

How the Addmaster Free Trial Works

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Why we wrote this document

This document has been written to help you – the customer. It's important that you read it carefully because experience has shown that most problems arise through confusion rather than ill will. By explaining exactly how we operate, we hope to minimise misunderstandings and give you the best possible service.

Dealing with the manufacturer direct – and what it means to you

Addmaster U.K. is not a typical business machine company. We do not have salesmen. We do not sell through middlemen. Most of our products are manufactured by our parent company, Addmaster Corporation in California, U.S.A. This means that you, the customer, have the advantage of dealing direct. The principle benefits of this are lower prices, and servicing carried out by the people that make the machines.

Our method of selling

Our method of selling is through mail order (although as a matter of interest our machines are delivered by special messenger in most cases – not by the Post Office). This, we appreciate, is somewhat unconventional but we believe it offers a fairer deal to both parties. You see, if we did use salesmen and traditional selling methods our prices would have to be much higher. Labour costs, particularly salesmen, are going up faster than technology's ability to make products cheaper. By eliminating salesmen we have in several cases been able to bring prices down;

- for example our Standard Adding Machine cost £42.50 in 1970 when we launched it. It now sells for £29.50.
- our D.500 Cash Register cost £99.50 in 1970. It now costs £79.50.

The irony is we have been criticised for bringing prices DOWN. But we intend to pursue our policy of selling cheaper as we are able to manufacture cheaper. It's better value for you. It's better business for us.

The machine you actually need

The basic policy of Addmaster U.K. is to supply you with the machine you actually need. This goes against the tradition of our industry. The conventional approach is to sell you a machine on its features – and a good salesman will almost always succeed in persuading you that you require a more elaborate machine than you really need by the "You never know when the XYZ feature will come in handy – be prepared etc. . . ."

From Addmaster you get a 14 day free trial. You make your decision on the basis of the machine's value to your business – and there is no salesman to pressure you.



Conditions of the 14 day free trial

Obviously, if we are to issue machines free of charge there must be some conditions. We have tried to keep them as fair as possible. They are as follows:-

1 Free trial offer subject to acceptance

Our offer of a free trial is subject to acceptance. That means that simply filling in a Free Trial Certificate does not automatically entitle you to receive a machine. We reserve the right to turn down your application without giving a reason – or to request more details from you before we send you the machine.

2 No free trial under 18 years of age – limitations on private individuals

We do not give Free Trials to anyone under 18 years of age. We limit the number of Free Trials given to private individuals, and businesses which have been trading for less than three years.

3 Allow fourteen days for delivery

Although we try to deliver machines as fast as possible after we receive your Free Trial Certificate, we do not guarantee delivery within any fixed time. You should allow at least 7 days from the date of sending us the coupon or certificate but it could be fourteen days or even longer. It all depends upon our volume of business.

4 What happens after 14 days –

Fourteen days after you have received the machine you have a choice to either return it to us **carriage paid** or pay the amount due as indicated on the Invoice Remittance Advice Form.

Whether you send us your remittance or return the machine, **it is absolutely essential that you include the remittance advice slip**, so that we can identify the machine or payment. This is vital. If you fail to do this we will not be able to identify either payment or machine. Even if you 'phone us, please quote the dates on the Remittance Advice Form including our reference.

By doing this you help us to give you the best possible service – and though we are far from perfect, that is what we are aiming to be.

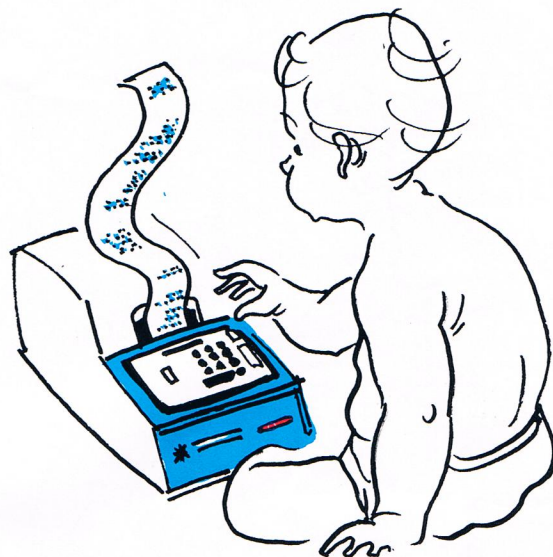
5 When payment is due

If you do decide to keep your Addmaster machine, and we hope you do, please note that payment is due immediately you receive the Invoice. The invoice will reach you after you have had your 14 Day Free Trial.

Our terms are not 30 days. They are a 14 Day Free Trial, so that you may satisfy yourself about the product, followed by the return of the machine carriage paid or immediate payment.

By doing business in this way we are able to supply our products at the very competitive prices you require and still maintain a full 12 month guarantee and a high standard of after sales service.

