

KERN FLYER CONCEPT 2022

„THE PRACTICAL FOUR“



FLYER CONCEPT 2022 „THE PRACTICAL FOUR“ FOR ANY CASE

KERN®

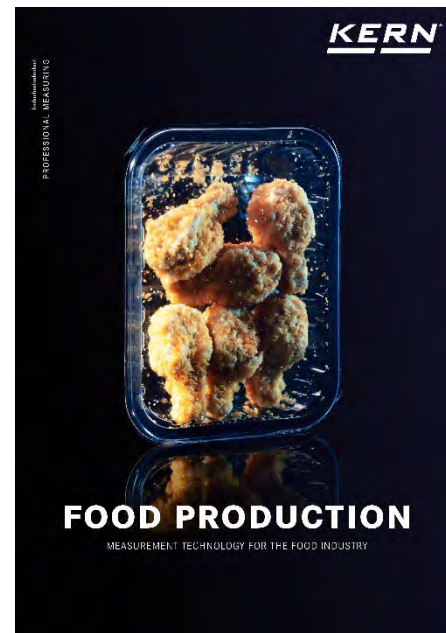
State of play:
03.2022

4 TYPES OF FLYERS FOR ALL REQUIREMENTS

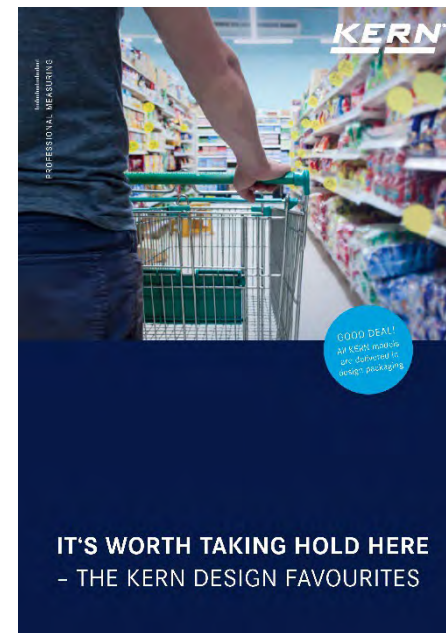
Cover samples



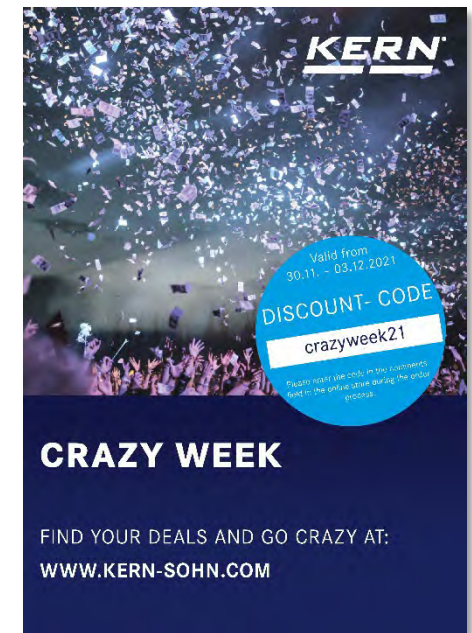
1 New product flyer



2 Sector flyer



3 Customer / Campaign flyer



4 Special-Sale flyer

FLYER CONCEPT 2022 „THE PRACTICAL FOUR“ FOR ANY CASE



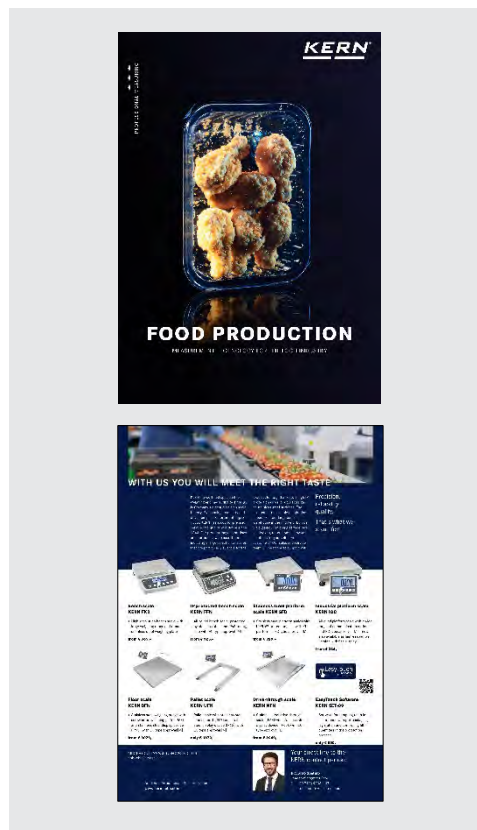
4 TYPES OF FLYERS FOR ALL REQUIREMENTS

Sampels Cover + back side



1 New product flyer

→ Presentation of the new KERN models from the current year



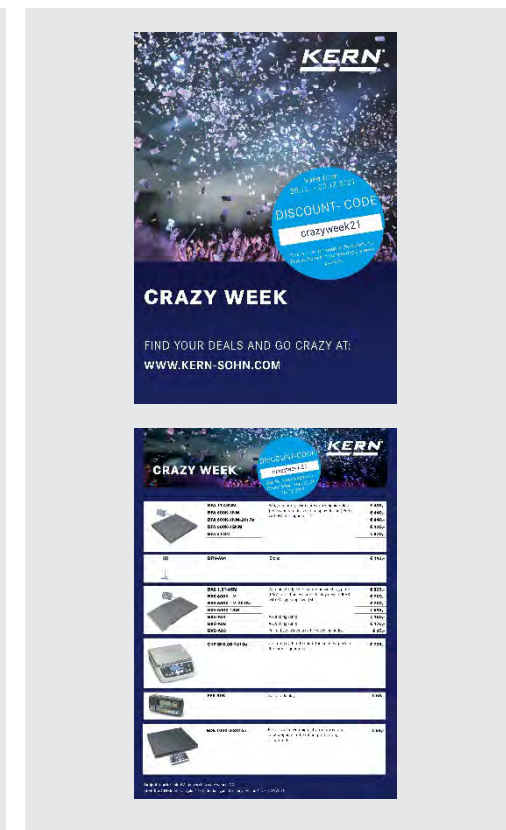
2 Sector flyer

→ Sector-specific compilation for KERN customers



3 Customer / Campaign flyer

Special offers (specific themes, occasions, price promotions, seasonal offers, sales etc....)
A → for KERN
B → for KERN Business partner/customers



4 Special-Sale flyer

FLYER CONCEPT 2022 SYSTEMATIC → DESIGN CONTENT



1 New products flyer



→ Cover: Product image in KERN signature look

→ **Content: 1 KERN new modell**

Product image(s) standard, others possible info:
detailed content (catalogue contents)

2 Sector flyers



Sector flyer 4



Sector flyer 8

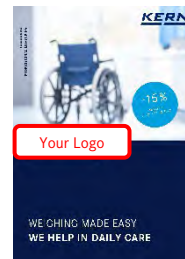


→ Cover: 33 motives for (detailed) sectors

→ **Content: variable for 4 or 8 models:**

- Text content at 4 models: max. 3-4 features
- Text content at 8 models: max. 1-2 features

3 Customer / Campaign flyers



Customer/Campaign flyer 1



Customer/Campaign flyer 4



Customer/Campaign flyer 8

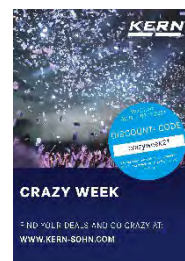


→ Image/text content will be created topic-specific

→ **Content: variable for 1, 4 or 8 models:**

- Text content at 4 models: max. 3-4 features
- Text content at 8 models: max. 1-2 features
- Contact person variable
- KERN logo only or with additional customer logo
- Blue box for campaign information possible

4 Special-Sale flyer



...

→ Image/text content will be created topic-specific

→ Number of models freely selectable without
detailed product description

→ **Content: variable for various themes**

KERN FLYER CONCEPT 2022

**EXAMPLES IN DETAIL –
FLYER NEW PRODUCTS**

FLYER CONCEPT 2022

EXAMPLE NEW PRODUCT FLYER 1



KERN Analytical balance ABP

KERN
ANALYTICAL BALANCE

PROFESSIONAL MEASURING

NEW!

