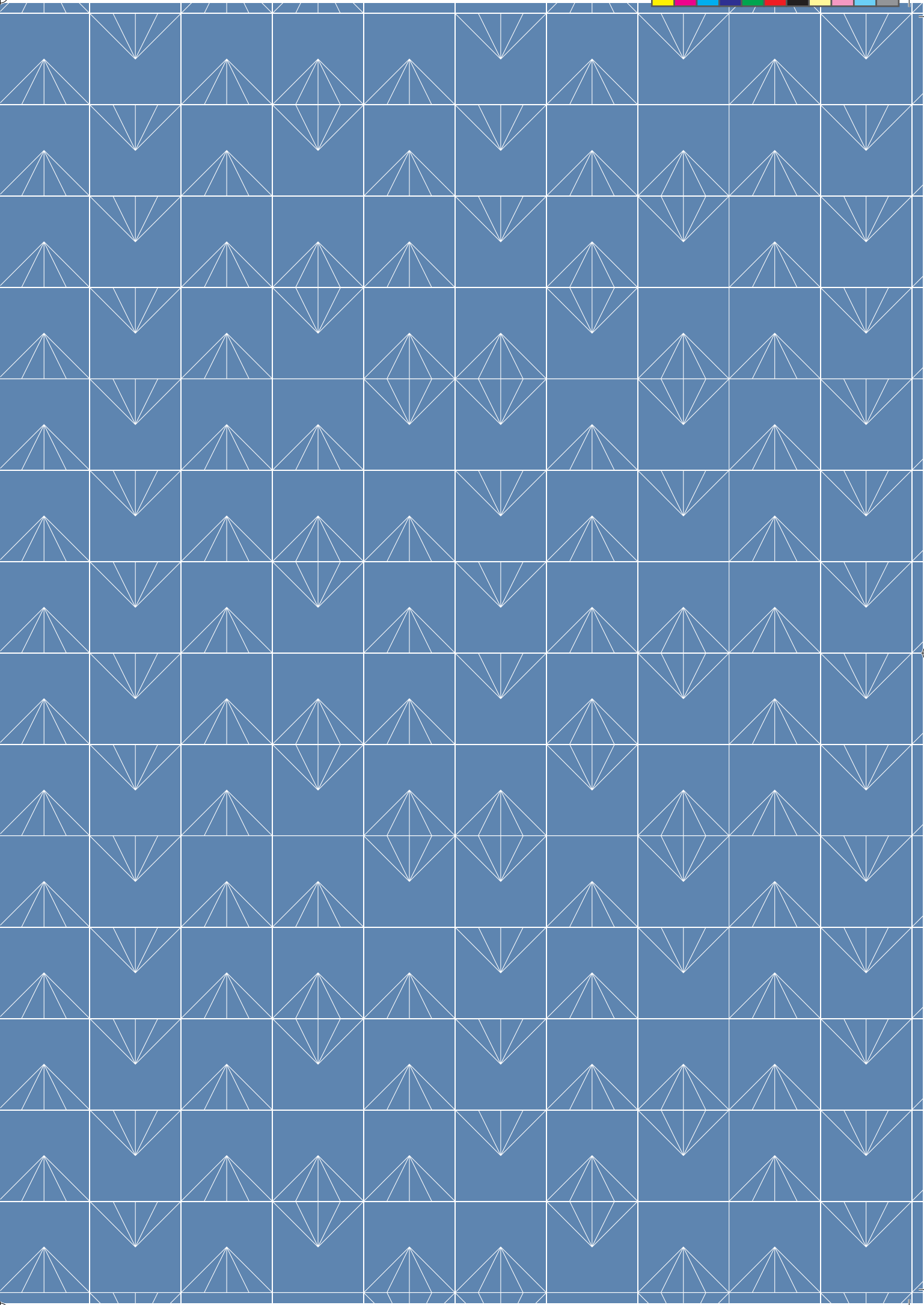
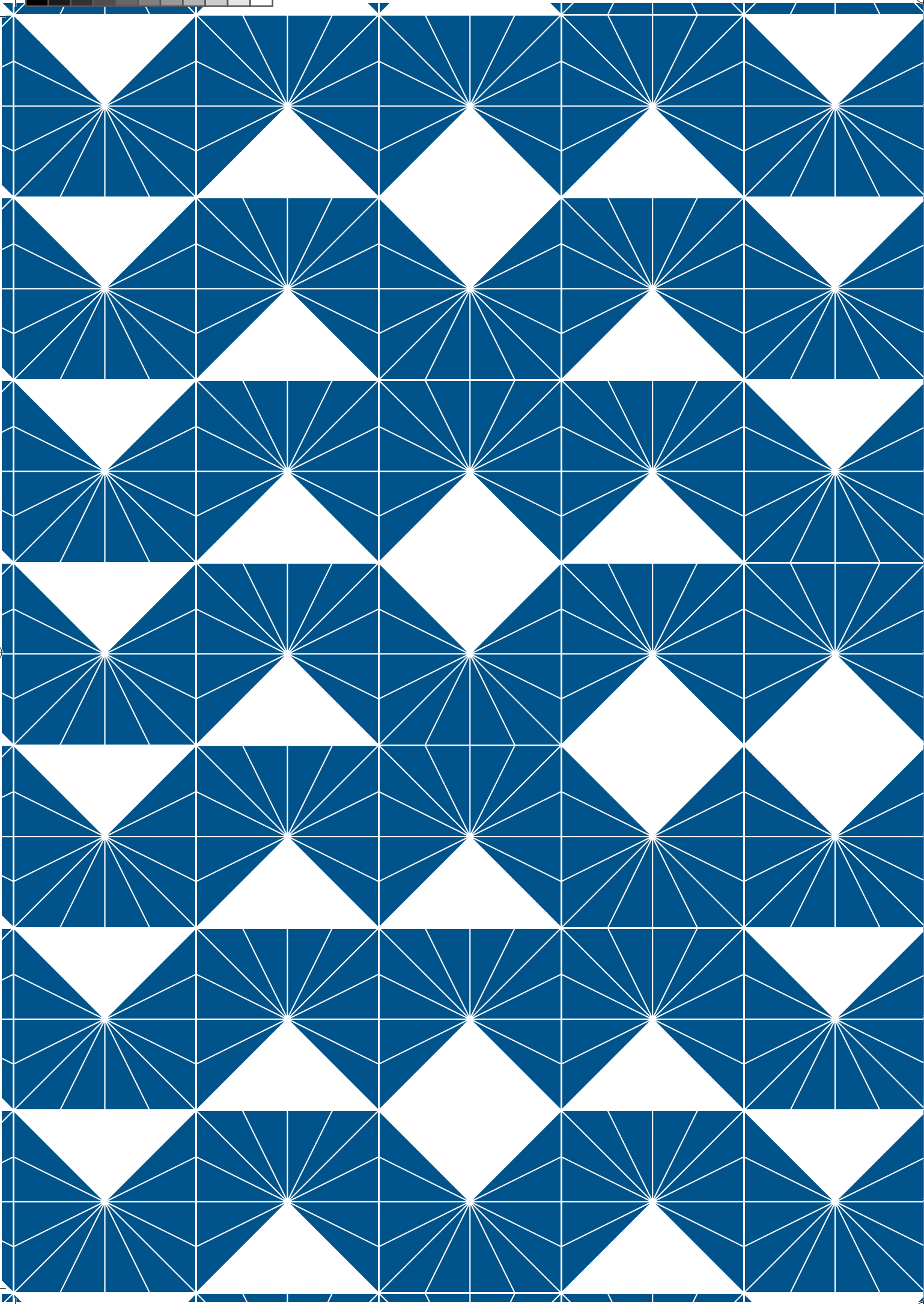
### KEY TO SUCCESS