The vast majority of our customers understand the need for these conditions and benefit from them. We hope that you will too.





How to return the machine after free trial

If you do decide to return the machine please send it back **in its original packing, with the Remittance Advice Slip enclosed, carriage paid.** Please do not return it by way of our special delivery service. These services, Securicor and Security Express, are instructed to pick up from you only on instructions from Addmaster House where servicing is involved. In any other instance the delivery service will be acting on your behalf and will charge you.

If you do return goods to us we recommend registered post. It's simple and economic from your point of view. Just remember to use the original packing and insert the Remittance Advice Slip. For your convenience we enclose a pre-addressed label with the Shipping Note.

Special situations

If you want to keep your Addmaster machine but there is some problem in your payments system which makes payment after 14 days difficult, please telephone **HOTLINE 01-640 1211/2064.** We can probably find a solution. But you should clearly understand that our normal terms of business are payment after 14 days or return of the machine. If extended credit is taken without special arrangements being made with our Business Manager we reserve the right to charge an extra 5%. But we don't want to do this so please call us if you have any procedural problems.

Supplies - cash with order only

As from June 1st 1972, all supplies are available only on a cash with order basis. We do not give credit for supplies. The administrative costs in relation to the amounts involved are too high. Supplies consist of tallyrolls, ribbons and optional extras such as carrier bags and steel and wooden tills. Please note, a supplies order form is enclosed with the Shipping Note.

Full 12 month guarantee - but we need your co-operation

All Addmaster machines are supplied under a 12 months guarantee valid from the date of despatch to you. It covers breakdown. It does not cover negligence on your part (such as dropping the machine) nor does it cover excessive wear and tear (such as running the machine continuously seven days a week.)

But the guarantee is interpreted liberally on our part and if any normal problem occurs, your machine will be replaced free of charge until the guarantee expires.

However, we would ask your co-operation in two things.

- a) When a machine is returned for repair, please attach a note stating the problem you have encountered, whether you have had any problems with the machine before and your name, company name, address and telephone number.
- b) Let us know when you bought the machine and how.

Please note : Your guarantee is registered automatically under the name and address in which you bought the machine. If these details do not tally with the data supplied when you report a service problem, you will inevitably be charged for service.

In case of dispute it's up to you to provide proof of the date of purchase.



If a servicing problem develops, just telephone HOTLINE 01-640 1211/2064. If the problem cannot be solved over the telephone, then you will be sent by special messenger, a replacement machine. This replacement machine will be delivered to your premises. The messenger will then pick up the faulty unit and return it to us at Addmaster House.

If you are still covered by guarantee there is no charge for this service. If your machine is not under guarantee, you will be charged.

Outside the guarantee you can take out a service contract. This offers the same service for a fixed charge of between £6 and £12 depending on the product. To obtain exact prices just ring Hotline and they will send you details.

Our system is geared to seeing that you have a working machine as fast as possible after problems develop – at an economic cost. If we had to send a serviceman around it would be much more expensive than the special messenger replacement system. So you could be paying more without necessarily getting any better service. Of course, our replacement service is completely free during the guarantee period of twelve months.

It is very important that the faulty machine is accompanied by a note bearing details of your name, address, date, source of purchase and description of the problem.

Also, if by any chance the special messenger does not pick up the faulty machine when he delivers the replacement please return it by post using the packaging from the replacement and the reply paid label printed provided with the replacement for this contingency.

Your co-operation here would be much appreciated.



Hotline – why it exists and how it works



Hotline consists of a team of girls specially trained to sort out customer problems. They provide a direct link between you – the customer – and Addmaster the company. The Hotline telephone numbers are **01-640 1211/2064** and are on the front of every machine we sell. If you have any problems at all just ring and ask for Hotline.

The Hotline staff are trained to help YOU – not just to deal with sales enquiries and service calls. The first word of the Hotline motto is **ADVICE** and that is one of the most important features of the service. Typical questions are:

- How do I unpack the machine?
- I don't understand the instructions – can you explain some points for me?
- I'm not sure what machine would suit me best. This is my problem. What do you suggest?
- My machine has not arrived yet although I mailed my coupon X days ago. What is the situation?

There are many more questions you may have. We are trying to answer a number of them in this document. But problems do occur. Hotline are there to help sort them out.

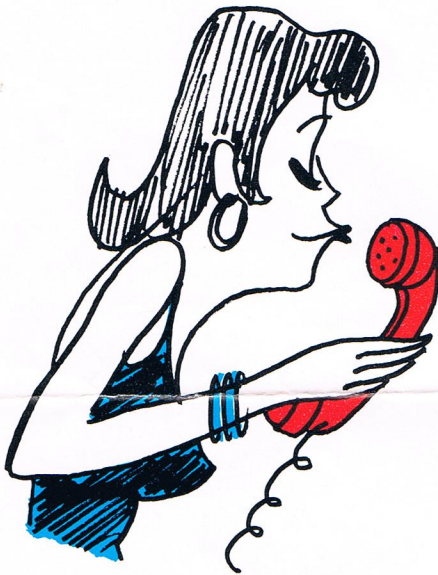
We set up Hotline because of our own experience with other manufacturers. It seemed to be normal to be transferred from person to person without getting any satisfaction – and there is nothing more frustrating than that. Under our Hotline system you are put through to one person and she is briefed to sort out your problem from start to finish.

