



PRESS RELEASE 2016



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30 Years of Constructive Intelligence

A concrete engineers and computer scientist's team, lead by Jean-Jacques Touya, created in 1984 the first global and integrated computer solution destined to the rebar and welded mesh industry.

For 30 years, Arma Plus has always based its development and its innovations on 3 founding principles :

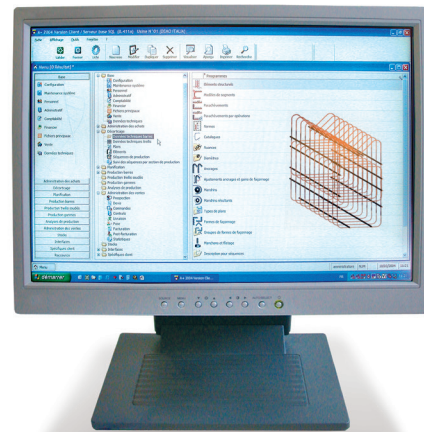
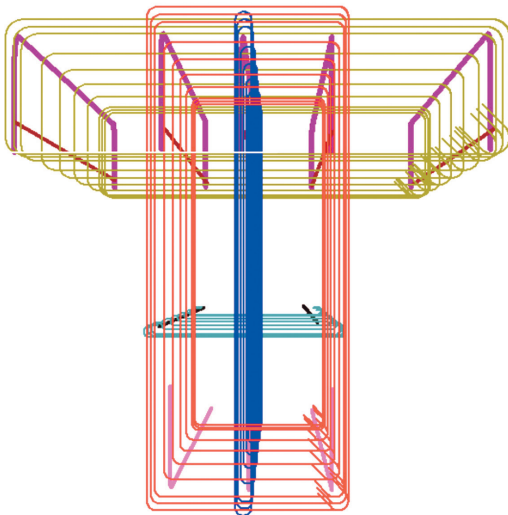
- Developing computer solutions and services to ensure enhanced effectiveness and quality to rebar companies
- Normalizing procedures in order to define management and organization standards allowing to rationalize the production, to simplify and increase the security of men's work.
- Analyzing the rebar world market's needs.

Arma Plus intervenes from the outset of building projects, in the heart of manufacturing process and put its constructive intelligence to the service of public buildings and work sector companies in France and worldwide.

Independant, the company based in Nantes which employs persons leads a policy of closed collaboration with the whole world market's actors in order to be able to adapt itself to all type of tools being used contributing at the same time to improve the users work conditions.

We intervene with all our customers, on all type of site in Europe, Australia, Africa, Middle East as well as on the asian continent, in North and South America.

Today, Arma Plus has got more than 750 references in more than 50 countries for factories producing from 50 to 60 000 tons a month.



A Complete Expertise



Satisfying the whole needs of a customer stays the best way to establish customer loyalty and to make the difference.

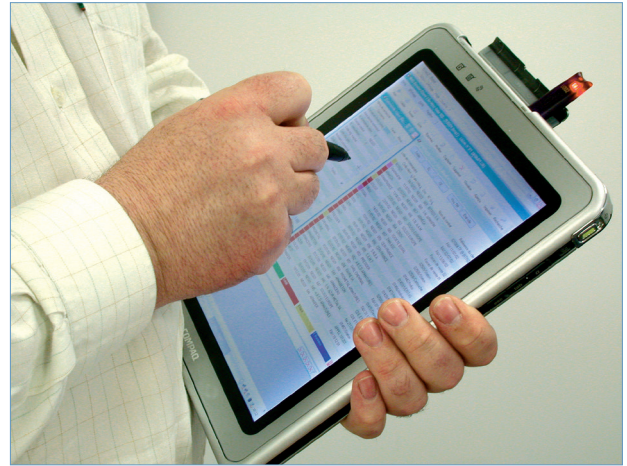
Talking about this premise, Arma Plus sets up a range of services and products perfectly complementary.