revolutionizing the way work is done, scalable manufacturing and distribution system, strong brand reputation, UI/UX, Industrial Design (ID), Customer Experience Design (CXD), overcoming high levels of competition

### DISTRIBUTION

word of mouth, digital and print marketing, local distributors, customer visits







# METER THE BRAND

# CORE ATTRIBUTES OUR HEART

## THE BRAND

The METER core attributes are the features that define the brand. They are the substance from which we build industry-leading businesses in existing and new markets. Our core attributes are:

### SCIENTIFIC EXPERTISE

maintaining the leading edge of measurement theory

### SERVICES

focusing on the needs of our customers

### ENGINEERING

creating innovative products, services, and systems

### DESIGN

communicating purpose and intent through details

### SIMPLICITY

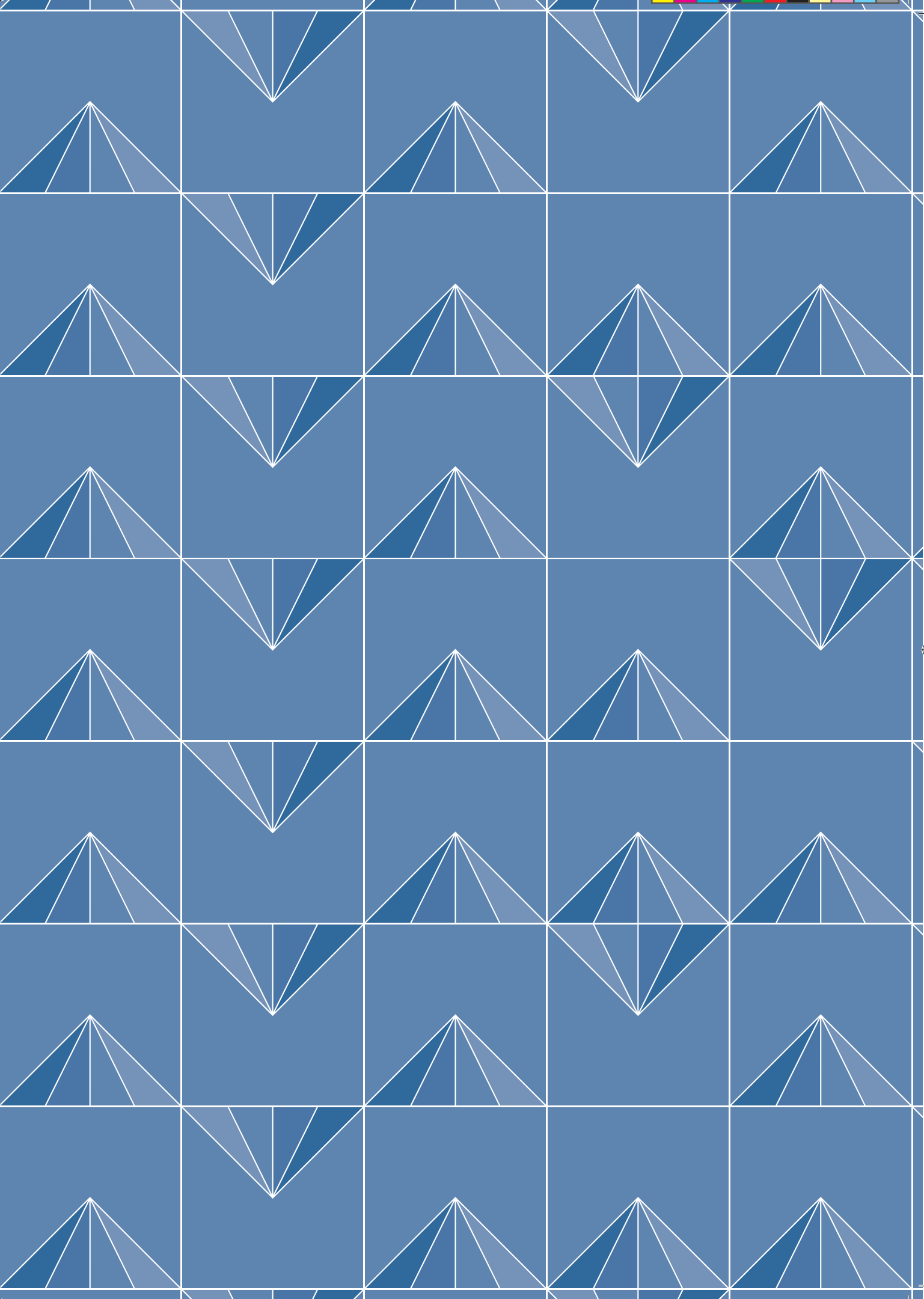
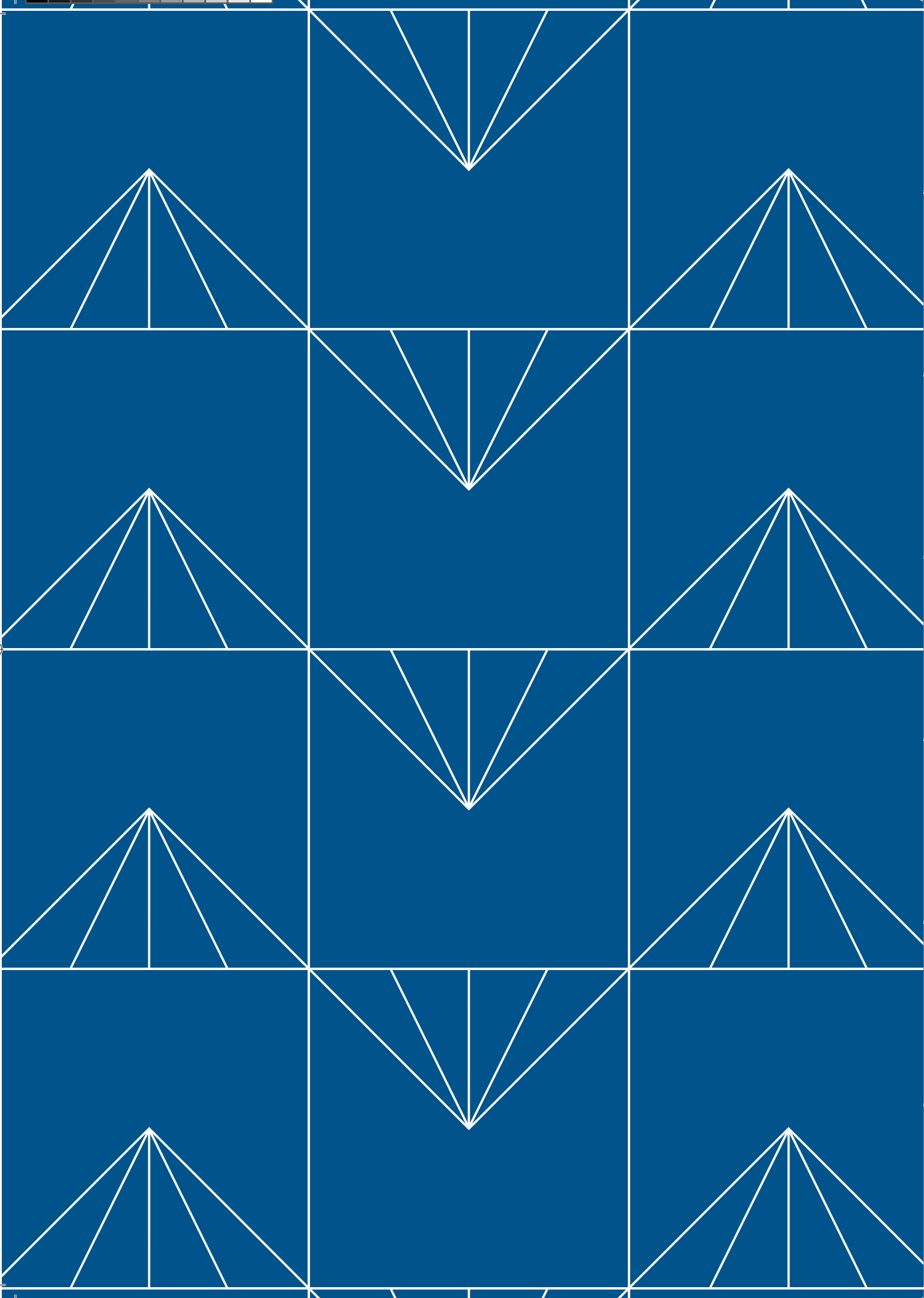
reducing complexity

