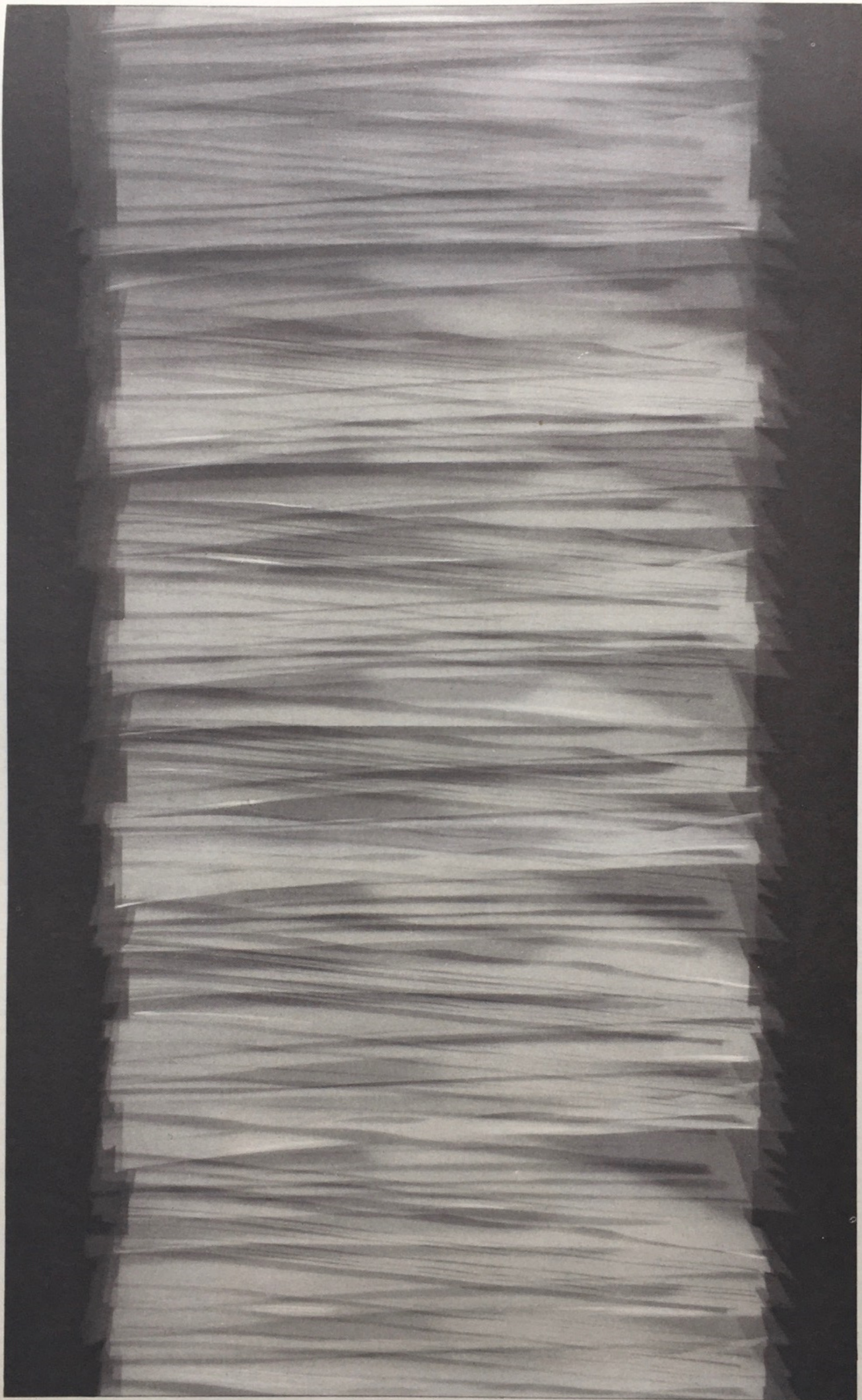


BRIDGING THE GAP

Who but Rank Xerox could think of this?



**A new concept in
business communications
The copier/duplicator**



What this concept means

Right now there is copying . . . reproduction from an original. And there is duplicating . . . reproduction from a stencil or master.

