

## Memorex Flexible Disks: The Edge Your Customers Ask For

Get the edge—the Memorex edge—for fast-selling flexible disks your customers ask for again and again.

Be ready with our complete line of 5 1/4", 3 1/2" and 8" disks. These products turn quickly—not just because of their unique, easy-to-sell advantages—but also because of the strong support you get from a brand name that has a powerful national presence.

## The Memorex Edge. Flexible disks with a data safety difference.

Your customers can see and feel the Memorex edge difference for themselves.

Show them how tight every Memorex 5 1/4" and 8" flexible disk jacket flap is sealed. That's Solid Seam Bonding—a unique step in disk manufacturing—that helps prevent puckering and warping that can cause a disk to catch on expensive drive head assemblies.

Show them the rigid plastic shell and other protective features that give our 3 1/2" microdisk an even stronger edge of safety.

Memorex disks won't come apart at the seams like some brands. So you're not just selling a disk; you're selling data safety.

To reach as many computer owners as possible, there's a Memorex disk for just about every disk drive made. Look at how each member of our full line can turn you into a permanent disk media source for a wide range of customers...

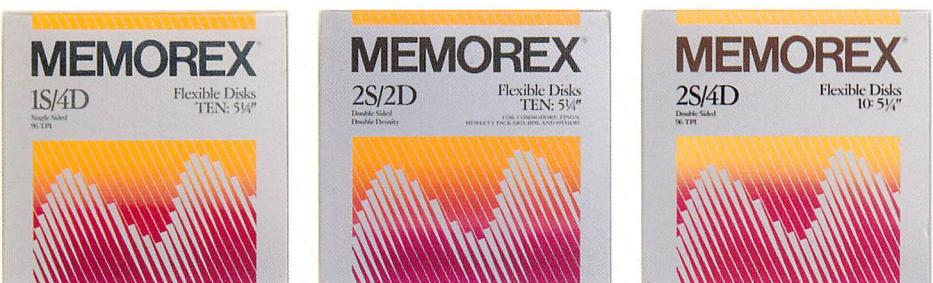


## Memorex 3 1/2" microdisks— standard of tomorrow.

Small disks mean big revenues to you as personal computers get smaller. Thousands of Apple Macintosh, Commodore Amiga, Atari ST, HP 150, and other microdisk computer users want a reliable source of single- and double-sided 3 1/2" microdisks. Sell them the Memorex microdisk. It stores up to 1 megabyte (unformatted) and has an extra edge of data safety that's simple to sell. Customer data is protected by a tough rigid plastic shell and an automatic metal shutter that prevents the media from being exposed until actually in the drive.

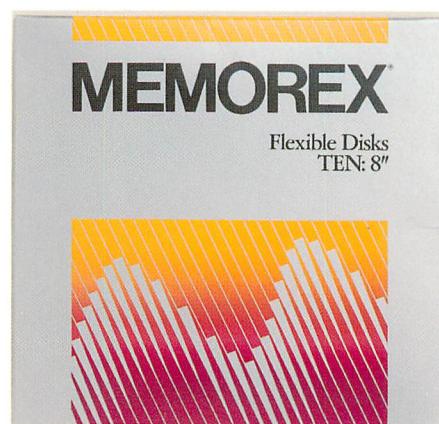
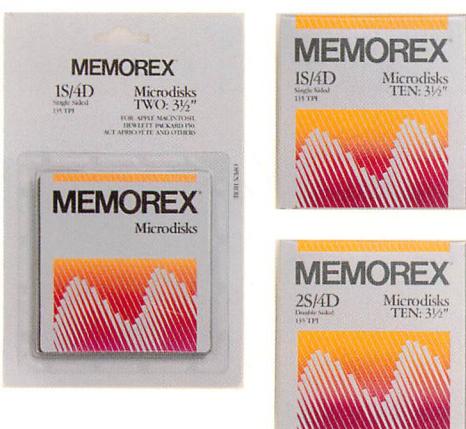
## Memorex 5 1/4" flexible disks— a proven worldwide standard.

The 5 1/4" disk is the workhorse of data storage in the Information Age. And it's your proven edge for flex disk sales. Whether your customers want single-sided, double-sided, 96 TPI, hard sector, soft sector, or high-density disks, Memorex offers a disk with Solid Seam Bonding that will meet their special needs and keep them coming back for more.



## Memorex 8" flexible disks— proven data safety.

Sales of our 8" disks have stood the test of time. Since 1971, Memorex has been the choice of word processing, data processing, and business computer users around the world. Offer single- and double-sided disks with Solid Seam Bonding that give them a data storage capacity of up to 1.6 megabytes (unformatted).



# The Memorex Edge.

## National support programs that make it easy to sell flexible disks.

We take the work out of selling flexible disks with...

- a brand name that's asked for around the world.
- a powerful, multi-million dollar, nationwide advertising campaign to boost brand awareness and demand for our products higher than ever before in 1986.
- colorful, eye-catching packaging your customers will reach for.
- a generous advertising allowance program that helps bring customers to your door.
- convenient choices of 2-, 5-, or 10-packs of 5 $\frac{1}{4}$ " disks and microdisks in 2- or 10-packs. Twenty 5 $\frac{1}{4}$ " disks or 20 microdisks are also available with Memorex Work Systems.<sup>TM</sup>
- POP, literature, sales aids and displays that quietly and effectively do the selling for you.

## The Memorex edge.

### A full line of computer supplies that practically sell themselves.

Flexible disks aren't the only way to succeed in the profitable computer aftermarket.

Target your customers' every need with Memorex's wide range of computer supplies:

- Memorex Printer Paper
- Memorex Printer Envelopes
- Memorex Printer Labels
- Memorex Printer Ribbons
- Memorex Work Systems<sup>TM</sup>
- Memorex Printer Support Systems
- Memorex Disk Label Kits
- Memorex Flip File<sup>TM</sup> Cases
- Memorex Computer Cleaning Systems

No other company offers such a full line of computer supplies. Only one vendor, one famous name, makes success in the computer aftermarket so easy.

For fast-turning computer supplies with a name your customers ask for... get the edge... the Memorex edge.

Get more information about the Memorex Edge today, contact your Memorex representative or call toll-free (800) 222-1150.



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