### PRECISION

optimizing form and function

Our core attributes are reinforced by a culture of innovation and collaboration with our partners and employees inside and outside the company.





**SIMPLICITY**

**PRECISION**

**DESIGN**

**ENGINEERING**

**SCIENCE  
EXPERTISE**

**SERVICES**

**METER**



# GUIDING PRINCIPLES OUR RULES

## THE BRAND

**METER delivers revolutionary products and services. We do this by connecting science, engineering and design to deliver precisely what our customers need. We make products and deliver services that:**

- give our customers access to data that enhances their ability to make decisions.
- simplify our customers' professional lives by removing tedious and inefficient processes.
- empower our customers to address challenging problems through good design and simplification.
- provide insight and clarity, bringing phenomena into sharp focus.
- are used to solve meaningful problems in areas such as air and water quality, crop management, and food safety.

**METER stands for the perfect balance between form and function. This is expressed by the word pairs “Simply Precise” as well as “Clean Detail”.**

### **SIMPLY MEANS:**

Products with an intuitive UI, accessible even for non-scientists, with smart cable management or even wireless sensors.

### **SIMPLY IS NOT:**

Devices which are functional but complex, difficult to understand and use.

### **CLEAN MEANS:**

Transforming a chaotic lab into a structured working place, where nothing distracts the customer and everything feels just the way it is supposed to be.

### **CLEAN IS NOT:**

Pen and paper for our food industry customers – we never give away pen and paper at food trade shows.

### **DETAIL MEANS:**

Being one step ahead of our customers, anticipating their needs and designing products that have a clearly designed purpose.