Two distinct methods of visual communication. Both fine for the work for which they were designed. But there is a vital gap between the two.

A grey area of graphic communications for which Rank Xerox now have the complete answer.



Just what is the gap between copying and duplicating ?

Basically copying is perfect for short run reproduction.

If you want up to five copies of a document, until now the cheapest and fastest way to get them was with a copier.

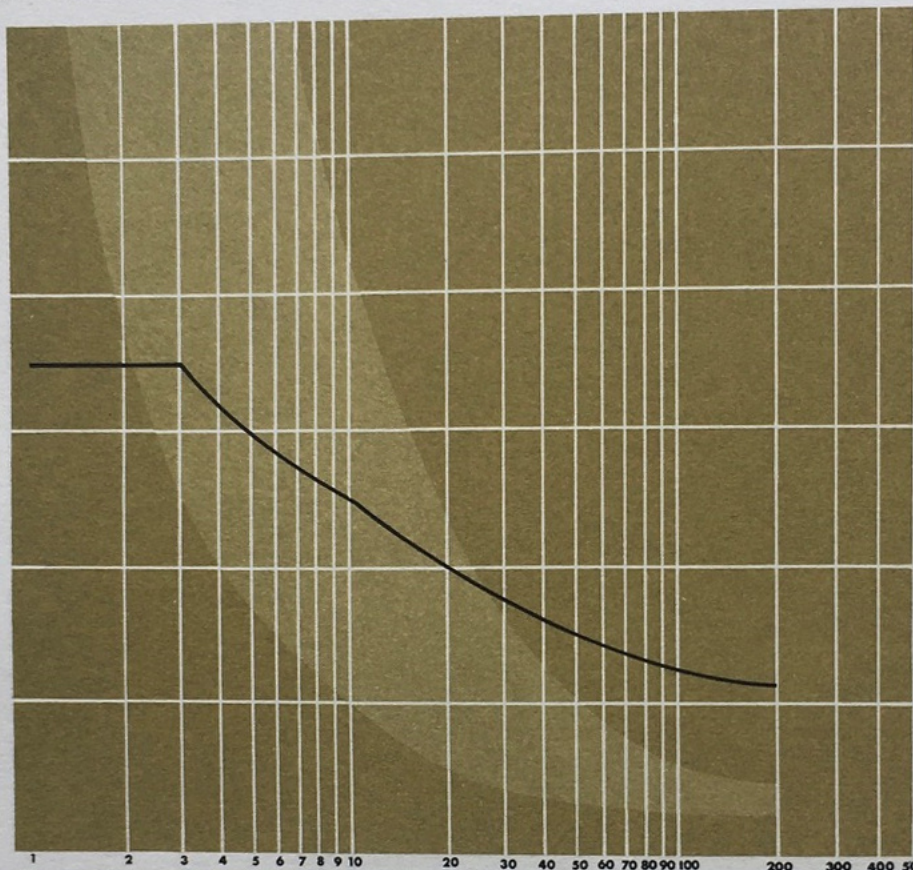
If you want hundreds of copies, however, it is obviously best to use a duplicator.

But what about the host of 'in between' jobs?

Make-ready time ties up duplicators. Copying, though convenient, can be too expensive for the longer run.

And there's the gap.

In the gap live two enemies of efficiency



Cost and time

Take cost first. If you use a duplicator for short run reproduction, the actual cost of the copies is low enough. But the cost of make-ready, preparing a master and so on is high. So the average cost-per-copy is too high.

On the other hand, there is no expensive make-ready if you use a copier, it may even be more convenient.

But costs tend to be high. And what's true for cost is true for time.

A duplicator works at speed but loses at the start.

A copier gets on with the job immediately, it's true, but works at a slower pace.

The longer the run length, the less the cost of the copy.

Now Rank Xerox bridge the gap



How ?

It's really very simple. There were just two ways to solve the problem of short run reproduction. Eliminate the cost and time of duplicator make-ready and master preparation. Or reduce the time and cost of using a copier. Rank Xerox copier/duplicators solve both problems. A new series of Rank Xerox copier/duplicators will provide faster copies at a cost which progressively reduces according to the number of copies being made in a run. And *no master* is required.



