

MEMOREX

Presenting

Function & Form



Functional Color

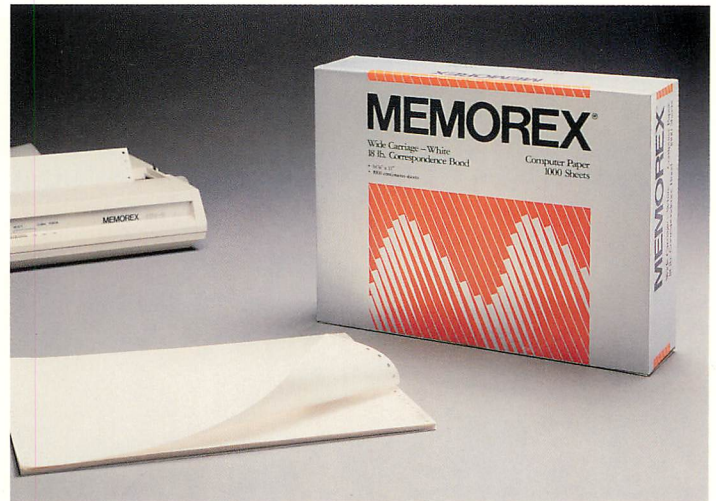


Introducing Memorex 10-Packs of Single Color 3.5" Microdisks

Red, Green or Blue, now there's a convenient 10-pack of colorful Memorex 3.5" 2S/2D Microdisks. The most popular idea in flexible disks becomes even more functional. Choose one color and assign it to specific subjects or applications. Try Red for accounts payable or Green for receivables. This highly visual system makes organizing your files easier than ever before. And each of these brilliantly hued disks comes with a limited lifetime warranty. Their higher track density (135TPI) provides an unformatted storage capacity of 1 Mbyte, or the equivalent of 400 typewritten pages.

Bring Memorex performance and full function color to your customers. It's a bright new way to approach computer supply needs, and it's yours from Memorex.

Broadening the Form



Introducing Memorex Wide Carriage Computer Paper

There's lots of room for your work when you can print on Memorex's new continuous-feed wide carriage 18 # bond. It's perfect for creating impressive spreadsheets, flowcharts or wide reports. This 14 $\frac{7}{8}$ " x 11" paper has continuous line holes for use in printers with either pinfeed or pressure roller paper feeds. It's also easy to store or file and comes in an easy-dispensing 1000-sheet package with an easy-to-carry handle.

This wide format all-purpose bond gives you the professional look that Memorex stationery products are known for. Broaden your base with an entirely new form, Wide Carriage Computer Paper from Memorex.



Ordering Information

Description	Part Number	UPC/ Check Sum	Quantity Per SKU	SKU Size L x W x D	SKU Per Case	Case Size L x W x D	Cubic Ft. Per Case	Case Wt. in Lbs.
Promotions								
5.25" File Box w/20 color disks	3202-1758	03470701758/0	1	10.69 x 6.56 x 6.12	12	21.62 x 13.50 x 19.38	3.27	31
5.25" File Box w/20 color disks ½ Pallet	3202-1758B	03470701758/0	1	10.69 x 6.56 x 6.12	96	40.00 x 24.00 x 56.00	31.11	305
3.5" File Box w/10 color microdisks	3202-1759	03470701759/7	1	8.81 x 4.31 x 4.69	12	18.06 x 9.12 x 14.88	1.42	16
3.5" File Box w/10 color microdisks ½ Pallet	3202-1759B	03470701759/7	1	8.81 x 4.31 x 4.69	242	40.00 x 24.00 x 58.00	32.22	325
5.25" 2S2D-10 Pk. w/2 free color coupon	3202-5220-FD	03470706503/1	1	5.75 x 1.31 x 5.56	10	12.06 x 7.06 x 6.06	0.30	6
3.5" Microdisks								
3.5" 2S2D-10 Pk.—Blue	3202-3460	03470703460/0	1	3.75 x 1.75 x 3.88	10	9.38 x 8.00 x 4.62	0.20	6
3.5" 2S2D-10 Pk.—Red	3202-3470	03470703470/9	1	3.75 x 1.75 x 3.88	10	9.38 x 8.00 x 4.62	0.20	6
3.5" 2S2D-10 Pk.—Green	3202-3471	03470703471/6	1	3.75 x 1.75 x 3.88	10	9.38 x 8.00 x 4.62	0.20	6
Printer Accessories								
Printer Cable—6 ft. 180°	3202-2197	03470702197/6	1	6.81 x 1.25 x 12.38	10	12.06 x 7.06 x 6.06	0.30	10
Stationery Products								
Paper 18 lb. Wide Bond 1000 Pk.	3202-0109	03470700109/1	1	15.38 x 11.38 x 3.81	3	15.81 x 11.81 x 12.25	1.32	51
Paper 18 lb. Wide Bond 1000 Pk. ½ Pallet	3202-0109B	03470700109/1	1	15.38 x 11.38 x 3.81	56	58.88 x 40.00 x 24.00	32.71	950
Paper 20 lb. Bond 1000 Pack—Full Pallet	3202-0115A	03470700115/2	1	11.62 x 9.81 x 4.88	128	48.00 x 40.00 x 45.50	50.55	1561



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THE COMPUTER HISTORY MUSEUM



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Formation for Value



Introducing Memorex 1000-Pack 20 # White Bond

Memorex saw the need for high quality continuous feed white bond in 1000-sheet quantities for your office and home-use customers. So we created a special package for club/warehouse stores. This superb letter-size quality bond with Memorex Smooth Edge™ perforation gives every sheet a clean-cut edge to help ensure you get the impact you want from your correspondence, reports and other critical documents.

