

BIRMINGHAM

M6

LUDLOW



M5



COVENTRY

RUGBY

KIDDERMINSTER

LEOMINSTER

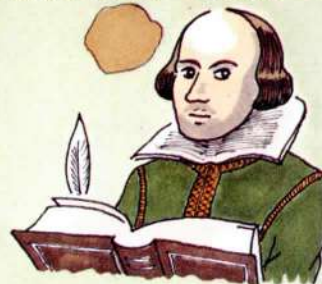
REDDITCH

WARWICK

STRATFORD-UPON-AVON



WORCESTER



HEREFORD

GREAT MALVERN

TEWKESBURY



BANBURY



ROSS-ON-WYE

CHELTENHAM

MITCHEL DEAN

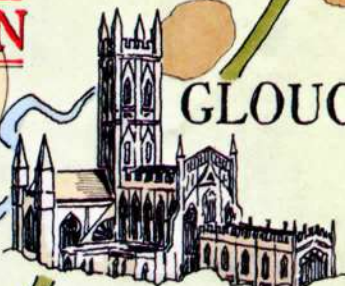


GLOUCESTER



OXFORD

MONMOUTH



CIRENCESTER

SWINDON

M4



NEWBURY

BRISTOL

BATH

TROWBRIDGE

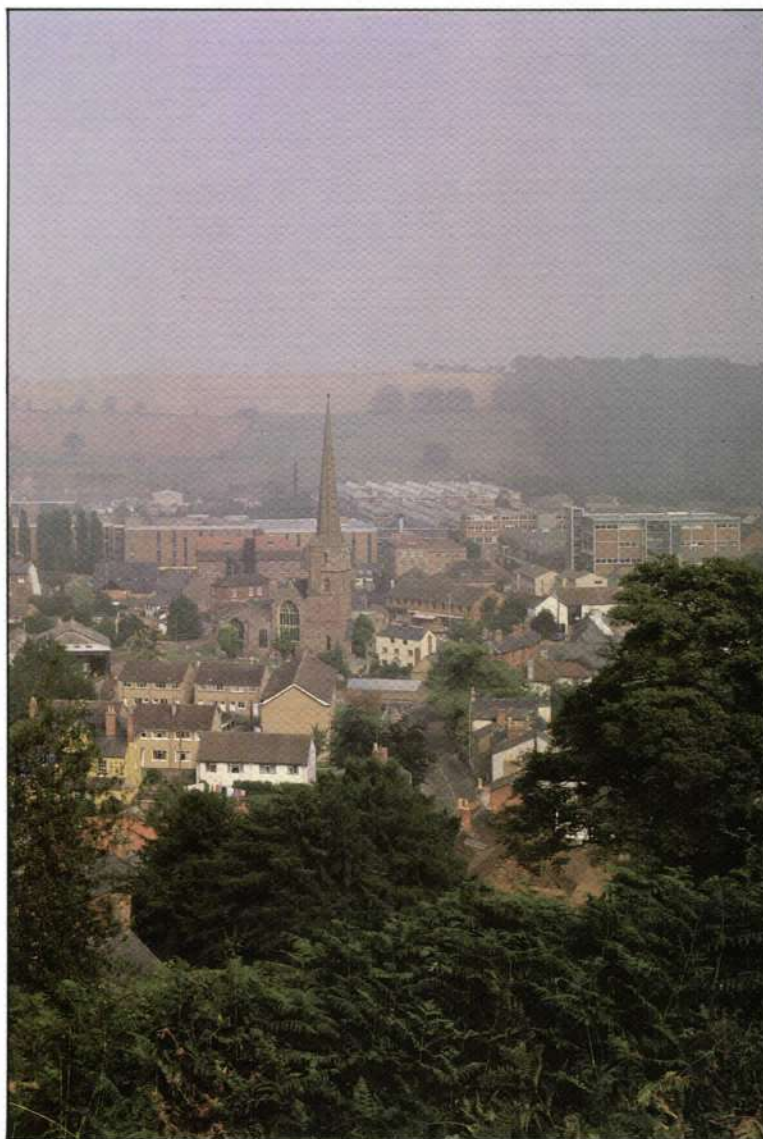
FROME

STONEHENGE

ANDOVER

WARMINSTER





RANK XEROX
MITCHELDEAN

• A NATURAL LOCATION •



Mitcheldean lies in the heart of the Forest of Dean—an area renowned for its outstanding history of innovation and industry.