KERN ABP ANALYTICAL BALANCE

Premium analytical balance with the latest Single-Cell Generation for extremely rapid, stable weighing results – now also available as single-range semi-microbalance with incredibly high resolution

Fields of application: Laboratories, production, quality control, research & development
NEW: This new generation of analytical balances combines the highest level of precision with large weighing ranges

- Thanks to the new Single-Cell Generation, the weighing result is displayed in a fraction of the time with comparable models. Together with the intuitively structured menu, this means that you can work efficiently and rapidly
- Navigation pad for super quick navigating through the menus
- Automatic internal adjustment in the case of a change in temperature $\geq 1^\circ\text{C}$ or timecontrolled every 4 h, guarantees high degree of accuracy and makes the balance independent of its location of use
- The Minimum weight of sample can be manually stored in the device or automatically calculated. For weighings below this value, the balance issues a warning message
- Simple recipe weighing and documenting with a combined tare/print function. In addition, the ingredients for the recipe are numbered automatically and printed out with their corresponding number and nominal weight
- Dosage aid: High-stability mode and other filter settings can be selected
- Individual user settings can be stored for up to 10 users; user name/number (can be printed out or added to the record for each process), password, menu language, user profiles, accessing user settings via barcode, additional guest mode for users who are not logged in, authorizations, eg. B. balance adjustment, changing settings or conditioning or modification of a recipe only by the authorized person & performing the formulation by the user
- USB data interface, e.g. for connecting a USB keyboard for easy capture of item numbers, item texts, for easier navigation within the menu etc.

KERN ABP from € 2040,-

Optionally available with powerful internal ioniser:
Extremely fast ionization process, thanks to the latest generation of KERN ionization technology to neutralise electrostatic charge for fixed installation in the analytical balance. Particularly convenient handling as you no longer need a separate device. Simply enable the ioniser fan at the push of a button

USB data interfaces and RS-232 for transferring weighing data to the PC, tablet, printer, USB as well as connecting external devices, such as barcode scanner (option), numeric keypad (option) etc.

Ergonomic design, compact dimensions, large draft shield doors, easy-to-reach, height adjustable feet, conveniently operated control panel

All prices plus 19% VAT, subject to prior sale, only while stocks last

Detailed information and further products:
www.kern-sohn.com

Your direct line to the KERN contact person:
Aleksandar Delić
Leader of segment laboratory
Tel. +49 7433 9933-120
aleksandar.delic@kern-sohn.com

variable

KERN FLYER CONCEPT 2022

**EXAMPLES IN DETAIL –
FLYER SPECIFIC SECTORS**

FLYER CONCEPT 2022

EXAMPLES SECTOR FLYER 4 – 4 MODELS



State of play:
03.2022

International
PROFESSIONAL MEASURING

KERN

EQUIPMENT

MEASURING TECHNOLOGY FOR INDUSTRY

KERN WEIGHING COMPONENTS

– WITH US YOU CAN BUILD THE FUTURE

KERN the certified specialist for weighing and measuring technology, is Germany's oldest precision scale factory. By focusing on quality and developing customer-oriented products, KERN has stood for precision, service and quality worldwide since 1844.

Our product range includes an enormously wide range of weighing transmitters, display devices, measuring cells, platform scales, floor scales and software for processing weighing data. The products are available at lightning speed from our large central warehouse in the middle of Europe via a 24-hour shipping service. Are you looking for customised system solutions for yourself or your customers? Our sales and service team will be happy to support you.

Precision, reliability, quality.
That's what we stand for!



**Digital weighing transmitter
KERN YKV**

- Modern digital weighing transmitter for the rapid recording of weighing data and forwarding it to the most varied output channels such as tablets, networks, SPS controllers, etc. – ideal for operating balances in systems or conveyors
- For rapid transfer of weighing data to connected networks, computers, etc.

from € 250,-



**Display device
(rail-mounted module)
KERN CE Hx**

- Super compact display device (rail-mounted module) for installation in switch cabinets
- Compact display unit for recording weighing data using strain gauge load cells
- Can handle various industrial protocols such as Ethernet IP, Modbus TCP, Modbus RTU, FINS and Profibus DP

from € 495,-



**Industrial platform scale
KERN IFB**

- High resolution industrial scale in heavy version with EC type approval [M], now also up to [Max] 600 kg
- Protection against dust and water splashes IP65
- RS-232 data interface as standard (Bluetooth or analogue interface optional)

from € 415,-



**Industrial platform scale
KERN IOC**

- Allround platform scale with a wide range of communication options and EC type approval [M] – now also available as high-resolution version with fine display
- Industry 4.0: A wide range of (optional) data interfaces allows that it is easy to transfer weighing data to tablets, laptops, PCs, networks, Smartphones, printers, etc.

from € 335,-

All rights reserved. Vorrat, Preisänderung vorbehalten, nur solange Vorrat reicht.
 All rights reserved. Only while stocks last, price changes reserved.



