

Memorex Delivers Top Quality Tape Performance

Raw Materials Handling

Incoming raw materials are closely inspected and controlled to ensure full compliance with Memorex's high standards and exacting materials specifications.



Perfected MRX₂ Oxide



Our exclusive MRX₂ oxide is more needle shaped and therefore more perfectly aligned than ordinary ferric oxides. This results in greater density, higher output, and a better signal-to-noise ratio.

Ordinary Ferric Oxide



Quality Control

Each step of the manufacturing process is closely monitored with the highest quality control standards.



Coating Process

Memorex's unique coating process is rigorously maintained and controlled to give uniform magnetic coating for high quality consistent performance from cassette to cassette.



Slitting Line

Multiple slitting machines are precisely maintained and operated by highly skilled personnel to ensure uniformity in tape edge quality, virtually eliminating tape debris and resulting dropouts.

Sonic Welded Cassette



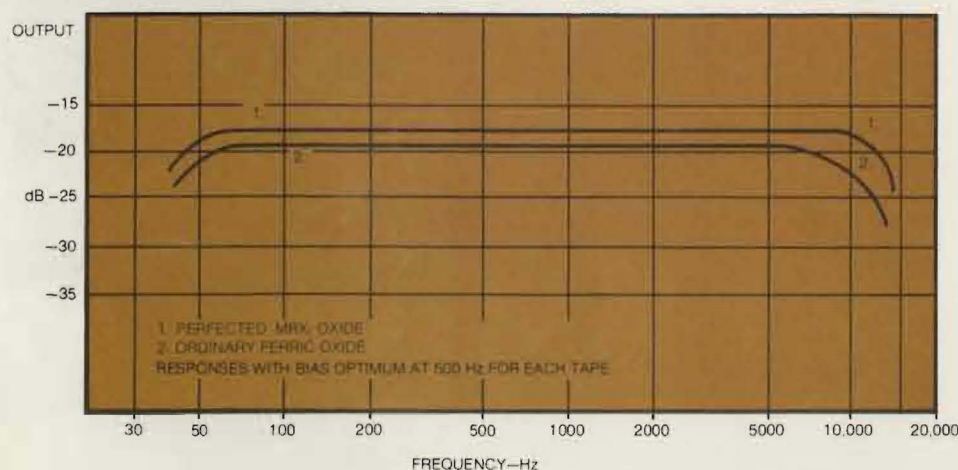
Bathtub Shield Large Pressure Pad

The Memorex cassette is sonic welded in a precision fixture to give consistent jam-free performance. Our unique bathtub shield provides protection from stray magnetic fields and the large pressure pad in each cassette gives better head to tape contact resulting in excellent frequency response.

The performance of MRX₂ oxide is unsurpassed by any ferric oxide tape, and delivers higher output, lower distortion, and better signal to noise ratios across the dynamic frequency range.

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"Is it live or is it Memorex?"



MEMOREX

Blank Audio
Recording Tape