It covers the whole expectation of a rebar processing plant whatever the size is: consulting, software, hardware, industrial solutions, consumable.

By joining the thought beforehand, then at all projects' levels, Arma Plus team offers its expertise and its advices to its customers.

Either in the rebar, machine or manufacturing process field, Arma Plus provides the best adapted solutions to the companies' profile, with their production and their market specificity.

Today, Arma Plus' solutions guarantee a traceability from the raw material to the finished product and allow to optimize operating costs especially thanks to the downloading of manufacturing data.



A+ Global Solutions : Intelligence Applied from A to Z

A+CONSULTING

FIND THE RIGHT WAY TO ORGANISE YOUR ACTIVITY

By being present since the beginning of your project, and all along your evolution, the Arma Plus team puts its expertise at your service as far as reinforcing, machines and process consulting are concerned: Consulting for organisation and investment for reinforcing production management, IT projects management, network (lan, wan, cloud, SaaS...), support, R & D. With a 30 year experience in steel for concrete, we can provide you with professional assistance for your existing factory or future project.

A+SOFTWARE

Now available in Packs, A+/R2 is in charge of the administration of your activity whether it is for concrete reinforcing, precast, or general contracting. The 'Essential', 'Advanced', 'Premium', 'Precast' or 'General Contractor' packs cover the main following processes : day to day communication with job sites, procurement and stock, technical configuration, production and manufacturing resources planning, decisions making flow... just to mention a few.

They also might improve operations in the factory, increase productivity, maintain the products quality. Real MES (Manufacturing Execution System), the A+Software solutions for the Industry are customised to fit your production machines layout and equipment.

A+INTEGRATION

Arma Plus role is to be as close as possible to your customer's requirements and assist the implementation of your solution taking care of your organisation. There is sometimes the need to complete our IT solution with specific developments. We then can supply you with relevant competences for the proper integration of the chosen solutions towards A+/R2. Our range of services is wide enough to reach an ideal level of use.

A+SUPPLIES

HARDWARE

Hardware solutions are chosen in order to maximise the A+ Global Smart Solutions performances. Brand leaders can guarantee a good level of security, stability and evolutivity.

CONSUMABLES

A range of home made tools which user friendliness and quality ease the product trace ability on site and in the factory.

A+ Tag : The tag reference as far as duration of life, easiness to read and best price for quality together with software solution to reduce consumption and improve the sorting.

30 Years of Innovation Serving Major Building Sites



Viaduc of Millau (SAMT - France)

Arma Plus sets up the innovation as a system in order to keep its legitimacy and its lead in a rebar world rather traditional.

2015 synthesizes more than two decades of research and development and is characterized by a series of novelties.

- **A+Software**, the software thought up by Arma Plus in 1984 is the most used in the world and on all type of building site. The fifth generation of the software « A+/R2 » offers nearly 400 new functionalities and allows to reduce by half the display costs being even more simple, more ergonomics and all the same more complete and more technical.

- **A+SaaS** : Complete hosting and Arma Plus system management solution. A+SaaS lets you access your data from wherever and thus monitor all your production and administration data. Let's make IT easy !

- **A+Mobile Solutions** : Whether you need to follow up your production on line, to monitor your stock, to control the delivery loading or even to remotely access your data, we do have the Mobile solution for you.

- **A+Mesh** : On top of the rebar management solution, Arma Plus offers IT packs fully dedicated to the mesh industry (standard, special, conversion, layout, roll mats...)

- **A+Rebar Client** : The new « light customer » allows to spread the system's integrity beforehand toward the principals.

- **A+Web** App www.rebarsystem.com : This represents the new technological link general constructors may have with rebar manufacturers. It is a new era for the supply chain management.

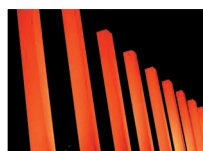
- **A+SevenVsOne** : The new electroning drawing scanner. It checks engineer's drawing and automatically export the barlist into A+/R2. This is the latest and optimum rebar integration for concrete construction.