Detailed information and further products:
www.kern-sohn.com



**Your direct line to the
KERN contact person:**

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 Leader of segment industry
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florian.baechle@kern-sohn.com

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FLYER CONCEPT 2022

EXAMPLES SECTOR FLYER 8 – 8 MODELS



State of play:
03.2022

PROFESSIONAL MEASURING

VINTAGE

MEASUREMENT TECHNOLOGY FOR THE FOOD INDUSTRY

KERN – ALWAYS THE BEST OF THE YEAR!

KERN the certified specialist for weighing and measuring technology, is Germany's oldest precision scale factory. By focusing on quality and developing customer-oriented products, KERN has stood for precision, service and quality worldwide since 1844. Our product range comprises an enormously wide assortment, including a large selection of scales that are particularly suitable for the

food sector, e.g. thanks to a high IP protection class, a robust design or stainless steel surfaces. The products are available at lightning speed from our large central warehouse in the middle of Europe via a 24-hour shipping service. Are you looking for customised system solutions for yourself or your customers? Our sales and service team will be happy to support you.

**Bench scale
KERN FKB**

- High-resolution bench scale with large weighing range and robust stainless steel weighing plate

from € 370,-

**IP protected bench scale
KERN FFN**

- All-round bench scale, protected by stainless steel and IP65 rating, also with EC type approval [M]

from € 325,-

**Parcel scale
KERN DE**

- The long lasting story of success with dust and spray protected display device

from € 220,-

**Industrial platform scale
KERN EOC**

- Robust and high-resolution platform scale with practical Flip/Flop display device for greatest ease of use

from € 340,-

**Stainless steel platform scale
KERN SFB**

- Stainless steel platform scales with IP65/67 protection, also with XL platform or EC type approval [M]

from € 820,-

**Pallet scale
KERN UIB**

- Pallet scale with steel load support (IP67) and the best price-to-performance ratio

only € 1070,-

**Analogue refractometer
KERN ORA**

- Refractive index measurement for laboratories and the industry

from € 90,-

**Digital refractometer
KERN ORF**

- Digital refractive index measurement for laboratories and the industry for multi-application ► PREMIUM refractometer

from € 370,-

Alle Angaben ohne Gewähr. Preise sind zzgl. MwSt. Änderungen vorbehalten, nur solange Vorrat reicht.

Detailed information and further products:
www.kern-sohn.com

Your direct line to the KERN contact person:

Riccardo Spataro
Leader of segment Food
Tel. +49 7433 9933-147
riccardo.spataro@kern-sohn.com

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KERN FLYER CONCEPT 2022

**EXAMPLES IN DETAIL –
FLYER CAMPAIGN / CUSTOMER**

WE WILL GLADLY CREATE INDIVIDUAL FLYERS ACCORDING TO YOUR NEEDS

All we would need for this is:

- Your company logo in high resolution
- Address of your company
- If required: contact details and photo of a person who is to be shown on the flyer.
- The products you want to promote on the flyer
- The sector to which the flyer is primarily addressed
- For campaign flyers: special prices or discount and campaign period

WE WILL TAKE CARE OF THE REST!

FLYER CONCEPT 2022

EXAMPLE CUSTOMER FLYER 1 – 1 MODEL



MCC Flyer

KERN

PROFESSIONAL MEASURING

-15%
valid from
01.05. - 31.12.2022

Your Logo

**TAKE A SEAT
WE TAKE CARE**

SPECIAL PRICE
for our
Caire scale
MCC

Ergonomically optimised chair scale
– with EC type approval and approval for professional medical use in medical diagnostics

Approved as a medical device according to 93/42/EEC

- This chair scale is the ideal measuring instrument for retirement homes, rehabilitation centres and clinics with lots of patients, and can weigh overweight people up to 250 kg
- With its four wheels, this chair scale provides maximum mobility in bringing the scale to the patient. This ensures more efficient use of time for the clinic staff and greater safety for the patients who can be weighed in their familiar environment.
- The rollers, with their large diameter, make it easier to get over door thresholds, edges and across the gaps into elevators
- For fragile patients, the extra wide, comfortable, ergonomically-optimised seat offers safe, secure seating during weighing