The right machine for the right job

The copier/duplicator is intended for short to medium run reproduction. If you want just a few copies of a document, the best way to get them is with a copier, as you do now. For long runs a duplicator may be the answer. But if your requirements vary, as most users' do, then a Rank Xerox copier/duplicator is the answer for all those 'in between' jobs. At present, both copiers and duplicators are being constantly mis-employed. They are being used for work for which they were never intended. Result? All paper work slows up. Information grows stale waiting for copiers and duplicators slaving away at the wrong jobs. Rank Xerox copier/duplicators will free your existing equipment to do the work for which it was intended. The examples on the next few pages should make this clearer.

For the modern business
the Rank Xerox copier/
duplicator means
greater convenience
reduced costs
increased efficiency



Take the case of the exhausted copier

A copier is like a sprinter . . . very fast over short distances. But what happens when Mr A. in the company wants 25 copies of a document? He's in a hurry so he doesn't want to bother with a duplicator. He puts the document in the copier.

Mr B. wants 20 copies of an article in a newspaper.

Mr C. tells his secretary to run off a dozen copies of a memo. Everyone is in a hurry.

Then the Managing Director wants 3 copies of a letter he has just received. He has to wait.

Or Messrs A., B., and C. have to wait.

By the end of the day quite a few people are still waiting.

A Rank Xerox copier/duplicator solves this problem immediately.

Mr A. gets his copies faster, and at the right price.

The Managing Director's secretary finds the machine free for that important letter.



And there's the duplicator that never gets into its stride

If a copier is like a sprinter, the duplicator is like a long-distance runner. It's intended for long-run reproduction. But what happens in a case like this?

The duplicator is in the middle of a long run.

Suddenly someone needs multiple copies of a document.

The long run is interrupted. The master is carefully put aside.

The new master is placed on the duplicator, test copies are run off, and then the urgent copies of the document.

When that's done the master of the sales-leaflet is placed back on the duplicator and the long-run is continued.

The operator spent valuable time doing jobs twice.

The Rank Xerox copier/duplicator will make the necessary copies of the document and let the duplicator get on with the long jobs.

Both jobs would be done quicker, cheaper.

Consider the advantages
of a Rank Xerox
copier/duplicator for short
run work

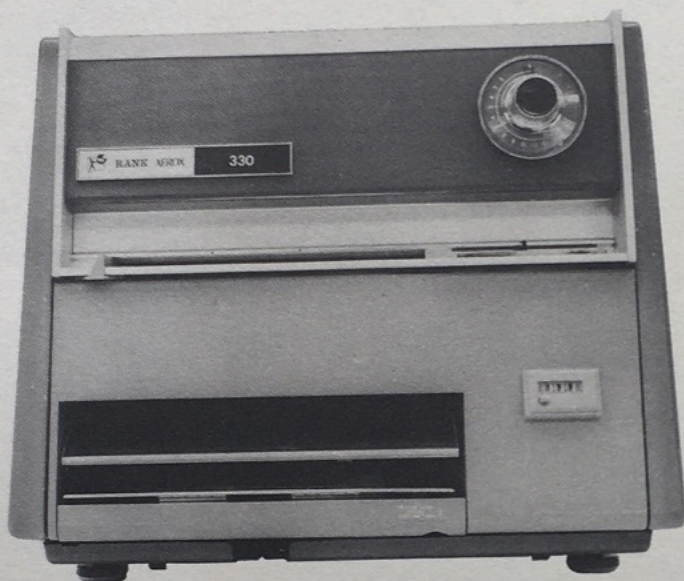


A conventional duplicator
prints onto ordinary paper
maintains quality with run length
produces copies quickly once
it is ready
is economical for long runs.
*However, a conventional
duplicator*
requires a high degree of
operator skill
requires that a special master
is used
is expensive for very short runs.



