

# News Release

Arbré Technologies

Matthieu Vollmer  
715-498-1242  
matt@arbrectech.com  
www.arbrectech.com

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## **Startup Launched New RFID Inventory Management System at Farwest 2016**

### **Wisconsin Based Startup Arbré Technologies Aims to Revolutionize Asset Management for Nurseries**

Milwaukee, WI - Arbré Technologies launched a revolutionary new RFID inventory management system at Farwest 2016 which is now available by subscription for nursery growers.

"We looked at the inventory flow and processes that most growers manage and we created a cloud-based application that can be used in the field or in the office. The system significantly reduces the amount of time it takes to complete labor-intensive activities. It truly streamlines the flow of information throughout the production process," said Benjamin Meyers, Co-Founder and Partner.

Arbré Nursery, the new RFID inventory management system by Arbré Tech, offers an unprecedented in-field application that streamlines the calipering process with cost savings upwards of 80%. It seamlessly integrates with financial management systems such as QuickBooks and Sage.

"I am confident that we were the first company in the country, if not North America, to truly harness the value that the combination of RFID and integrated inventory management software creates. This system is going to revolutionize the industry. We are really just scratching the surface here with lots more in the pipeline," said Matthieu Vollmer, Co-Founder and Partner.

Arbré Nursery offers zone mapping, sale creation and invoicing, and key performance indicator's that provide nursery men and women with the data they need to make better business decisions.

According to Benjamin, "There are three major areas that set us apart: RFID, in-field functionality, and strategic integrations."

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Arbré Technologies is a progressive firm serving green industry businesses that seek efficiency improvements through results driven automation.

He further explained that the in-field application allows field workers to take live inventory counts, caliper or grade trees, change tree locations, or enter other important data right from a tablet or smartphone while standing next to the tree in the field.

“We are not an accounting system,” said Matt. “We recognized that systems like QuickBooks do accounting best. So we let QuickBooks, and others, be the experts in financial management. The key is integrating with those systems well, which we have, to eliminate duplicate or manual entries. By focusing on the inventory side, and letting financial management systems like QuickBooks do what they do best, we’ve come up with, what we think, is a superior solution.”

Arbré Technologies software aims to track all production inputs and outputs holistically; from the point at which they enter the nursery to the point at which they leave the nursery upon sale. They believe that the analytics uncovered through unit specific tracking is incredibly powerful.

“When a nursery manager can run reports for growth curves compared to the fertilizers used, and compare liner sizes to growth cycles and sale prices, you’ve created a scenario where business decisions become incredibly more accurate, ultimately creating a leaner business model and a stronger bottom line,” said Ben.

“We are really providing a complete package that is an essential tool for lean production and staying ahead of minimum wage increases,” said Matt.

Arbré Technologies is based in Milwaukee, WI. For more information about Arbré Tech, visit [www.arbretech.com](http://www.arbretech.com), email [info@arbretech.com](mailto:info@arbretech.com), call 715-498-1242, or find them on Facebook.