- Two foldable armrests and footrests make transfers into the chair easier. Ideal for overweight patients or barrier-free use, e.g. for transfers from a bed to the scale
- Ergonomically positioned carrying handles
- Hold function: When patients do not sit completely still, a stable weight is calculated using an average weight and this is then "frozen". This means that you have sufficient time to attend to the patient first and then take the weight reading in peace
- BMI function to determine underweight/normal weight/surplus weight

KERN MCC
Scale excl. verification*
List price € 1100,-
New price € 935,-

Mobile version with two steerable rollers and particularly convenient locking brakes at the rear

Two foldable armrests and footrests

Large backlit LCD display, digit height 25 mm

*Within the EU, official verification is mandatory by law for scales that are intended for use as a medical device. Please add this to your order. We require the location of use and the post code for the verification

Valid 01.05. – 31.12.2022
All prices excl. 19 % VAT., only while stocks last.

More details and further products:
www.kern-sohn.com

Your Logo

variable

FLYER CONCEPT 2022

EXAMPLES CAMPAIGN FLYER 4 – 4 MODELS



PROFESSIONAL MEASURING

KERN

GOOD DEAL!
All KERN models
are delivered in
design packaging

IT'S WORTH TAKING HOLD HERE
– THE KERN DESIGN FAVOURITES

**Design bathroom scale
KERN MGD 100K-1S05**

- + Elegant design – elegant bathroom scale
- + Particularly flat design facilitates access
- + Easy and hygienic cleaning
- + Large display that is easy to read
- + Easy to operate: simply tap on it – stand on it – read the weight
- + Integrated AUTO-OFF function to preserve the batteries
- + Weight displayed in kg or lb

**Digital luggage scale
KERN HGA 50K-2S05**

- + For rapid, accurate checking of cases, bags, sports baggage, etc.
- + Ultra compact
- + High maximum load for sufficient safety reserve
- + Robust nylon fabric tape for secure fixing of the item to be weighed
- + Simple and convenient 1-key operation
- + Easy to toggle between units at the press of a button
- + High mobility: thanks to battery operation, compact, lightweight construction (Batteries included)

**Design kitchen scale
KERN FGE 5K-3S05**

- + For more fun in the kitchen: modern Doodle Look
- + Easy and hygienic cleaning
- + Simple and convenient 2-key operation
- + Comfortable taring with just one keystroke
- + Integrated AUTO-OFF function to preserve the batteries
- + Large display that is easy to read

**Design kitchen scale
KERN FGE 10K-3S05**

- + For more fun in the kitchen: modern Doodle Look
- + Weighing plate made out of safety glass
- + Simple and convenient 1-key operation
- + Easy and hygienic cleaning
- + Secure and non-slip positioning with rubber feet
- + Comfortable taring with just one keystroke
- + Integrated AUTO-OFF function to preserve the batteries
- + Large display that is easy to read

GOOD DEAL +++ All KERN models are delivered in design packaging

Note:
5x All models are delivered in a set of 5 units. Cannot be delivered individually.

All prices plus 19% VAT, subject to prior sale, only while stocks last.

Detailed information and further products:
www.kern-sohn.com

Your direct line to the
KERN contact person:

Taras Miktitin
Area Sales Manager
Tel. +49 7433 9933-143
miktisin@kern-sohn.com

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FLYER CONCEPT 2022

EXAMPLE CUSTOMER FLYER 8 – 8 MODELS



State of play:
03.2022

PROFESSIONAL MEASURING

10%
on our
laboratory models
01.-30.06.2022

Your Logo

DRESS WARMLY!
WE BRING A NEW LIFE INTO
YOUR LABORATORY

you will find these and many other products at:

Precision balance
KERN PNJ 3000-2M

- + Automatic internal adjustment, guarantees high degree of accuracy and makes the balance independent of its location
- + High-quality tuning fork, measuring system for steady weight values and continuous weighing
- + Capacity display: A bargraph display lights up to show how much of the weighing range is still available

Analytical balance
KERN ABJ 220-4NM

- + Automatic internal adjustment in the case of a change in temperature > 2 °C or time-controlled every 4 h
- + Dosage aid: High stability mode and other filter settings can be selected
- + Identification number: 4 digits, printed on calibration protocol freely programmable

Precision balance
KERN PCB 3500-2

- + PRE-TARE function for manual subtraction of a known container weight
- + Freely programmable weighing unit, e.g. display direct in special units such as length of thread g/m, paper weight g/m², or similar
- + Plus/minus weighing procedures