### **DETAIL IS NOT:**

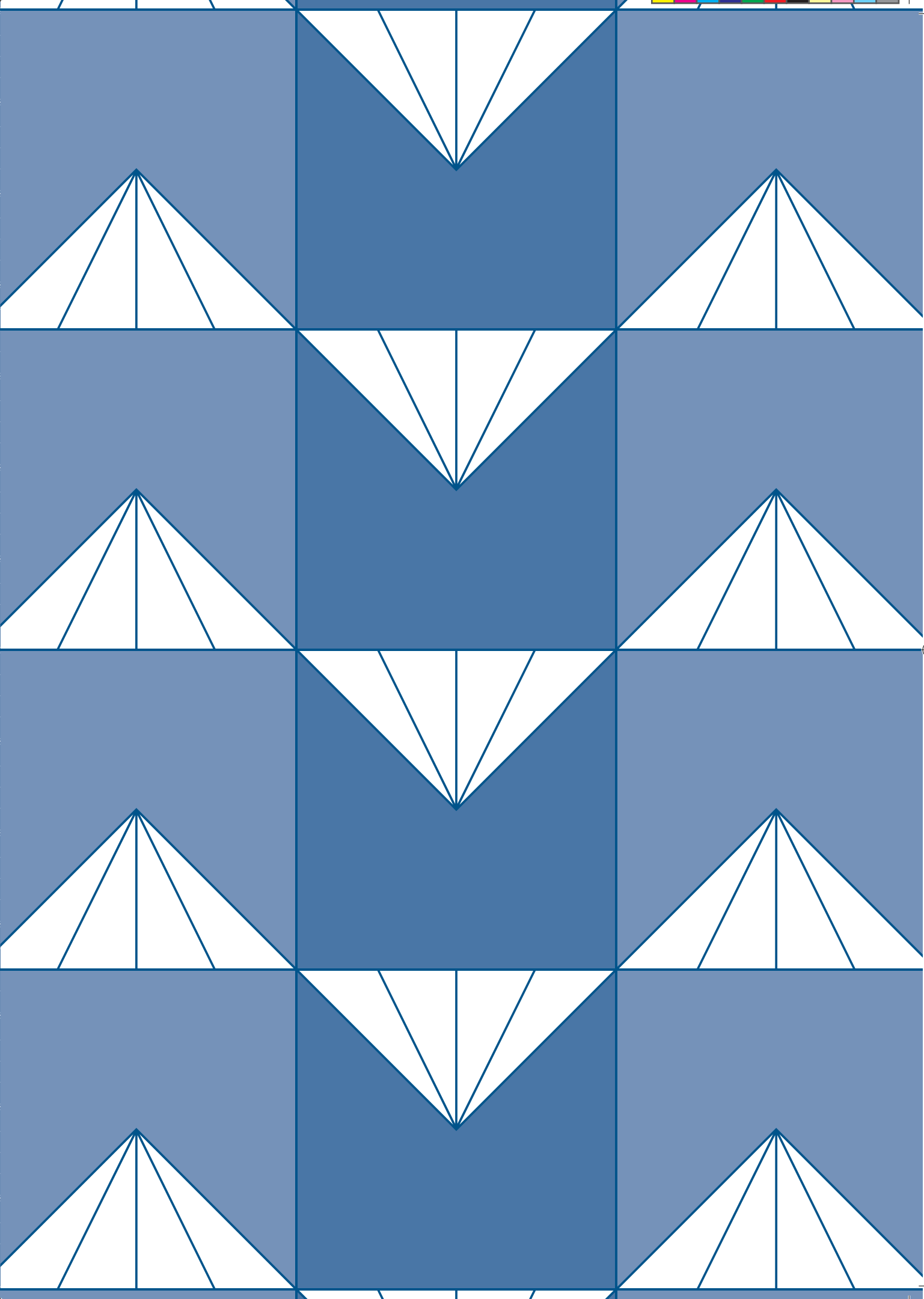
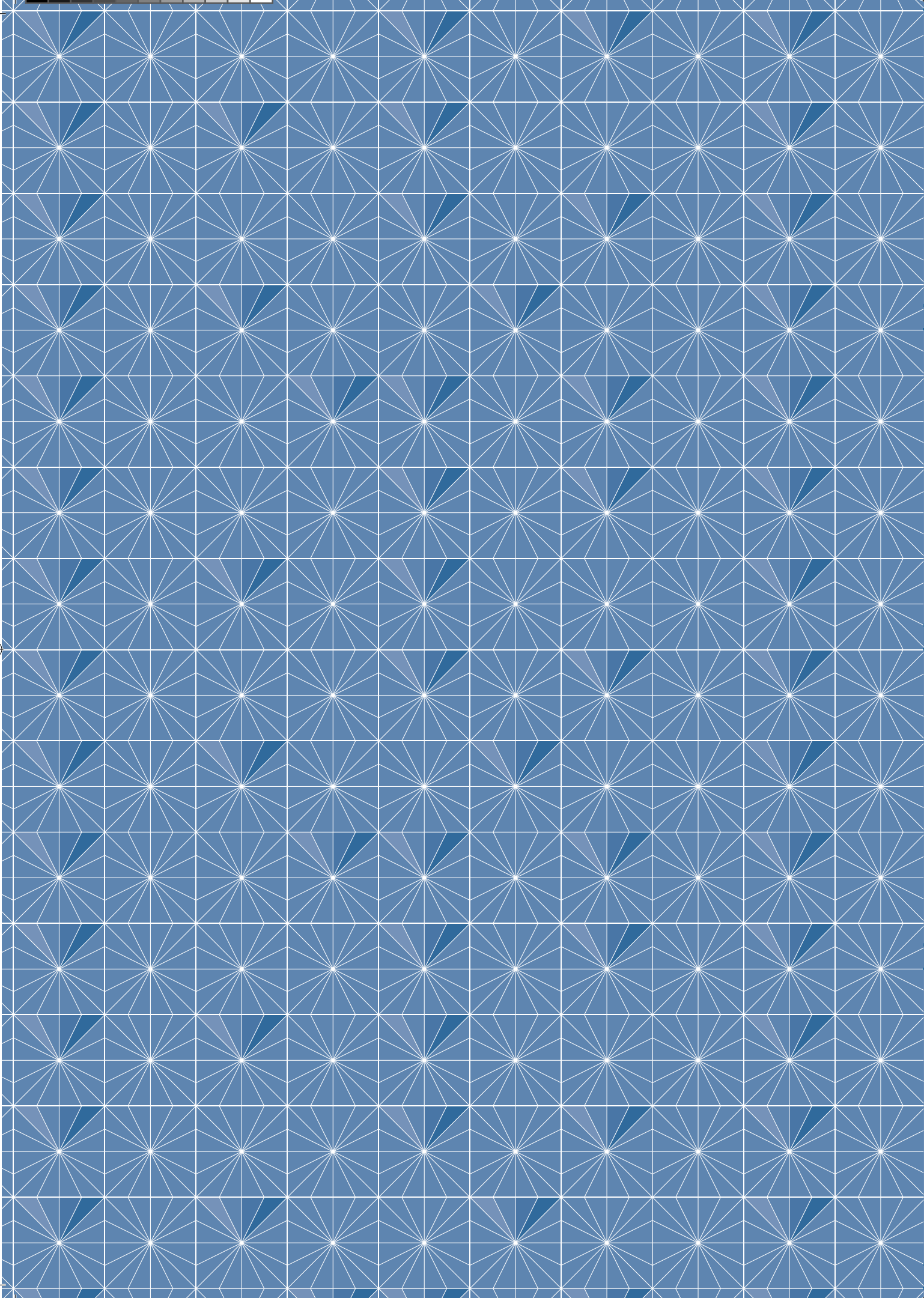
Repurposing generic quality management system software for food safety applications.