A Rank Xerox copier/duplicator[†]
prints onto ordinary paper
maintains quality with run length
produces copies quickly
immediately
can be used by ordinary
office staff
does not require a master
is economical for both very short
and longer runs.

**Finally here are the
Rank Xerox copier/
duplicators**



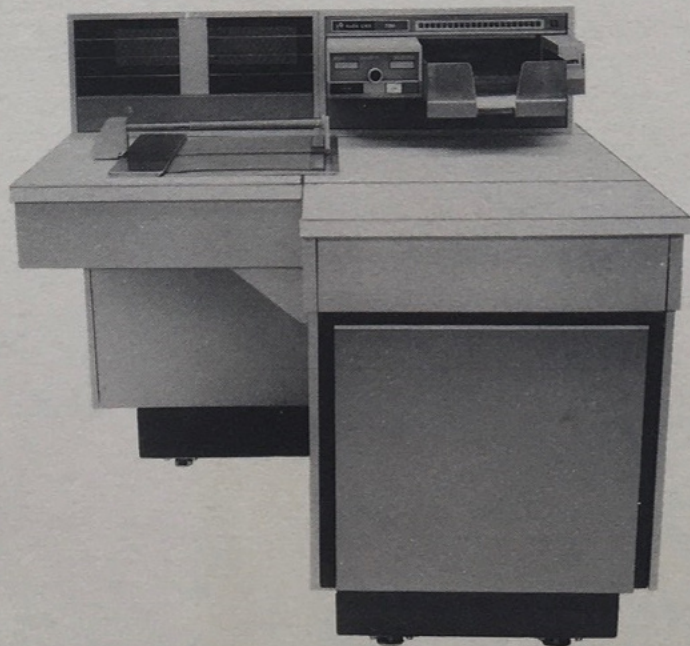
The Rank Xerox 330

This is a copier/duplicator that can sit on a desk. The short run duplicating version of the successful Rank Xerox 813 copier. It's not a giant. It's not intended to be.

The Rank Xerox copier/duplicator concept stresses the importance of the right machine for the right job.

The Rank Xerox 330 is the copier/duplicator for the lower volume needs.

The longer the run length, the less the cost of the copy.



The Rank Xerox 720

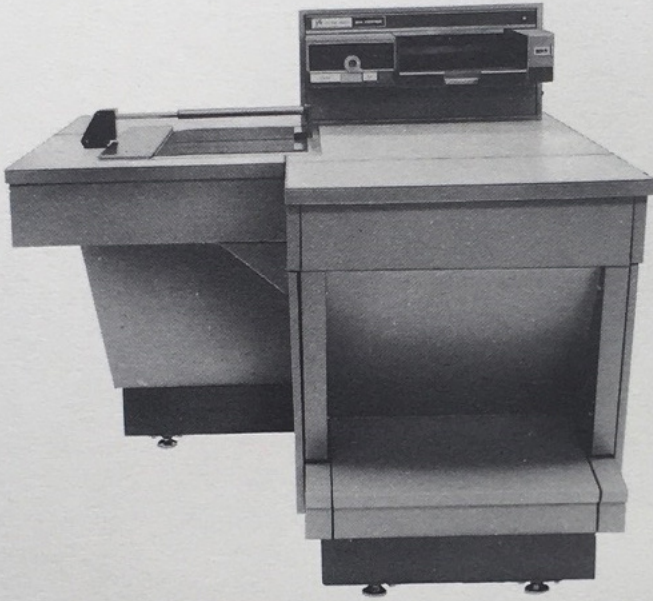
A copier/duplicator with a difference.

The 720 incorporates all the advantages of the Rank Xerox 420, but copies at nearly double the speed (720 copies per hour) plus the extra facility of a collator to assist work organisation.

The longer the run length, the less the cost of the copy.

The Rank Xerox 420

The copier/duplicator version of the famous Rank Xerox 914 copier. Speed, 420 copies an hour. The 420 duplicates direct from the original document. The longer the run length, the less the cost of the copy.