Moisture analyser
KERN DBS 60-3

- + Excellent temperature control thanks to halogen technology
- + 400 W halogen-quartz glass heater
- + Backlit Graphic display, digit height 15 mm
- + Suitable for samples with low moisture content

School balance
KERN EMS 12K1

- + Large, shock proof weighing plate made of plastic, particularly flat design
- + Ergonomically optimised key pad with large keys and a high-contrast LCD display
- + Adjusting program CAL for quick setting of the balance accuracy

Stereo zoom microscope
KERN OZL 463

- + LED incident and transmitted illumination guarantees the very best illumination of your sample
- + The zoom objective offers you continuous magnification from 7x-45x
- + The pillar stand offers you the highest level of flexibility and the freedom to remove the microscope head and to integrate it into other modular systems

Compound microscope
KERN OBE 122

- + Impressive, infinitely dimmable 3 W LED guarantees bright illumination of your sample
- + Height-adjustable and thereby focusable 1.25 Abbe condenser with aperture diaphragm
- + Height adjustment of the fully-equipped mechanical stage is carried out using a coarse and fine focusing knob on both sides

C-mount camera - USB 2.0
KERN ODC 825

- + Through the proven CMOS technology, in connection with the USB 2.0 the images are shown quickly and clearly
- + These cameras are also ideal for more demanding applications, such as, for example, darkfield, phase contrast and for fluorescence applications
- + Included Software, USB cable, eyepiece adapter, object micrometer

valid from 01.04. to 30.06.2022

All prices excl. of VAT, ex works only while stocks last

More details and further products:
www.kern-sohn.com

Your Logo

Your Adress

variable

KERN FLYER CONCEPT 2022

**EXAMPLES IN DETAIL –
FLYER KERN SPECIAL-SALE**

FLYER CONCEPT 2022

EXAMPLE SPECIAL-SALE FLYER



KERN

Valid from
30.11. - 03.12.2021

DISCOUNT-CODE
crazyweek21

Please enter the code in the comments field in the online store during the order process.

CRAZY WEEK

FIND YOUR DEALS AND GO CRAZY AT:
WWW.KERN-SOHN.COM

CRAZY WEEK

DISCOUNT-CODE
crazyweek21
Can be redeemed in our Online Shop from 30.11. - 03.12.2021

	BFA 1T-4SNM	Weighing bridge with screw-on weighing plate (IP67) and stainless steel display device (IP65), with EC type approval [M]	€ 435,-
	BFA 600K-1NM		€ 640,-
	BFA 600K-1NM-2017e		€ 640,-
	BFA 600K-1SNM		€ 430,-
	BFA 6T-3M		€ 870,-
	BFN-A04	Stand	€ 143,-
	BXS 1.5T-4SM	Weighing bridge with screw-on weighing plate (IP67) and stainless steel display device (IP68), with EC type approval [M]	€ 525,-
	BXS 600K-1M		€ 700,-
	BXS 600K-1M-2018e		€ 700,-
	BXS 600K-1SM		€ 595,-
	BXS-A01	Ascending ramp	€ 150,-
BXS-A02	Ascending ramp	€ 175,-	
BXS-A03	Pair of base plates to fix the weighing bridge	€ 25,-	
	CKE 8K0.05-2019a	Counting system to count the smallest parts in the largest quantities	€ 235,-
	PFB-A08	Second display	€ 58,-
	EOE 100K-2-2016a	Parcel scales with big platform for fast and easy weighing in the office, production, dispatch etc.	€ 68,-

Subject to prior sale! All prices shown are without VAT.
KERN & SOHN GmbH · Ziegelei 1 · 72336 Balingen · Germany · Phone +49 7433 9933-0

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KERN FLYER CONCEPT 2022

**EXAMPLES IN DETAIL –
FLYER KERN SERVICES**

FLYER CONCEPT 2022 EXAMPLE SERVICE FLYER



KERN CUSOS Service

KERN

PROFESSIONAL MEASURING

CUSTOMIZED SOLUTION SERVICE

Individual for services

Customized solutions with special solutions as required

KERN CUSOS
PERFECTLY TAILORED TO YOU
AND YOUR REQUIREMENTS

Precise measuring technology and custom solutions for individual weighing systems – ideal for balance manufactures, logistics specialists and automation businesses

That's how it fits!
We build your desired platform size

KERN CUSOS – CUSTOMIZED SOLUTION SERVICE

Perfectly functioning weighing solutions with individualised platform sizes, specific software solutions and matched peripherals – to suit your processes

KERN CUSOS – PERFECTLY TAILORED TO YOU!