### **PRECISE MEANS:**

Products which provide direct and organized access to information and data.

### **PRECISE IS NOT:**

Giving the customer everything they want without rational reason.





# SPEAKERS OUR SOUL

## THE BRAND

Our core attributes define what we do and why we do it. They give us orientation in our work and the strength to reach our goals.



# SIMPLICITY

reducing  
complexity

KELLEY SOWARDS  
METER, USA





THE BRAND

# PRECISION

optimizing form  
and function

THERESA SMITH  
METER, USA

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THE BRAND



55



# DESIGN

communicating  
purpose and intent  
through details

CHRISTIAN HERTEL  
METER, GERMANY





# ENGINEERING

creating innovative  
products, services,  
and systems

BEN WALDEN  
METER, USA





# SCIENCE EXPERTISE

**maintaining the  
leading edge of  
measurement theory**

LEO RIVERA  
METER, USA



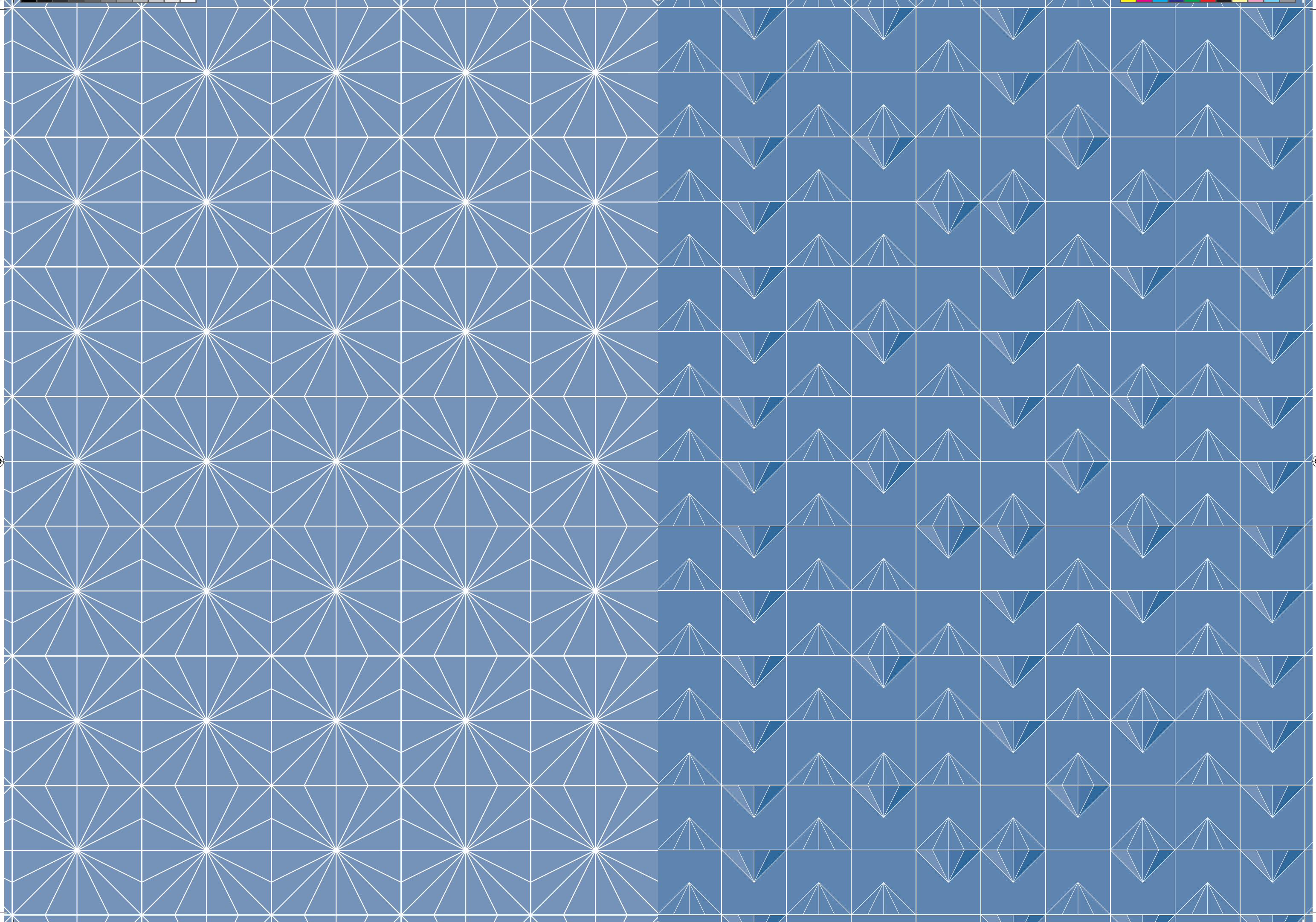


# SERVICE

focusing on the needs  
of our customers

DAVE CAMPBELL  
METER, USA







# DESIGN OUR LOGO

## THE BRAND

Our logo is the core of our visual brand identity. It is distinctive, simple and practical – but also versatile and impactful. This makes it the perfect expression of meter.