Here, the Celts and Romans mined iron, copper and silver, making it one of the oldest industrial sites in Europe. Those mines gave birth to industries for processing the metals extracted from the ground. Later generations continued this tradition by pioneering some of the earliest coal-pits, and developing techniques to make mining and metal-working more cost-effective and less dangerous. The ancient people built stone roads to transport products to their markets, and 2,000 years later, their descendants built one of Europe's first railways for the same purpose.

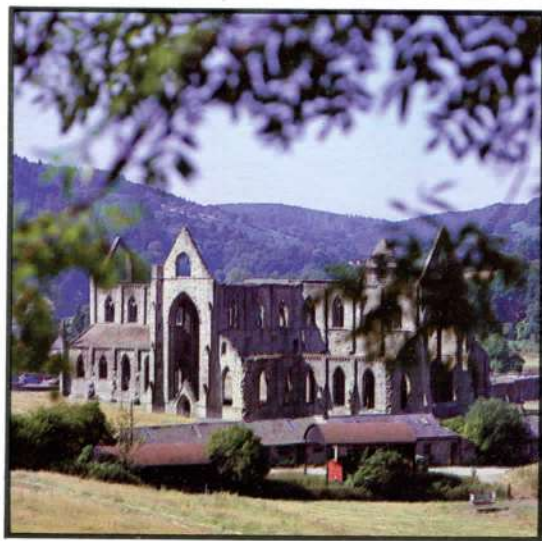
This great industrial and innovative tradition has produced a race of people imbued with industrial skills, a strong sense of loyalty and responsibility, and an impressive range of engineering talents. These characteristics, sharpened in dealing with the difficulties and dangers of the traditional industries of the area, are now directed towards the development at Mitcheldean of office technologies of the most advanced kind.



This is where sophisticated electronic hardware for processing information is built and where communications are handled by automated electronic equipment capable of linking office to office—whether in the next building or halfway across the world.

Now the skill and ingenuity of the workforce is dedicated to solving the problems of today and

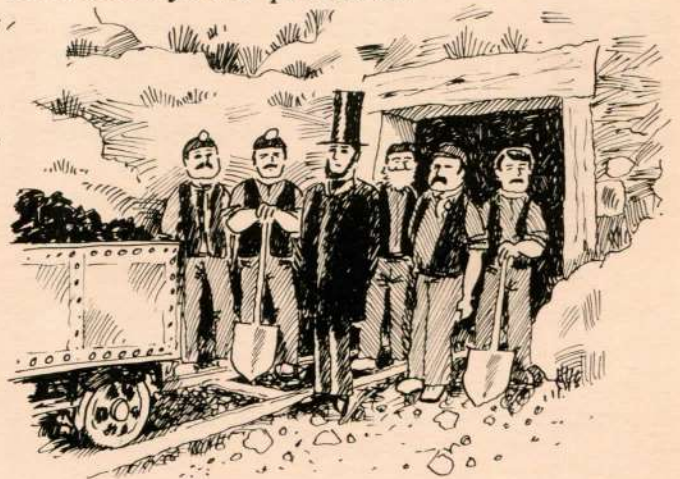
tomorrow to create a working environment which is better for people and more efficient for industry.