Arche de la Défense Paris
(Cutting and bending:
Breteuil armature in France,
Fixing : SPATP/SPATB)



Terminal 5 Heathrow airport
(T5) – London
(Express group & Laing
O'Rourke JV)



Melbourne City Link
(Smorgon Reinforcing
Australia)



Embankment in
Condamine harbour
Monaco (Armasur
groupe Armacentro
group– Spain)



Petronas towers
Kuala Lumpur Malaysia
(Babich Singapour)



T3 - Dubaï
Terminal 3 in Dubaï Airport
(Laing O'Rourke JV - Dubaï)

Dubai International Airport



T3 - Dubai Airport Terminal 3

1 275 000m², a capacity of 60 million passengers per year, 2600 parking spaces, a budget of 2350M€ ... Dubai (U.A.E) airport's expansion is the biggest worldwide site being built. To manage the 400 000 tons of steel for the future terminal 3, the project manager chose Arma Plus technology, the number one for computing implementation and control of big achievements in public buildings and works sector.

The accepted system is A+Software, the latest computing solution of Arma Plus at that time , editor of the more worldly used software for concrete reinforcing.

In order to carry this extraordinary work through to a successful conclusion, Arma Plus strengthens his research and development department with the recruitment of new persons in the head office in Nantes-St Herblain.

This success is the result of more than 30 years of experience on every site in France and in the world: the terminal 5 at London Heathrow Airport described these latest years as the 21st century building was realised with the same technology. At the moment, the company from Nantes develops a new revolutionary soft in the reinforcing concrete studies field.

This new product will completely optimize reinforcing detailing work. It is fully integrated as a skill component into the ERP suite of "A+Solutions".

Arma Plus has celebrated its 30th birthday and maintains more than ever its development all over the world where the latest evolution of "A+ software" is continuously and successfully marketed.

The company Arma Plus is specialized in the development of computing solutions for the industry, the public buildings and works sector and the service.

On Nantes-Saint-Herblain's plate-form, the group consolidates a turn-over of 4.01 M€ of which 75% are made in the big export business. Founded in 1984, the group employs today about 40 persons.

Result On All Fronts

For 30 years, Arma Plus has discreetly but efficiently taken part in the building of the world architecture's finials as well as in several other sites and art work of all sizes.

- **L'Arche de La Défense in Paris**
(Cutting and Bending: Breteuil armatures in France, Laying : SPATP/SPATB)

A building site of 13 500 tons for which A+ Reinforcing managed the cutting and bending supply from Breteuil armatures, the detailing management on site and the fixing company's activity. This building's roof is a technical achievement.

Despite exceptional internal means of calculation, Bouygues had to rent external CPU calculation's resources for the modelling and the calculation in finished element for this part of the building.

- **Terminal in Heathrow Airport (T5) - London**
(Express group & Laing O'Rourke JV)

"The building site of the 21st century" 180 000 tons of steel, 30 000 persons, a truck every 37 seconds... All this done with a minimum space and a maximum of safety measures. Raw materials arrive by rail in order not to damage difficult movement conditions around Heathrow.

Thus a rebar factory had to be built right there especially for this site. After having gone through the BBA (British Airport Authority) quality test with success, A+ Reinforcing and A+ Yard manage on 30 work positions the 180 000 tons of nomenclature and the factory which has more than 40 data capture work stations among which 25 download machines and a set of technologies rather innovative.

- **Melbourne City Link**
(Smorgon Reinforcing – Australia)

A private project, 1 billion USD and 65 000 tons of steel for the bypassing of Melbourne.

The A+Solutions demonstrated to Smorgon Reinforcing and its 49 factories the capacity of the Arma Plus team from Nantes to manage such projects.

- **The drift embankment of the Condamine harbour**

- **Monaco (Armasur group Armacentro – Spain)**

Built in Algésiras in Spain, this dyke of 352 m, weight 163 000 tons among which 13 700 tons of steel, was towed as far as Monaco principality.