Powerful scales and efficient weighing systems that support you in your work should be adapted to your individual requirements. Standard models may not be sufficient for this.

For this reason, we at KERN are happy to work with you to develop the right, customised solution for you. From a wide range of platform sizes to individual weighing systems within large production plants, we supply the right measuring technology.

In cooperation with your engineers and users, we first choose the specific requirements of your application. With the help of the KERN and CUSOS scale construction experts, we then develop an appropriate platform scale, floor scale or a complete weighing system that perfectly meets your needs.

Your big advantage: You have the choice:

- + Choose from a wide range of display devices. Economical and lightweight (plastic version), robust and water-resistant (stainless steel version), with numeric key pad, battery or mains operation or the most varied interfaces.
- + Load cells to construct automatic weighing systems such as filling or dosing systems, such as might be used, for example, in manufacturing or filling processes in the chemical industry, construction industry, mineral industry, etc. On many occasions, load cells are also used in the construction of checkweighers or for installation into packaging machines of any type in the food industry.
- + The weighing data can be forwarded to peripheral devices such as signal lamps, printers and laptops or be used to switch valves, or similar devices.
- + Just tell us the size and the material you want for your platform and other essential construction details – done! We'll take care of the implementation.

CUSTOMIZED SOLUTION SERVICE

Fig.: Example of a design for personalised platform scales in the floor scale sector

e.g. for weight measurement on roller conveyors in automation processes and packing stations

Perfect integration through individual platform construction in individual formats

The expert CUSOS Team will be happy to help you:

Tel: +49 7433 9933-570
E-Mail: cusos@kern-sohn.com

More details and further products at:
www.kern-sohn.com

Max Matthes
Fabian Brenner

KERN FLYER CONCEPT 2022

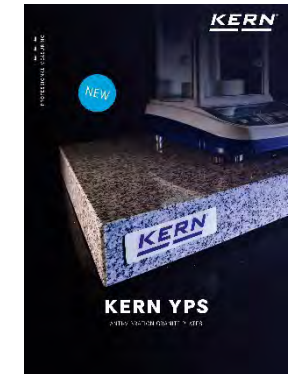
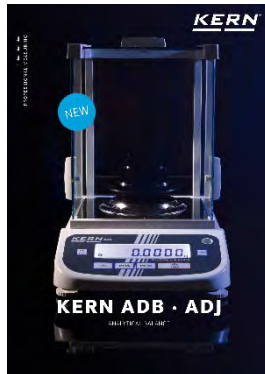
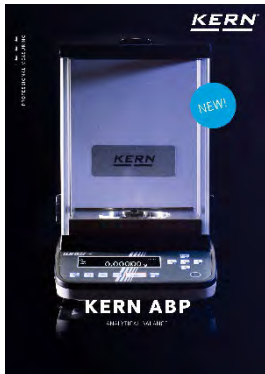
ALL FLYERS AT A GLANCE

FLYER CONCEPT 2022 AT A GLANCE - FLYER NEW PRODUCTS

KERN®

State of play:
03.2022

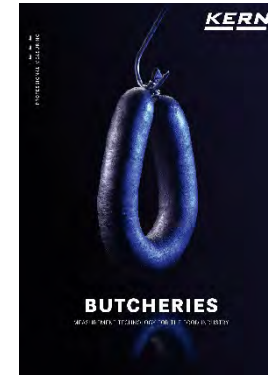
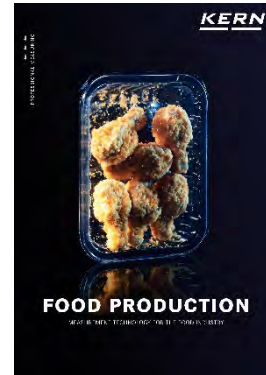
15 New products (State of play: Feb. 2022)