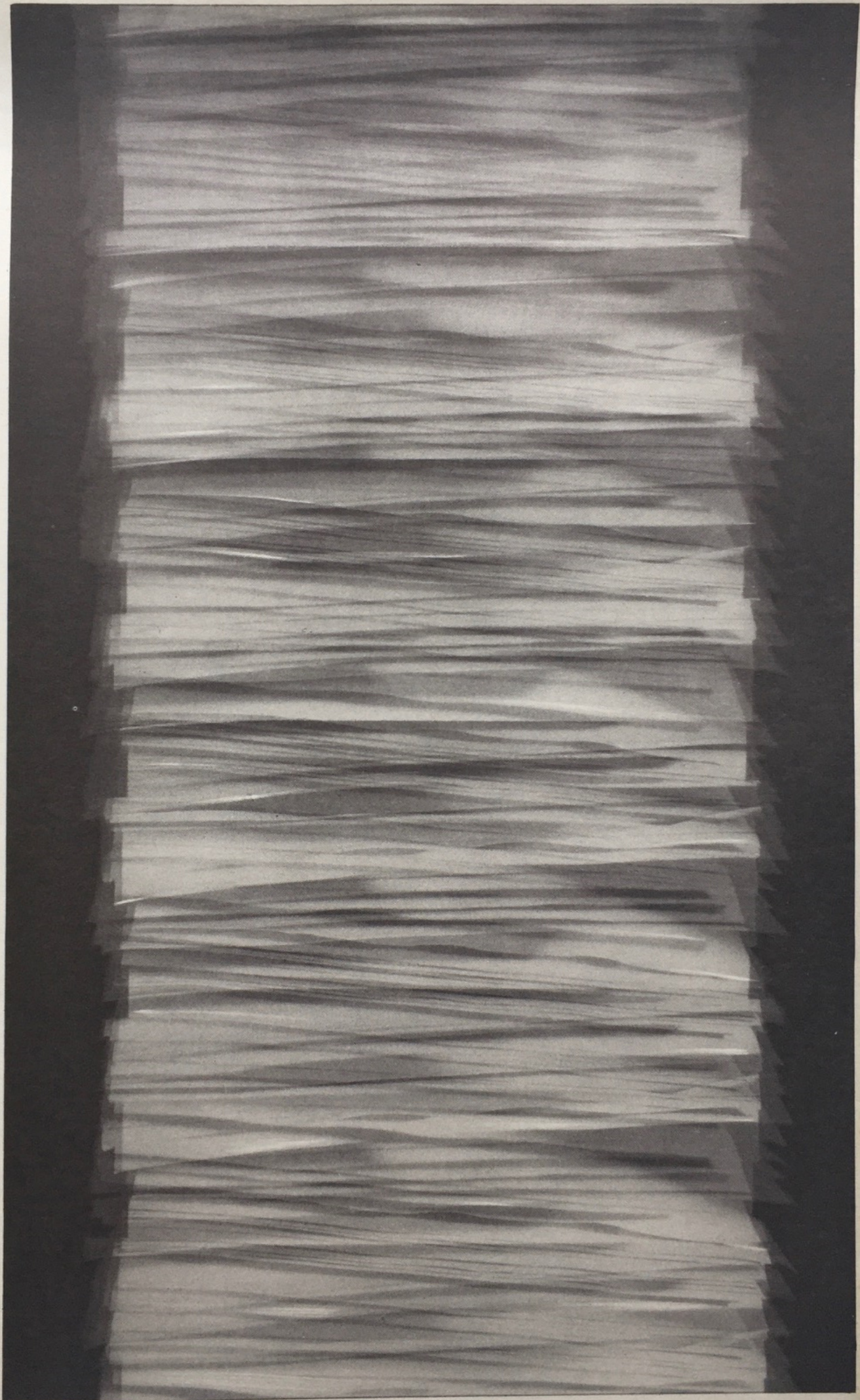
The Rank Xerox 2400

This is the ultimate in copier/duplicators. 2,400 copies an hour. Or a copy every 1½ seconds. Every copy made on ordinary paper, direct from the original. Every copy perfect, and ready-to-use. Just place the original on the machine, dial the number of copies required, and press a button. Out come the copies automatically, at a cost that reduces through the run. No preparation of masters or stencils. No make-ready. No inks or wet chemicals. No other machine like it in the world. The longer the run length, the less the cost of the copy.