It is fixed on a 8 m in diameter ball joint out of steel and carries out now the functions :

Protection of the lake, increase of the harbour, of the parking (400 places on 4 levels), dried up harbour of 25 000 m³ on 3 levels, foundation of a 15 000m² property group.

- **Petronas Towers Kuala Lumpur Malaysia**
(Babich Singapour)

The height record for « skyscrapers » belongs since 1998 to Asia with its gigantic towers.

452 meter high and 197 500 m² for the floor.

The rebar's manufacturing and the laying of one of these 2 towers was done by Babich Singapour.

- **T3 in Dubaï International Airport**

Another challenge for Arma Plus, the T3 is a pharaonic building with its 1 275 000 m², its capacity of 60 million passagers a year, its 2 600 parking spaces and its budget of 2 350 M€.

To manage the 400 000 tons of steel for the future terminal 3, the project manager chose Arma Plus technology and «A+Software»

- **Viaduc de Millau (SAMT)**

2 460 metres, maximum height of 343 metres (19 m higher than Eiffel Tower), 7 piles, 85 000 m³ of concrete...

Latest Powerful Moments

Being 30 year old for a company, it's being young and having won an enviable maturity on several accounts.

The latest version of the A+/R2 software, the signing of big contracts , the reinforcement of the team, the office in the UK and South America, exhibitions in famous international shows... All this witnesses the dynamism of the group.

This year, Arma Plus carries on its Newsletters on a regular basis in order to send dedicated information to rebar manufacturers. Company life is of course explained, but also partners' as well as market evolution figures and other informative data.

Arma Plus has also expanded in Europe and South America. Support and sales are now available directly from these places. This considerably increases the availability of our solutions throughout the regions.



Arma Plus exhibited on the World of Concrete Europe and Intermat show in Paris in 2015, and will participate too to WIRE and BAUMA Shows in April 2016

Arma Plus has also signed sport partnerships with experimented rugby team or youngster with possible Olympic future. Thus, we do support the SNUC, mythic rugby club of Nantes and symbol of Jean-Jacques Touya's passion. We also support Antoine Devineau, young finn skipper whose national place is #7 this year. We all wish them a good medal season.

2016 will also be marked by the release of the new Version A+/R2 which will be more connected, more collaborative, with a quite new ergonomics, in order to be in the heart of the digital revolution of the construction.

Portrait of Jean-Jacques Touya, Chairman of Arma Plus



57 year old, with four daughters, living in Nantes from the Bearn, baptized with jurançon, Jean-Jacques Touya, founder of Arma Plus at 25 year old, being a convinced man with a practical background, has his feet firmly planted in the ground.

His support rests on the team spirit as well as on the rugby he played at a national level. From this sport being very popular nowadays, he drew discipline, effort, humility, collective and respect values. They govern the future of his company and the birth of all his innovations.

Discipline : The first one is his speciality : Concrete engineer, a qualification passed in Centrale Lyon, a prestigious engineering school, in 1982. After his preparatory courses for « Grandes Ecoles », he specialized in Public buildings and works sector to have the opportunities to work in sites abroad.

His second discipline is the rigour in working, in listening, in thinking, in methods. Since it is also the only way to really understand what is asked and not to miss expressed needs.

Effort : Outdated or overused word for some people, effort is always in the heart of Arma Plus' development.

Effort for not standing on the assets, for challenging what exists, for upgrading what works to make it even more efficient, this is a constant struggle.

Arma Plus does not content itself with vague approximation and this asks a lot of work.

Humility : Individually, there is always someone stronger, cleverer, smarter or more creative...

Only the collective is a real strength. Satisfying customers, innovating, dominating on international markets is a starting point.

ArmaPlus' purposeistocontributetoitscustomers' development either the 10 bigger world rebar companies or the smaller regional operators.

They all benefit from the same intellectual and technological commitments.