# SIMPLICITY

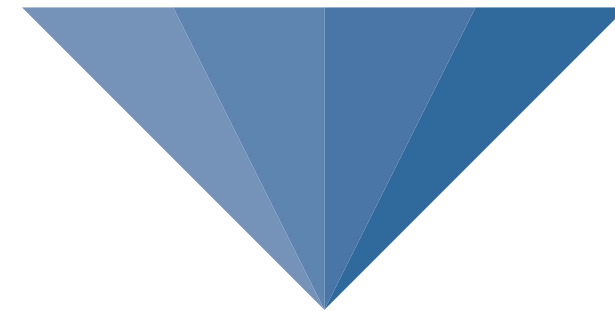
Association:  
Elementary  
Clarity  
Sharpness





# + PRECISION

Association:  
**Measuring**  
**4 Elements**  
**Focus**





= METER

Association:  
Form  
Substance  
Monogram



# OUR LOGO

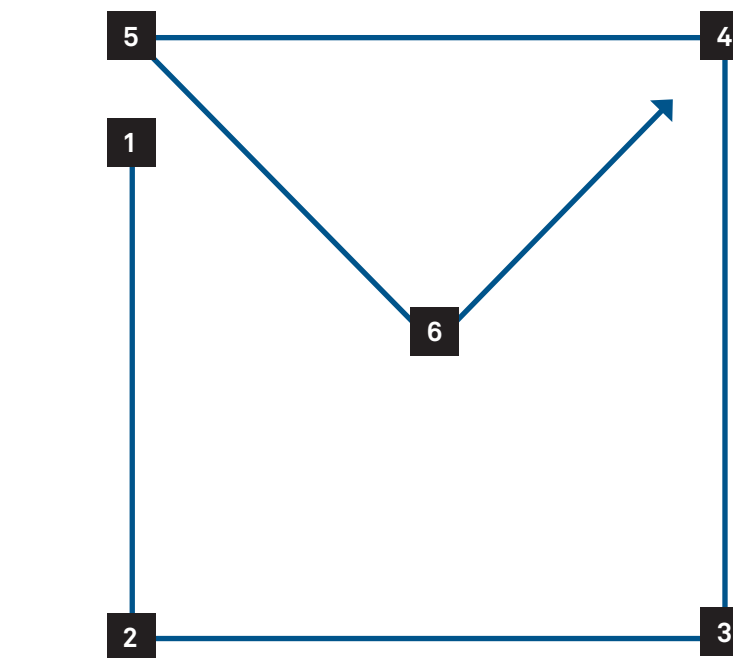
Association:  
**Entirely**  
**Simplicity**  
**Precision**



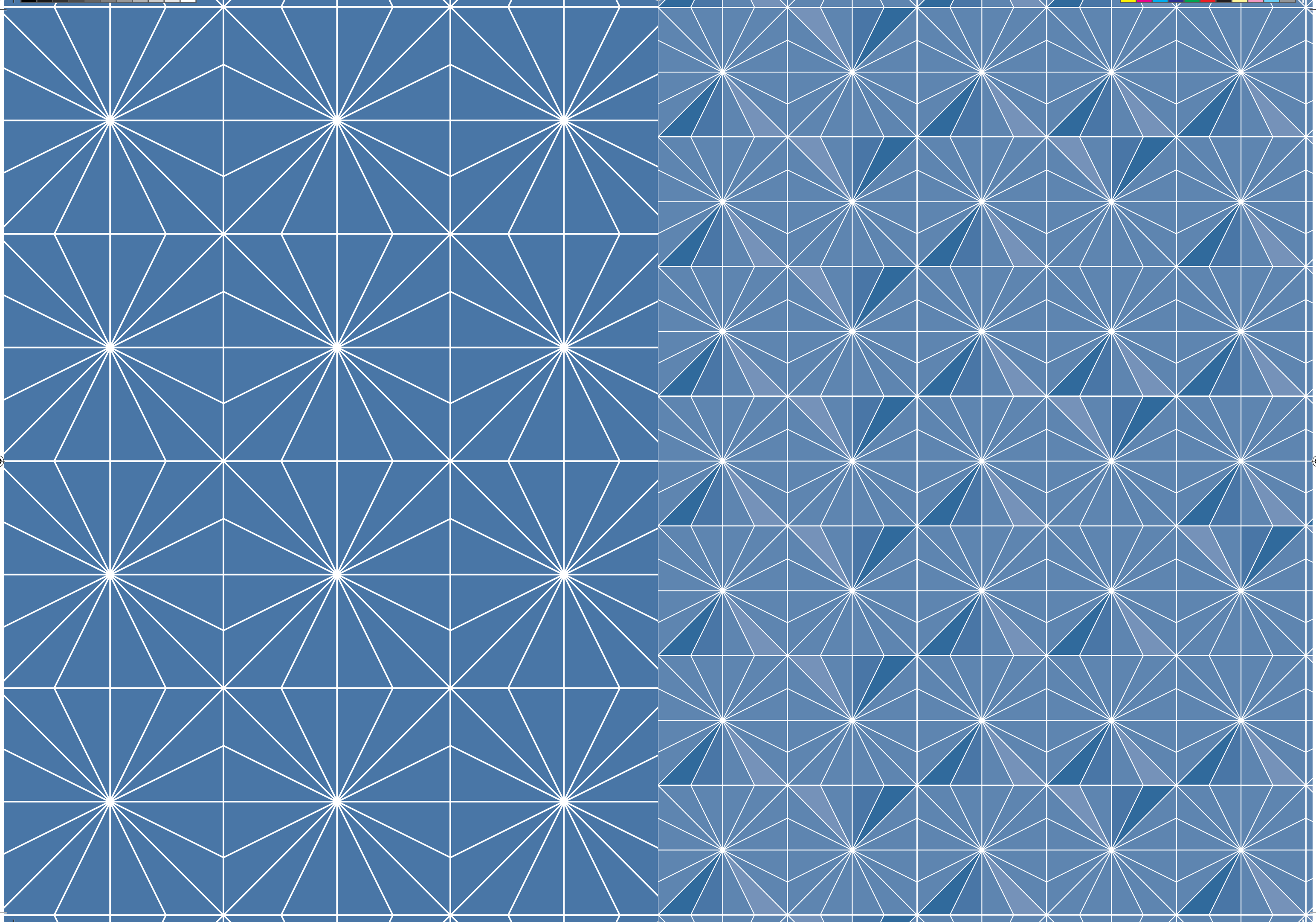
# METER

# REDUCE TO THE MAX

“An icon is great if you  
can scratch it with  
your toe in the sand.”



1 ME 2 TER 3 SIMP 4 LY 5 PRE 6 CISE





# DESIGN OUR BINARY CODE

## THE BRAND

Converting our logo into a pattern allows us to extend our visual identity in a playful and interesting way, creating brand recognition over all our brand assets. Our pattern works like a binary code, meaning every letter is translated into a sequence of two different symbols. Simple and precise, just like our brand.