It is true to say that the wealth of a nation resides in the skill and adaptability of its people. Nowhere are these traits more highly developed than at the Mitcheldean

complex—one of the most modern and productive manufacturing plants in Europe, and a natural location for the birth and development of ideas and products.

After all, the Forest of Dean has had a few thousand years' practice!



• A UNIQUE BALANCE •

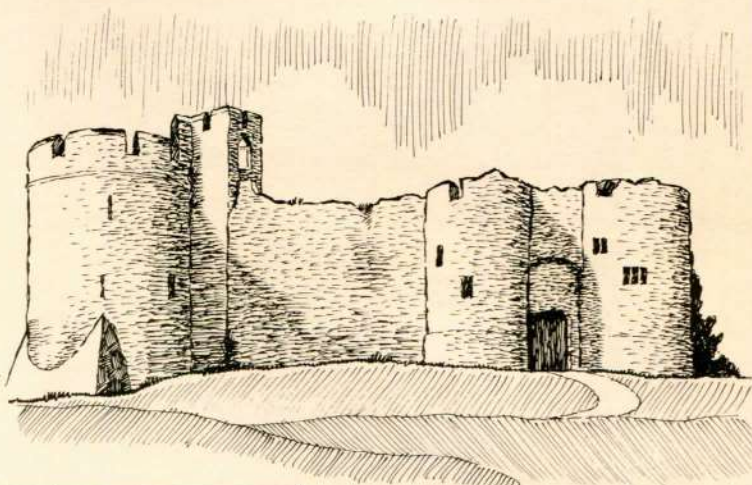
If you think that an area as steeped in industrial history as the Forest of Dean shows the scars of such a past—you're in for a big surprise! The Forest is situated on a high plateau, riven by deep valleys, and bounded by the river Severn to the east and south, and by the Wye Valley gorge to the west. It is, without doubt, one of the most beautiful parts of Britain,



and is a National Forest Park, on the edge of a designated Area of Outstanding Natural Beauty.

The Forest of Dean has always been—and still is—a timber-producing area, with both conifers and broad-leaved trees. It supplied wood for the ships of Drake, Raleigh and the British navy for many hundreds of years. Drake's house and the inn where Raleigh's daughter celebrated her wedding are still there on the banks of the river Severn.

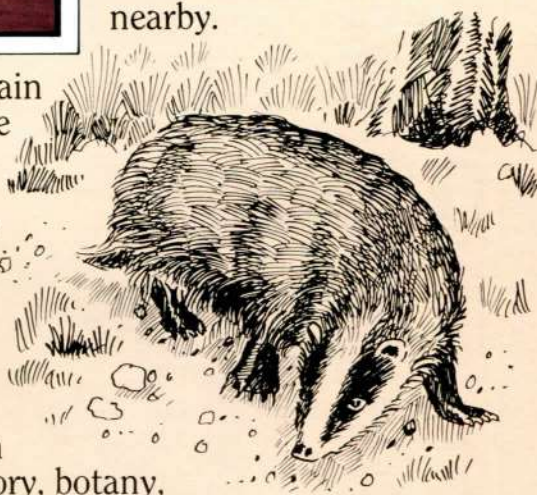
This is a Royal Forest. It was an important hunting area for the Norman kings and their successors. Traces of this ancestry still remain in certain rights and customs unique to the area—the Commoners' Association, the mining rights of the Freeminers and the Verderers' Court. This latter, an ancient Court Leet, is held at the Speech House which dates back to 1676 or even earlier. Now used as an hotel, it offers guests, among other attractions, an opportunity to sleep in a genuine four-poster bed.



Such ancient connections make this area rich in history. This richness is heightened by its location on the English/Welsh borders with a vast wealth of forts and castles marking the age-old rivalry between the two nations. There are also important Celtic, Roman, Saxon and Medieval sites of immense interest nearby.

The terrain and the trees support a wide variety of wild-life, and the Forest has much to offer those interested in natural history, botany, bird-watching, geology and archaeology.