So please make use of Hotline. It is a service set up to help you.

Hotline procedures – how to get the most out of the service

Hotline has now been operating since September, 1971. Experience has shown that if the following guidelines are followed, the service works faster and you save time and frustration.

- 1** Don't ring Hotline three days after you have sent your **14 DAY FREE TRIAL CERTIFICATE**. Remember it can take up to two weeks to deliver your machine from receipt of the coupon. So allow at least two weeks to pass.
- 2** When you get through to the switchboard – don't try and tell the full story to the operator. If it is **ADVICE – SALES – SERVICE** just ask for Hotline. That's where you will end up anyway and its very irritating to have to tell your tale twice. Also if you do tie up the operator she cannot process other calls.
- 3** Hotline operates from 9.00 a.m. to 5.00 p.m. Monday to Friday. Until the expanded Hotline goes into action in October 1972, Hotline will not operate between 1.00 p.m. to 2.00 p.m. The switchboard will simply take your name and telephone number and you will be called back. **And You Will Be Called Back.**



- 4 When you get through to the Hotline girls, no matter how annoyed you may feel (We are all human) state your name, company name, address and telephone number very clearly followed by your problem. If she asks you to spell out some names, please do so. After all, if she does not note the details correctly the problem won't be solved correctly.
- 5 Please note we do not arrange free trials over the 'phone. The Hotline girls will happily send you a Certificate and details but no action can be taken until the completed 14 DAY FREE TRIAL certificate has been completed in writing and returned to us.
- 6 In certain cases, the Hotline girl will not be able to answer your query immediately. She will state that she will ring you back. Please be content with this. It saves transferring you endlessly round the building. And the Hotline staff do return calls.
- 7 Sorry, but we cannot accept reverse charged calls. This privilege has been proved to be too open to abuse. So our switchboard operator has strict instructions to refuse all attempts to reverse charges.
- 8 When the switchboard is closed, from 5.00 p.m. to 9.00 a.m. and during weekends and holidays, an answering machine takes your message. Just remember to state your problem clearly, to leave your telephone number and to spell out any difficult words.
- 9 If you have already sent us a completed free trial certificate or have otherwise communicated with us before, please remember to quote the same data together with our reference (you will find it on the Remittance Advice section of our paperwork.)

10 Some telephone troubles and our apologies

We would like to apologise to any of our customers who have experienced trouble getting through to us from April 1st 1972. Unfortunately we moved premises at that time and we have been operating with only two thirds of our telephone lines ever since. This has resulted in an inability to get through to us on occasions, and what is more frustrating problems in getting through even when a ringing signal is heard. We will spare you the technical reasons for this, but the problems are being steadily overcome and in October 1972 a new expanded Hotline will come into operation which should vastly improve efficiency.

But if you have had problems we very much regret the inconvenience.

Supplies – available from Addmaster

If you have an Addmaster electric adding machine, cash register or electronic printing calculator, you will need supplies of tallyrolls and ribbons. Both these items are available direct from us. A supplies order form is provided with the original shipping note. Further copies are available on request. Just ring Hotline.

We regret that due to the high administrative costs in relation to value, supplies can be made available on a cash with order basis only.





It is essential for efficient operation of your machine to use only the right supplies. The tallyroll must be Grade A quality, 2½" wide by 3" in diameter. The ribbon cartridge is an Addmaster patent and is available only from Addmaster House.

Most of our customers find it easier to buy a box of tallyrolls and a spare ribbon at the time of purchase of the machine.

Repeat purchases

If you have already had your free trial and want to buy further machines just send your purchase order with cheque attached. Addmaster prices are based upon the free trial followed by cash with order trading.

If you wish to discuss any other basis of trading please write or phone HOTLINE 01-640 1211/2064.

Multiple purchases

If more than five machines are required, this constitutes a multiple purchase. This should be discussed by phone or in writing to our Operations Manager. Certain discounts are available where multiple purchases are involved.

Leasing

Leasing is available to established customers. A special leasing brochure is available. Please phone or write for details.

Other products

Addmaster U.K. markets electric adding machines, electronic calculators, electric cash registers, steel tills, supplies and from Autumn 1972 onwards our new electronic printing calculator.

If you want details of any of these products please write or phone Hotline. Hotline staff will also be glad to advise you on what machines could best suit your needs.

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