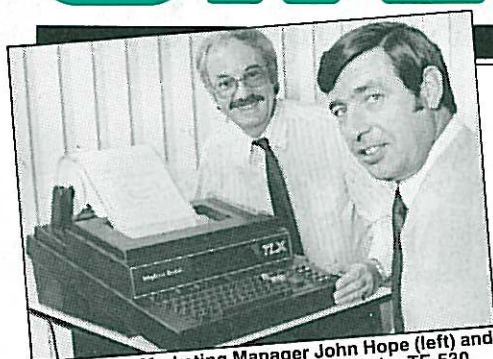


olivetti NEWS



Telecomms Marketing Manager John Hope (left) and Telephone Rentals' Jim Fleming with the TE 530.

Worth more than £1m in first year

BIG NEW DEAL FOR RENTALS

BRITISH OLIVETTI have just secured an exciting new deal with the country's largest independent supply and service company in the business telecomms equipment sector.

Telephone Rentals plc have signed a three year agreement to purchase British Olivetti TE 530 telex terminals. The contract is worth more than £1m in its first year.

We're a top ten company

OLIVETTI HAS been voted into the Top Ten when it comes to well run companies. Financial Times Management Editor, Christopher Lorenz, has praised the company in a recent article.

He wrote: "To be fair, service companies have a tough time convincing the outsider that they are well run. They can satisfy one of the basic tests of good management by turning in spankily good profits over many years, but they find it very hard to measure up to the other two prime criteria: consistently motivating employees, and always (well, nearly always) satisfying their customers."

"The top award, though, for big business entrepreneurship - indeed for downright cheek - goes to Olivetti. It has confounded the sceptics by achieving a miraculous profits turnaround even before its biggest coup of all - the new partnership with the US telecommunications giant AT & T."

Telephone rentals intend it to be the key to their offering the most price-competitive telex terminals on the UK market.

John Hope, British Olivetti's Telecomms Marketing Manager, said: "We are very excited about this order and anticipate it will lead to further collaborations of this type."

"Later this year we are taking Telephone Rentals to Italy to see next year's generation of products."

The order for new machines is to replace British Telecom electro-mechanical terminals and each has a 32K memory, single line display (similar to the Olivetti ET 351 word processor) and can have either paper tape or floppy disk drive, again compatible with that of the ET 351.

Commenting on the deal, Jim Fleming, Manager of TR's Data Communications Systems division, said: "The attraction of Olivetti terminals is that their pricing and features make them attractive both to the first time telex user and to existing telex users. We believe that this is the right equipment for this particular market."

"Olivetti's position as an international market leader in dp and office systems, along with TR's proven service and support record, have to make the TE 530 the first choice for all telex requirements."

Rental, sale, installation and maintenance of the equipment will be done by Telephone Rentals, who will be marketing the Olivetti terminals under their "TLX" brand name.



£1.5m Amex order

That will do nicely!

could be a major breakthrough for Major Accounts as they have an option for 200 machines.

The present order is for the ETS 50 100, a dispenser for cash and travellers cheques. They will be sited throughout Europe.

The first machines are being installed in airports in this country but eventually will be sited throughout Europe.

Major Accounts are confident that the product will complement Olivetti's already strong offering to Building Societies and other financial institutions.

PICTURED AT the official signing of a £1.5 million order with American Express are British Olivetti's Managing Director Mr Vincenzo Mancuso and Tomaso Zanzotto, Executive Vice-President of American Express. The order for 74 cash dispensing machines

Olivetti roadshow



£2m Lloyds contract - see centres

Office Systems have equipped two 40ft lorries to tour Great Britain and Ireland which will set up exhibitions in about 30 locations. More about the exhibitions next month.