



30 th March, 1956.

TO ALL MEMBERS OF THE TEAM

You know that the Company in which you serve belongs to a group, known familiarly as "BOPE". Those are the initials of

BRITISH OPTICAL & PRECISION ENGINEERS LTD.

which was formed in 1948 to bring together and co-ordinate the activities of a number of companies which, in one way or another, had some previous connection.

We wanted to create a strong and effective British organisation in cine, optical and precision engineering - to develop a substantial export business in British products in addition to satisfying the home market.

These past eight years have seen many changes in organisation, and the Companies are working together as a fairly well integrated group. We have made great progress in both home and overseas markets, and we have become the largest British exporters in our own sphere of activity.

As our individual companies have been operating under their original names, neither the public nor customers have really been aware of the size and resources of our Group, so we believe that it would be advantageous, particularly abroad, to bring this, and also BOPE's close association with the Rank Organisation, home to all concerned.

Last year, Odeon changed its name to Rank Organisation Ltd., and as a logical step, following their example, BRITISH OPTICAL & PRECISION ENGINEERS LTD. now changes its name to

RANK PRECISION INDUSTRIES LTD.

Most of our future trading will be carried on under this new name, although some individual products will still be sold with their existing brand names. Thus, G.B.-Bell & Howell photographic and accessory equipment, sold by G.B. Equipments Ltd., will in future be sold by RANK PRECISION INDUSTRIES LTD., CINE AND OPTICAL DIVISION.



35mm equipment for the professional cinema will continue to be sold in Great Britain by G.B-Kalee Ltd.- but overseas by RANK PRECISION INDUSTRIES LTD., GAUMONT-KALEE DIVISION.

Taylor, Taylor & Hobson Ltd. will continue to manufacture and sell their products as hitherto, but their name will be linked with RANK PRECISION INDUSTRIES LTD, and the "Man with the Gong."

Dictorel and other similar equipment will be sold by the MANAGEMENT EQUIPMENT DIVISION of RANK PRECISION INDUSTRIES LTD.

The Leeds factory will be known as RANK PRECISION INDUSTRIES LTD., KERSHAW DIVISION.

BRITISH ACOUSTIC FILMS Ltd. will change its name to RANK PRECISION INDUSTRIES (B.A.F.)Ltd., and the Film Library at Perivale, affectionately known to thousands of subscribers by its present title, will continue to use it.

The old familiar names which will now fade out are doing so because it is obviously to the greatest advantage of all of us to sell constantly more and more of the products that you all help to make and market - in our country and abroad, and we are convinced that the changes which we have now made will help to secure the continued and enhanced success of our Group.

T.A. LAW