Play collective : A united group around a common vision, sharing the same success purposes has more chances to overcome reeves and to find the good solutions.

It's on this premise that Jean-Jacques Touya built Arma Plus. It's the mainspring of all the company's innovations.

Each department is consulted on current development projects, thus bringing its stone and its specific knowledge to the building.

Respect : Respecting the customer is essential, in the heart of all preoccupations. Self-respect as well as respect for others is for Arma Plus team a cardinal virtue.

Respecting technologies, specifications, customer's demands, respecting the profession's rules, this completes the picture and symbolizes the company's ethics.

This subtle difference often allows Arma Plus to stand above the scrum.

Interview of Jean-Jacques Touya

30 years ago, you created the reference software in your field. What has changed since then in the computer world ?

JJT : 30 years ago, everything seemed allowed.

All the opportunities were here, within reach. Numbers of IT companies started on tremendous growth and then collapsed.

Little by little, we had to manage these opportunities questioned by the fall of margins, popularization of technologies, accessibility of means, explosion of telecommunications.

30 years after, we have a wide experience of our technological world's realities.

We have to develop a wealth of adaptability to stay impressive in a world where prices are erode, customer's demands are intensified, where a new study shows that 2/3 of the IT services are sold on at a loss.

Do You really have a secret ?

JJT : We had to guide the company for the search of added value and not on volumes and concentrating ourselves on Arma Plus strong points.

That is to say mastery (of technologies, our computer platform and the public building and works sector), creativity applied to public building and works sector, research and development and the sense of service.

How is computing now, 30 years after you started ?

JJT : Everything has literally boomed.

Arma Plus present development team would take less than a month now to develop the first version of our software.

Our fifth version «A+Software» marketed for our 20th birthday is already equivalent to 10 « men years » development.

That is to say 20 times our first software launched in 1984 !

To summarize, technology is an exhausting run for innovation. The very big operators define standard, for example what concerns the product ergonomics. We cannot do less than a Microsoft if we want to stay in the run although we distribute our products only on a hundred sites and not on a thousand.

The technological relentless pursuit, material and software mixed, will finally weary the users.

Clearly, some of our customers are delighted and still use their 15 years old software.

However, the logic requires that we constantly develop new evolutions reckoning with the market's demands expressed by the internet, the mobility, information's dematerialization, tool's compatibility with the whole job's needs.

Is Flexibility needed ?

JJT : We are acrobats. We continuously do the splits. The splits because we are condemned to innovating but not anyhow. We must be able to work with groups having 40 factories connected, 600 users and doing 3 billion dollars turnover as well as with small companies only doing 500 000€ turnover. Our products must be 100% culturally compatible in the whole world. So, yes, we are flexible.

What are your plans for the 20 years to come ?

JJT : Without going too far, we are of course going to speed up our new version A+/R2 and representations worldwide. I also know that market shares are to be won with the world top 10.

Today, either these groups have their own "home-made" software, or they use ours. Our aim is to convert them into Arma Plus at 100%. Along this, we work on the possibility to personalize our solution according to the customer's size. For Arma Plus, a customer's quality should not be in confrontation with a turnover or a number of machines...

The Key Figures

• Creation date :	1984
• Founder :	Jean-Jacques Touya
• Turnover of Arma Plus 2014 :	4 M€
• Turnover of Arma Plus 2013 :	4,02 M€
• Turnover of Arma Plus 2012 :	3,59 M€
• Turnover of Arma Plus 2011 :	3,31 M€
• Turnover's distribution :	70% international
• Total of the R&D's investments :	18% of the turnover
• Current results before taxes :	16 %
• Number of customers :	750
• Number of staff :	35
• Average age :	32 year old
• Average length of service :	9 years
• Presence :	50 countries
• Number of fitted computers in the world :	9 500

- ◆ 12 million tons a year,
- ◆ 30 m rebar processed in a second,
- ◆ 14 226 500 km rebar a year,
- ◆ 360 times round the world,
- ◆ 37 trips to the moon.