# BINARY CODE

## INDEX

M:

0	1	0	0	1	1	0	1
---	---	---	---	---	---	---	---

E:

0	1	0	0	0	1	0	1
---	---	---	---	---	---	---	---

T:

0	1	0	1	0	1	0	0
---	---	---	---	---	---	---	---

E:

0	1	0	0	0	1	0	1
---	---	---	---	---	---	---	---

R:

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---	---	---	---	---	---	---	---

# BINARY CODE BUILDUP

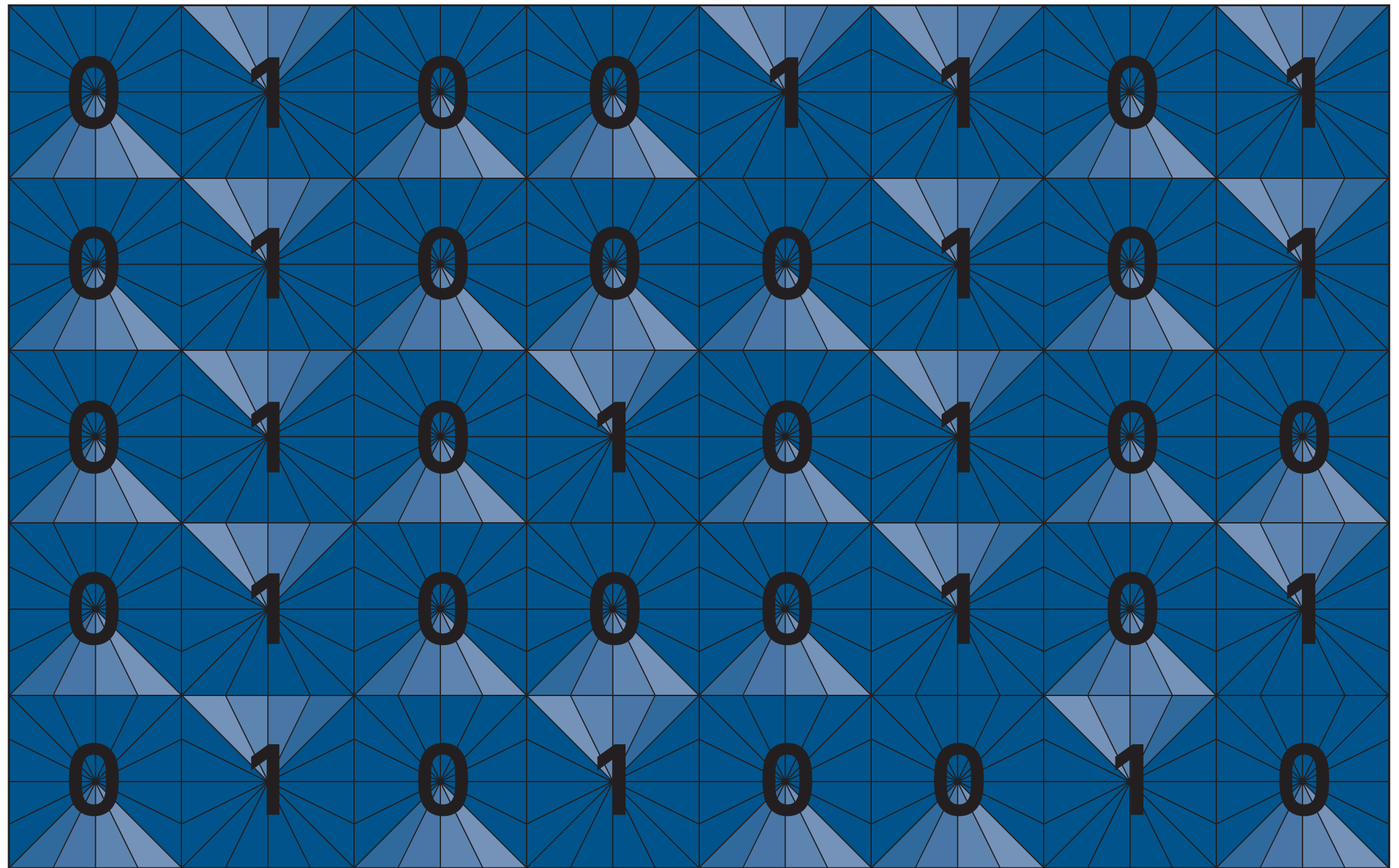
M:

E:

T:

E:

R:



# BINARY CODE PATTERN

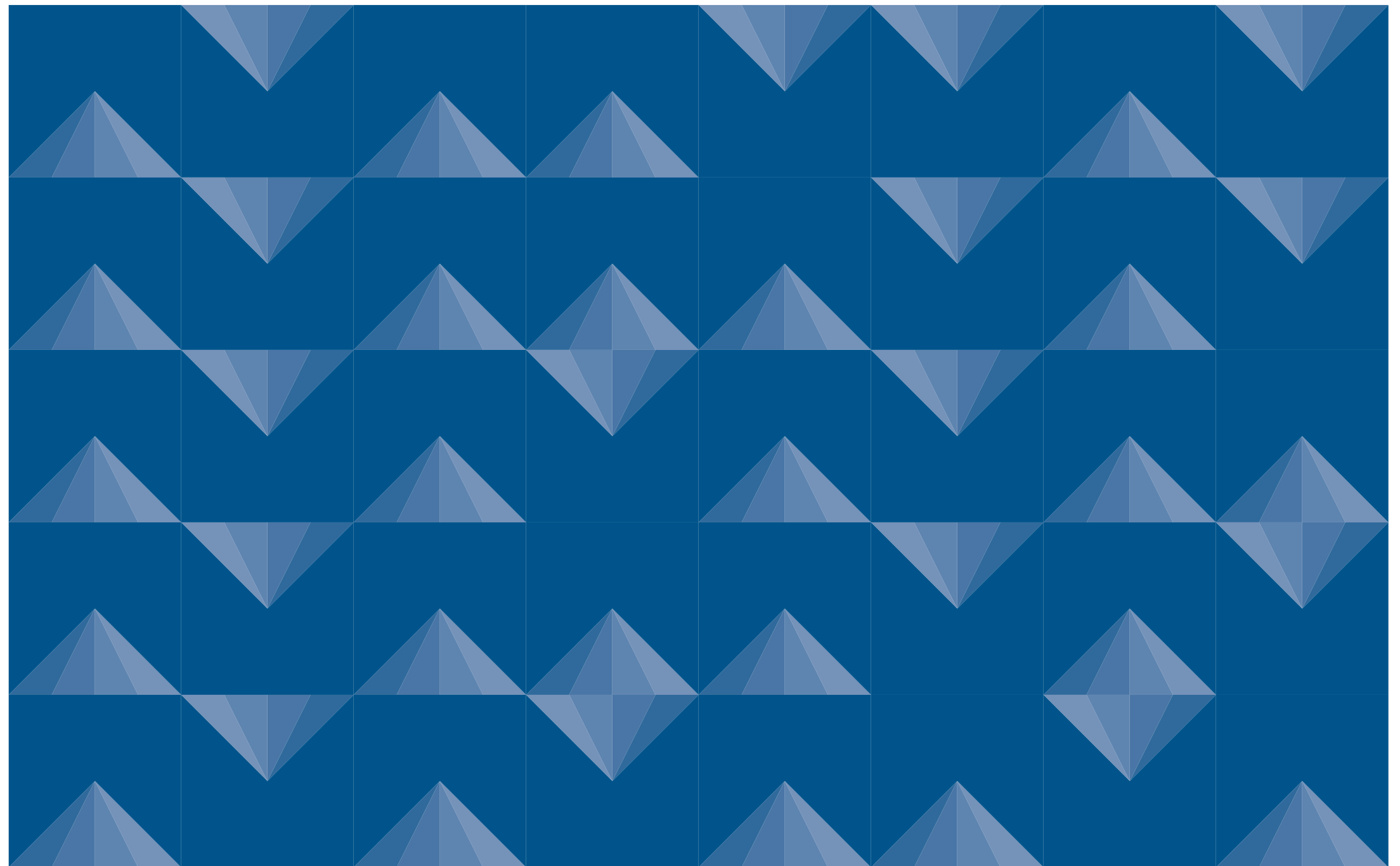
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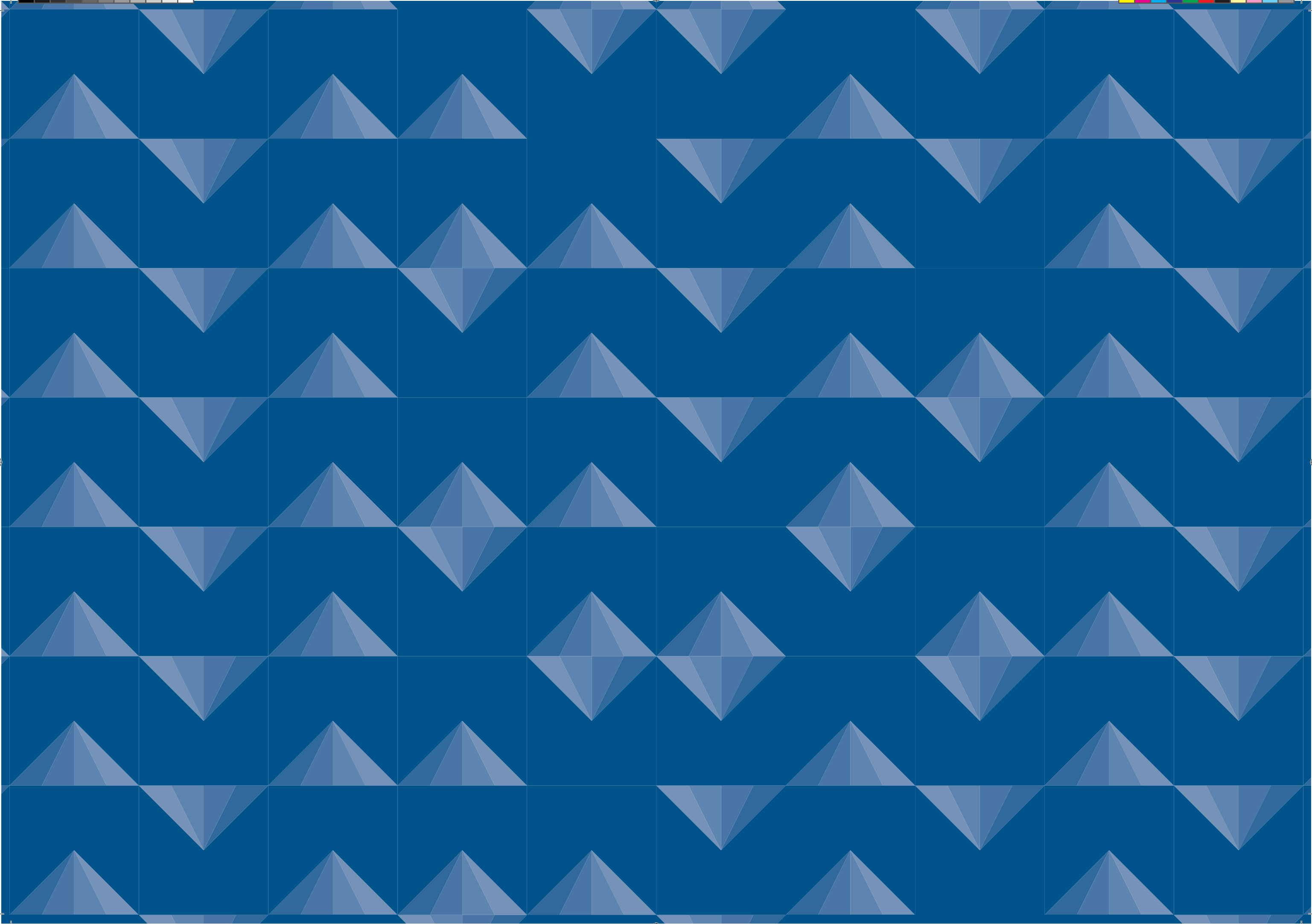
E:

T:

E:

R:







# IN ONE SENTENCE OUR STORY

## THE BRAND

Through the power of our employees, METER combines science, engineering and design to develop smart and easy to use products and services which enable our customers to get precise information and address meaningful problems.





# BOOK OF METER