Like all of the fine Memorex continuous stationery products designed for computer printers, this 20 # White Bond has continuous line holes for use in printers with either pinfeed or pressure roller paper feeds. It's also conveniently packaged in a self-dispensing box with the easy-to-carry handle. Available in pallet quantities only.

Plugged into the Forms You Need



Introducing Memorex Printer Cables

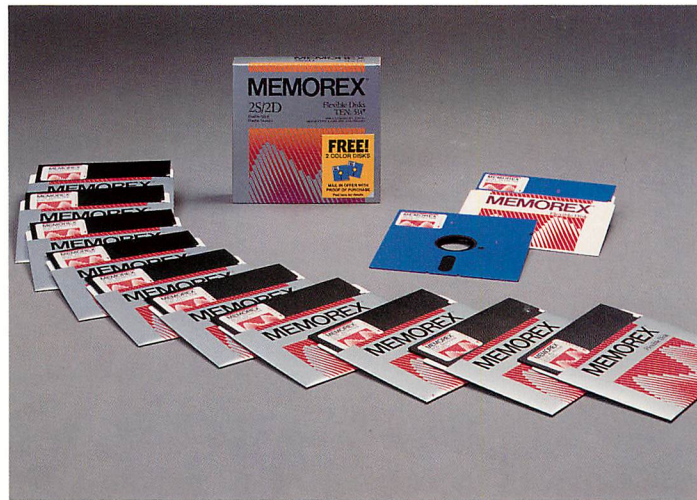
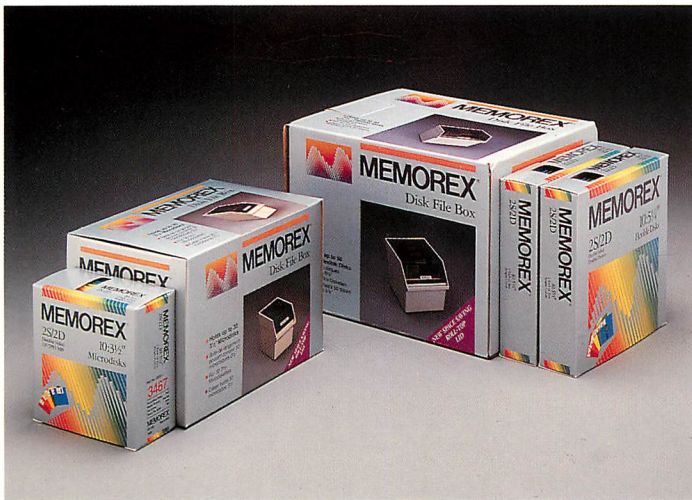
At long last, the company you rely on most for outstanding quality in computer supplies plugs you into one of your most essential computer accessories, Memorex's Parallel Printer Cable. Six feet in length and heavy duty, this Parallel Interface is ideal for use between IBM® or compatible computers and printers with a Centronics type interface. Its attractive molded assembly features male-to-male DB25 to 36-pin connector.

Whatever form your computer supply needs take, from cables to labels, have them filled from the extensive line of highly regarded quality products available from the industry leader, Memorex Computer Supplies.

IBM is a registered trademark of International Business Machines.



Function and Form to Build Sales and Profits



Power Packed Promotions Only From Memorex

File Box/Color Flex Disk Combo Packs

Select either the Memorex 3.5" File Box with 10 Color 3.5" 2S/2D Microdisks or the Memorex 5.25" File Box with 20 Color 5.25" 2S/2D Flex Disks.

Take advantage of this profit opportunity. Memorex joins together the hottest trend in flexible disks with a previously proven promotion. Memorex Color Disks now make it even more exciting. Customers will be drawn to the combination of space-saving designed disk file boxes and brightly colored flexible disks in red, green, yellow, orange and blue. Truly the ultimate in organization. Piggy-backed together, this special promotion item will undoubtedly exceed your wildest expectations.

Available packed 12 per case or on half pallets, ideal for end cap displays, from August 1989 through December 1989.

Two FREE Color Disks by mail with Purchase of Standard 10-Pack of 5.25" Flexible Disks.

This is a fabulous opportunity for consumers to sample the benefits of Memorex Color Disks at no additional cost. An ideal incentive to purchase that will likely lead to additional purchases of Color Disks. This Memorex promotion is just too good to resist.

Available only from August 1989 through September 1989 with an eye-catching yellow sticker highlighting the promotion.

The power of function and form together create attention-getting promotions that translate into bigger sales and profits. These attractively packaged products pack the wallop of the Memorex name with greater value to the consumer.



Computer Supplies take on a new shape in a salute to both function and form as Memorex® proudly introduces the latest additions to their family of fine products. Almost 30 years of experience in the computer supplies industry has brought Memorex to this juncture. Combining legendary technical expertise with a fresh new look is how Memorex meets the consumer's changing demands. No wonder Memorex leads the way in providing consumers with the complete assurance that they are simply buying the best.

The Memorex name has become synonymous with quality and value. As we enter the '90's, Memorex will continue to be the driving force in the industry, presenting you with the dynamic product innovations, superb product performance, and high profit opportunities you can expect from Memorex.