The area retains a unique balance of natural beauty and first-class industrial facilities, of high technology and traditional skills and crafts. From an office window in Mitcheldean, you can look out over trees and hills, perhaps finding it difficult to appreciate that you are in the midst of a highly efficient, modern industrial complex.



• AN IDEAL COMBINATION •

In such an apparently rural area, it is easy to overlook the fact that many major centres lie only a short distance from Mitcheldean.

Within easy reach are Birmingham (Britain's second city), Cardiff (the capital of Wales), the Port of Bristol and the ancient university city of Oxford. All offer excellent facilities for entertainment, shopping, cultural and sporting activities.

Nearby are the historic cathedral cities of Gloucester, Worcester and Hereford, each hosting in turn the world-renowned annual Three Choirs Festival. Other major music and arts festivals are held every year at Cheltenham, Bath and Bristol, supported



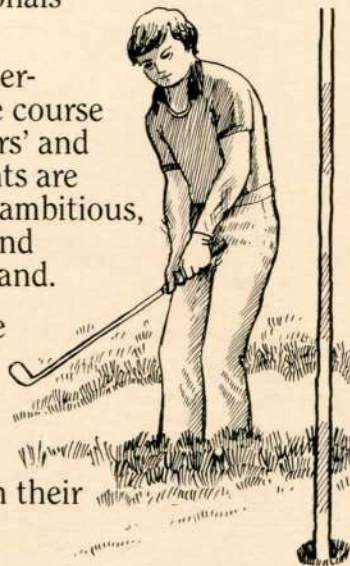
by many smaller professional and amateur groups offering musical and theatrical entertainment of every kind.

Conveniently close, too, is Shakespeare's Stratford-upon-Avon with its international theatre and immaculately-preserved Elizabethan buildings.

If sport is your interest, you'll find everything you need—both for spectators and participants, professionals and amateurs.

For golfers there is an international standard 18-hole course where the 'Dunlop Masters' and 'British Open' tournaments are held. If your game is less ambitious, you will also find other, and easier, courses, close at hand.

Fancy a flutter on the horses? Nearby Cheltenham and Chepstow both offer excellent courses with several major meetings on their



calendars—including the internationally-renowned 'Gold Cup' at Cheltenham.

Nor need you travel far to discover excellent facilities for water sports of all kinds, as well as gliding, climbing, caving, riding, tennis and squash.



For walkers and ramblers there are the Black Mountains of Wales; the magnificent, sweeping Malvern Hills; the gentle slopes of the Cotswolds; and, of course, the leafy byways of the Forest of Dean itself.

Every village has its own cricket and rugby or soccer teams; or you can watch first-class professional games at any one of a number of nearby locations.

Wherever you are, accommodation need not be a problem—whether it be hotel, guest house or apartment. Choose the

rural tranquillity of a quiet, family-run inn, the Regency splendour of a Cheltenham hotel, country cottage or elegant town house. Whatever your taste, however long your stay, you are sure to find just what you need.

When it comes to eating out, you will be spoiled for choice. From the simple to the sophisticated, the range extends from the traditional English inn, through friendly bistros and wine bars to smart cocktail bars and restaurants.

For the businessman with a family, Mitcheldean and the surrounding area offer a unique environment. On the one hand, a high-technology, efficient plant in which to work; on the other, clean, healthy, safe and tranquil surroundings in which to bring up children.

Educational needs are also well catered for. There are good schools in both the private and public sectors and a range of colleges and universities offering excellent opportunities for education and research.



• OUR NEIGHBOURS •

Mitcheldean is situated in the middle of a high technology belt running from the Thames Valley in the east to South Wales and Bristol in the west.

Companies both large and small already in this belt include international organisations such as Inmos, Rolls Royce, Dowty, Racal, Hewlett-Packard, Marconi-Elliott, ICI, Smiths Industries, Mitel Telecommunications, as well as many smaller, less well-known names. These companies are at the forefront of technology, and Rank Xerox at Mitcheldean is very much part of this scene.

