

Unparalleled success: The 111,111th M-BOX rolls off the production line, and employee donation is raised to 111,111 euros

Lübbecke – An ergonomic, slim design, state-of-the-art technology with a sustainable core, a fantastic gaming experience on up to three large screens – this is adp Gauselmann's M-BOX, the world's most successful slot machine of the past 20 years. The 111,111th unit has now run off the production line at the company's own production site at its headquarters in Lübbecke.



Delighted with the international success of the M-BOX: Paul Gauselmann (2nd from left) with (from left) Dr. Werner Schroer, Hans Martin Grube and Jürgen Stühmeyer. (Photo: Gauselmann AG)

“There's no denying that the M-BOX's outreach to so many gaming arcades around the globe is a very special milestone,

bringing continued gaming enjoyment to many people,” explains company founder and Chairman of the Management Board Paul Gauselmann. “And to think all this is a product of our own development and production capacities in Eastern Westphalia.”

The M-BOX was launched in 2015 following four years of intensive development. Frequently copied, but never equalled, the attractive slot machine revolutionised the entire vending machine industry. It rapidly gained popularity both on the domestic market in Germany as well as internationally, where it is marketed under the product name Avantgarde.

“The M-BOX represents a completely new type of cabinet design – not only in terms of design and ergonomics, but also with respect to technology, sustainability and energy efficiency. Its international popularity is confirmation that our development department has pulled off a true masterstroke,” claims Jürgen Stühmeyer, Management Board member, MERKUR Sales.

Translating the concept of the M-BOX into a finished product required resourcefulness and perseverance. Initially, the ergonomic requirements identified in an ergonomics study conducted by the Fraunhofer Institute were not compatible with the technical demands on the new multigamer. The solution lay in a new door concept that allows the door of the M-BOX to swing upwards rather than sideways, thus leaving sufficient space for the required components.

Using modern processors and new touch technology ensures games are displayed in brilliant, full HD resolution with no loss of brightness. Despite this outstanding performance capability, the multigamer is far more energy efficient, resulting in up to 50 per cent lower power consumption – a breakthrough that not only benefits operators, but above all the environment.

Dr Werner Schroer, Gauselmann Group Management Board member, Development and Technology, explains: “The M-BOX is the result

of an outstanding team effort. While working on its development, we motivated and inspired one another, always with a mind to making improvements and developing a perfect machine for even more gaming fun. That's the passion that all of us across the Gauselmann Group share."

This passion was also the driving force behind the continuous further development and optimisation of the M-BOX in subsequent years, which saw adp Gauselmann launch a number of new, themed M-BOX editions, including the SOCCER, SEVEN and PRINCE models. In 2017, the cabinet was upgraded with the addition of a third 27-inch monitor, marking the birth hour of the M-BOX TRI0. Two and three years later, the M-BOX MAX and the M-BOX MAX TRI0 followed, which offer maximum scope for the reels on 32-inch monitors.

"Each year, up to 50,000 gaming machines roll off our production lines. With 111,111 produced units, the M-BOX in its various guises obviously stands out in particular," Production Manager Hans Martin Grube explains. During construction, the M-BOX passes through seven assembly stages with 4,937 individual components and a total production time of around 14 hours. Through their dedication on the job, our approximately 300 line staff ensure that each and every unit meets the exacting quality standards."

The M-BOX convinces not only with its cabinet design; the top-notch games content is also a winner. New, exciting games and features are constantly being developed and tested in wide-scale field tests, paving the way for adp Gauselmann to deliver the ideal games mix time and again.

And with his 2015 prediction for the M-BOX, Jürgen Stühmeyer, Management Board member MERKUR Sales, hit the nail on the head: "The right business model is important, but the enjoyment for all those involved is equally important. And that's guaranteed here." Today the 111,111 M-BOXES sold add some 23,195,000 kilos of weight to this statement.

To mark this special achievement, the company has also come up with a special initiative. The employee donation benefiting the victims of the 2021 flood disaster in the western part of Germany in the amount of 85,000 euros, which was topped up to 95,800 euros by the Paul and Karin Gauselmann Foundation and a number of subsidiaries, will be increased again by 15,311 euros to 111,111 euros, thus matching the number of units produced and supporting the people of North Rhine-Westphalia.