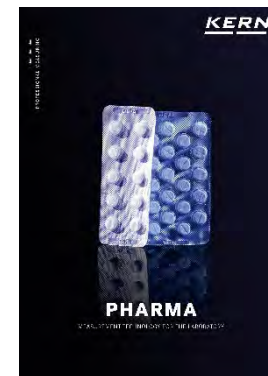
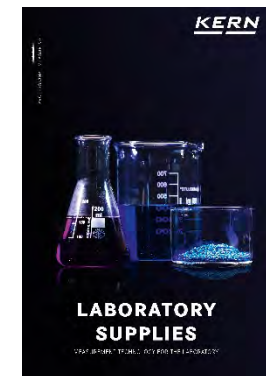
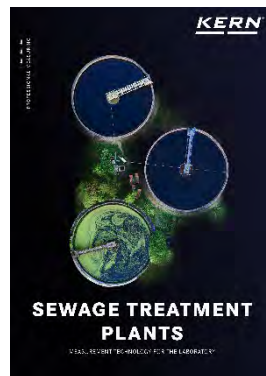
FLYER CONCEPT 2022 AT A GLANCE - FLYER SECTORS



Sector FOOD (7 motives)



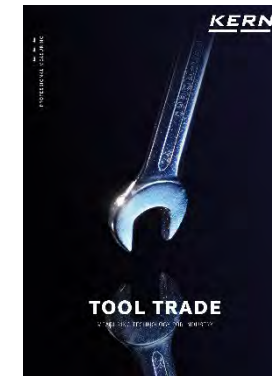
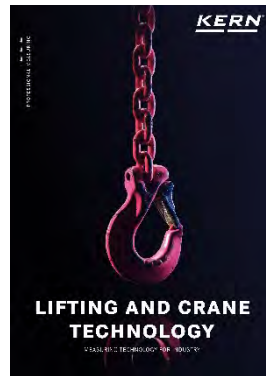
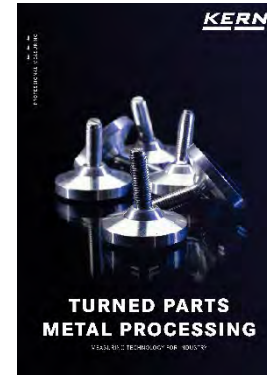
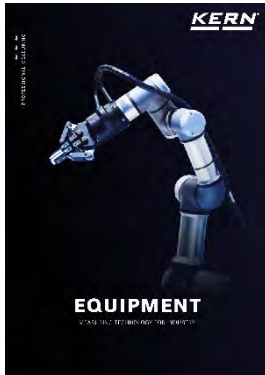
Sector LABORATORY (7 motives)



FLYER CONCEPT 2022 AT A GLANCE - FLYER SECTORS



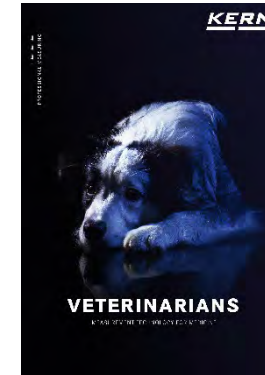
Sector INDUSTRY (13 motives)



FLYER CONCEPT 2022 AT A GLANCE - FLYER SECTORS



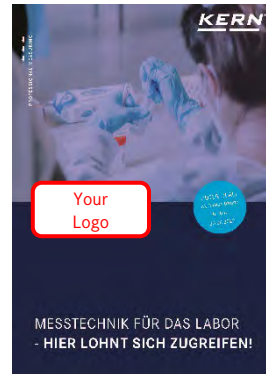
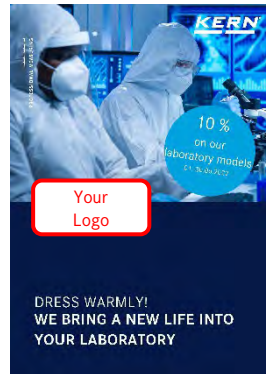
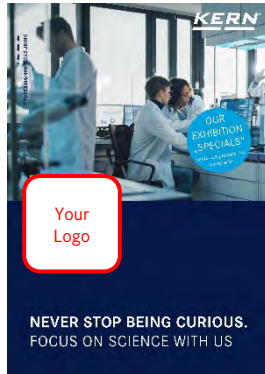
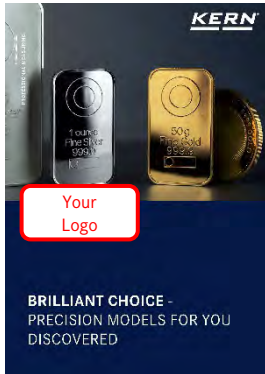
Sector MEDICAL (6 motives)



FLYER CONCEPT 2022 AT A GLANCE – CAMPAIGN / CUSTOMER FLYERS



Customer flyers



Campaign flyers



FLYER CONCEPT 2022 AT A GLANCE - FLYER SERVICES



Service flyers so far

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