

olivetti

NEWS LETTER

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Christmas 1968 — A Year of Great Opportunities, and Greater Progress

by A. Loria, O.B.E., A.M.I.E.E., Chairman of British Olivetti Limited

As usual, with the ending of each successive year, I have considerable pleasure in recording British Olivetti's activities, the new products presented, new developments made, and new status acquired.

Firstly I would mention the change in the leadership of the Company. The retiring Managing Director, Mr. Giulio Sacco, has been closely involved in stimulating progress in the accelerating fields of real-time and decimalisation. To Mr. Sacco we are also indebted for the creation of demonstration rooms, the refurnishing and re-equipping of the Head Office premises, and progressive modernization in all directions.

From our new Managing Director, Mr. Carlo Alhadef, we have already received evidence of what promises to be a leadership that will keep British Olivetti well to the fore in the coming years of decimalisation and ever-increasing technological advances. The administrative organisation of British Olivetti is already well into a process of streamlining that has so far included the formation of a Marketing Division from the former Systems Division; the appointment of several Product Managers to create a balanced and comprehensive team within that division; the strengthening of our administration; and a new set-up for the Sales Training Centre.

The situation with regard to Britain's changeover to decimal currency in 1971 has become fraught with a sense of urgency within the passing of just one year; but thanks to our readiness and multiplied efforts in this field, British Olivetti's state of preparation has progressed in a like manner. The '71 range has consolidated its initial successes: the fact that it was the first on the market continues to place it at the head of all ensuing competition—as the 1968 sales figures show. Present indications for next year promise an even greater success. Several new products have been launched by the Company during the year. The most significant of these was the Copia 105, which marked the emergence of a Reprographics Section in British Olivetti. This machine was introduced in September, and following an excellent response from the press, the first sales figures—through both our direct and indirect sales organisations—have by far exceeded our highest expectations: this augurs very well for its future and for the success of British Olivetti's new venture in this very important field.

The appearance of another new product, the Linea 88 typewriter, has entailed the complete refitting and

reorganisation of our Glasgow factory. This £1 million investment in new plant and machinery is a tribute to the efforts of all of you, and an expression of confidence in the continued success of our Company. It has enabled us to achieve our aim of making the Glasgow factory the export centre for Olivetti standard typewriters.

1968 also saw the arrival of the first numerically-controlled machine tool in England; and the Auctor, as it is called, promptly won orders in numerous industries with all the winning ways of an outstanding new arrival. Moreover, at the International Machine Tool Exhibition, Olivetti machine tools gained further appreciation, including that of the Minister of Technology. In fact, the consistent success of our products at all exhibitions, (such as the B.E.E., and this year the added triumph of the I.F.I.P.) has, through our efforts, greatly strengthened the leading position the Company already holds.

In 1967 many of our branches underwent major renovation. This has been continued during 1968 to the extent that we now have an impressive sales network impressively housed. But the most important development in this aspect has been the establishment of our London (City) Branch at Finsbury Square. This means we now have a working base at the heart of the business world.

The past year has been an exceptionally favourable one where data processing and transmission equipment is concerned. Large orders for terminals have been placed by banks, insurance companies and stock exchanges; and some 250 encoders to date have been supplied to the G.P.O.'s first Giro banking centre at Bootle. The opening of the centre by Mr. Harold Wilson afforded yet another opportunity for the quality of Olivetti equipment to be recognised. This revolutionary system, together with the enormous potential of the impending decimal changeover, and our pioneering sales of real-time terminal equipment, has ranked the Company high in the Olivetti organisation and the world.

This year was the centenary of the birth of Camillo Olivetti, the founder. British Olivetti, along with the other associate companies, has advanced to the point of being almost unidentifiable with the original tiny factory opened in Ivrea; and I know that with your continued efforts we are destined for even greater things in 1969 and beyond. In this assurance it is a warm wish for happiness and success that I extend to you and to your families at this time. A very happy Christmas to you all.