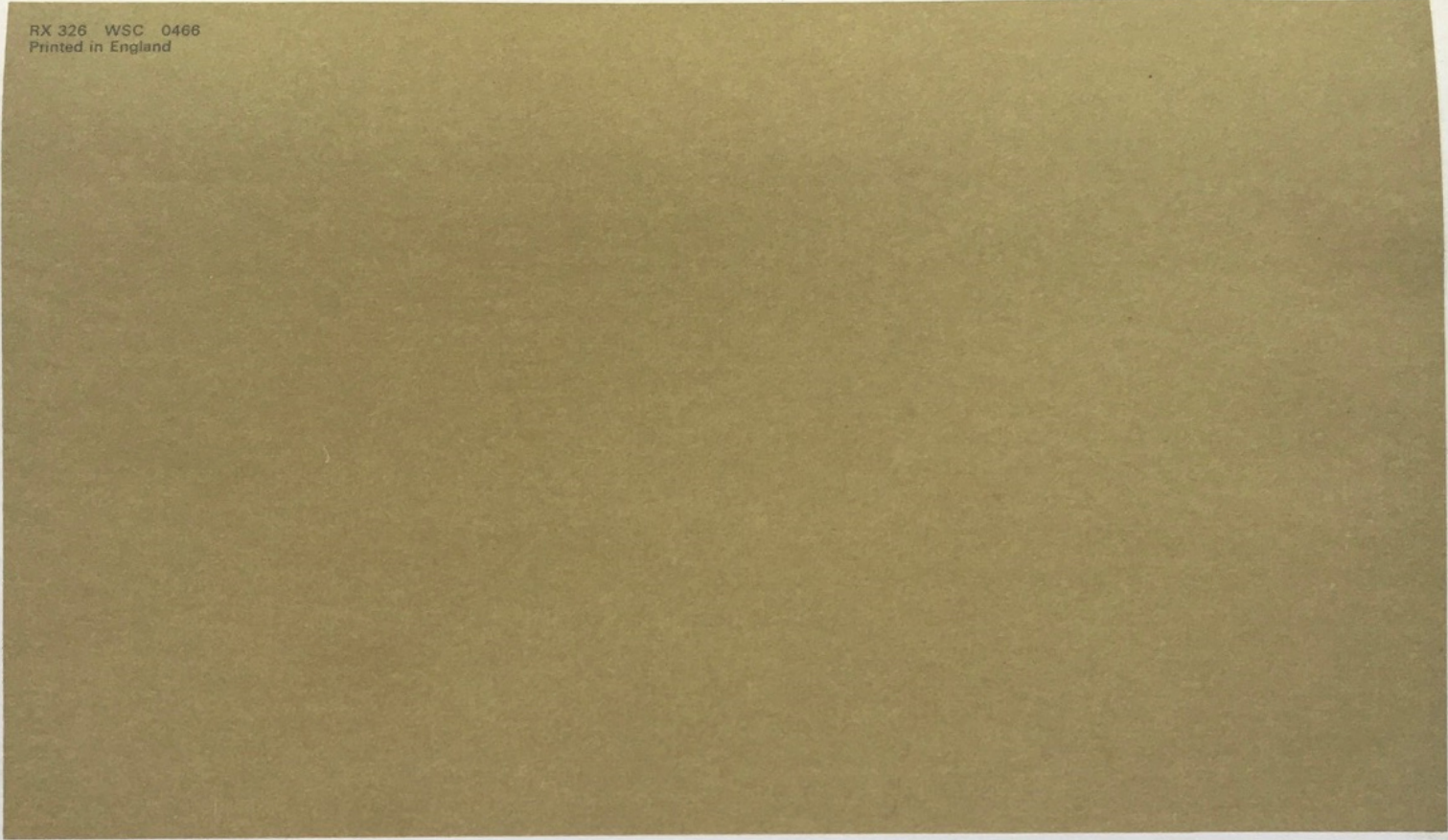


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