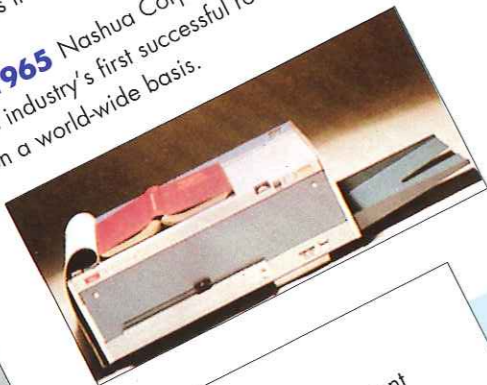


NASHUA MILESTONES

1959 Nashua Corporation developed a high quality paper for use on thermal copiers. This paper gained strong acceptance and a large market share in a very short period of time.

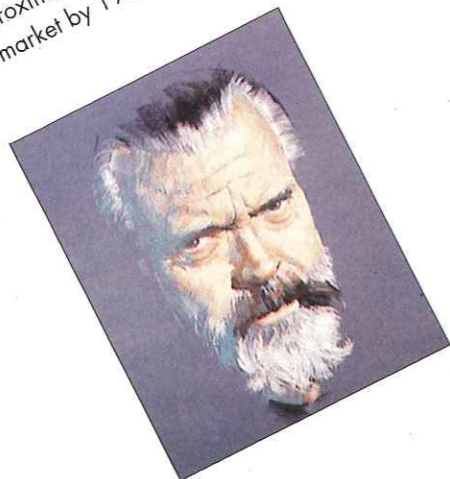
1964 Nashua Corporation developed a successful electrostatic copying paper which soon became acknowledged throughout the world as the industry standard.

1965 Nashua Corporation introduced the industry's first successful roll-fed copier on a world-wide basis.



1978 Nashua Corporation continued to refine present technologies, to develop new technologies, and to explore new international markets.

1979 Nashua South Africa began the first of its many innovative marketing strategies in the office equipment market; - the introduction of a series of TV commercials featuring Orson Welles. This campaign, in conjunction with the ABS and Major Accounts Programme, resulted in Nashua obtaining approximately 25 percent of the photocopier market by 1980.



1967 Nashua Corporation introduced a highly successful line of xerographic toners, once again establishing an industry benchmark for quality and performance.

1968 Nashua Corporation introduced the model 220 electrostatic copier which set the industry standard for reliability and led to Nashua's dominant position in the international market.

1970 Nashua Corporation gained increasing world-wide recognition as the largest manufacturer of papers and other supplies for thermal, electrostatic and xerographic copiers.



1980 Nashua South Africa entered the field of sport sponsorship, which further enhanced the awareness and popularity of the company. Some of the sponsorships in the following years were the Formula 1 Grand Prix, for both cars and motor cycles; the SA Power Boat Grand Prix; the Nashua Cup Tennis Tournament, in which the best of South Africa's juniors played their American counterparts; the Wild Coast Skins and many significant boxing tournaments.

1983 Nashua South Africa, now the market leader with 35 percent of the South African photocopier market, was acquired by the Barlows Group.

1984 The Ricoh Agency was acquired by Nashua South Africa from Mercedes Datakor. In this year, Nashua switched from LTT copiers to dry toner machines.



1973 Nashua Corporation opened a subsidiary in South Africa to market electrostatic copiers and paper.

1975 Nashua Corporation and its affiliates achieved a significant breakthrough in plain paper copying technology, the Liquid Toner Transfer (LTT) process which had several major advantages over conventional methods.

1976 Nashua Corporation gained a position of dominance in its world-wide markets with the 1200 series. The LTT machines became recognised as the largest selling plain paper copiers in the world. In South Africa, Nashua began to erode Rank Xerox's share of the market with the 1200 series.

1985 Nashua's share of the South African copier market increased to 42 percent, and the company decided to expand its product range with the introduction of the Nashuafax, manufactured by Ricoh.

1986/87 Nashua managed to maintain its copier market share and increase its share of the fax market from zero in 1985 to 38 percent in May 1987, despite some very problematic times for the office equipment industry - the rand devalued by half, and import surcharges amounting to 21,5 percent were levied.

1987 In 1987 Nashua entered the laser printer market and has become one of the top contenders in this market.

1989 Nashua entered the South African personal computer market with a superior range of IBM-compatible PC's and laptops.

1977 Nashua Corporation introduced the 1220-DF plain paper LTT copier with unique document handling capabilities and superior performance, speed, and reliability. It represented at the time, state-of-the-art development in its class and price range.

1977 Nashua South Africa introduced a Major Accounts Programme which provided large companies with the advantages of quantity buying, coupled with local, customised service. Nashua was the first company in its industry to establish an extensive branch network throughout Southern Africa to effectively service large companies. A new marketing approach was adopted in conjunction with the Major Accounts Programme. This was called the Aggregated Billing System (ABS). This system proved very successful in capturing new accounts and in developing existing customers.

1990 Nashua launched a range of laser printers and notebook computers after concluding a deal with USA giant, Texas Instruments.

1991 Goldstar Corporation of Korea appointed Nashua as its official personal computer distributor in South Africa. Nashua is voted fourth most admired computer company in SA after only two years of selling computers.

The Future In the company's ongoing quest to provide customers with the latest and best in office automation technology, Nashua will continue to investigate and evaluate new product opportunities. With its large customer base and its trading partnerships with the world's leading suppliers of office automation equipment, Nashua is ideally positioned to continue leading the way for many years to come.