As a natural consequence of this trend, a comprehensive base of suppliers has developed, covering our production and non-production requirements. Their proximity keeps lead times—and thus inventory levels—to a minimum.

In addition, Rank Xerox—as part of its Community Support Programme—is actively encouraging small enterprises. By working with the Forest of Dean District Council and the Gloucestershire County Council on job creation programmes, the company is helping people wanting to start their own businesses.

This community support activity, and the social conscience for which Rank Xerox is renowned, is further evidenced through the secondment of employees to the Gloucestershire

Enterprise Agency, a body set up to provide a business advisory service for small firms.



Undoubtedly the most outstanding activity, however, is the development which has taken place right on the Mitcheldean site—the conversion of the old Forest Brewery buildings into “managed workshops” to let to newly-formed small concerns. A separate company—Mitcheldean Enterprise Workshops Ltd (MEWS)—was created by Rank Xerox specifically to manage this undertaking.

With such a scheme everyone benefits—including, of course, the company itself. For many of the small firms are suppliers of essential services to Rank Xerox and the other firms operating on the site. These services include mechanical and electrical maintenance, plumbing, painting and decorating, gardening, office support and so on. Along with the firms already in existence, these new enterprises offer to Rank Xerox a flexible, high quality service—right on its doorstep.

• SUCCESS IN SITE •

The history of the Mitcheldean site is one of success.

It begins with the old "Forest Brewery", built on the Mitcheldean site in the 19th century. Acquired by British Acoustic Films during the Second World War, the now vacated site became home to a very successful company making optical and photographic equipment for the British forces.

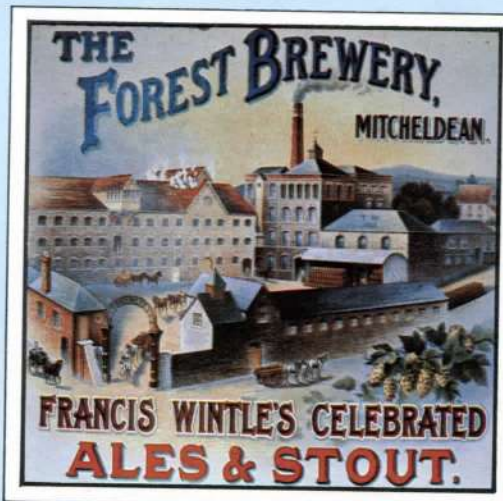
After the war, BAF became part of The Rank Organisation and, as Rank Precision Industries, grew to become one of the leading producers of cameras in Europe. However, with photographic markets increasingly threatened by imports from the Far East, RPI management began looking for a fresh high-volume product to make. It emerged in the form of a new copier developed by the Haloid Corporation, a company which had recently been acquired by Xerox Corporation. Thus Rank Xerox was formed—a joint venture between the Rank Organisation and the Xerox Corporation.

The new copiers were particularly suited to Mitcheldean's engineering skills and highly trained workforce. This, coupled with The Rank Organisation's expertise in international marketing and deep understanding of American business methods, made the new copiers successful beyond the wildest dreams of its inventors.

Such was the product demand that factories soon had to be established in other parts of

the world. For these, significant support was provided by the engineers at Mitcheldean.

Despite this overwhelming product success, Mitcheldean management did not become complacent.



Manufacturing efficiency was constantly improved with special attention devoted to both product and business quality. Indeed, Mitcheldean's Quality Improvement Programme (QIP) is acknowledged in the UK for its innovation in the drive to raise quality standards against increasing international competition.

The site has also won numerous awards for export achievement and for its excellent safety record.

To further advance its efficiency, Mitcheldean Plant has also taken advantage of the latest technology. Much of its production capacity is automated, material control systems are computerised and powerful management information and communication systems have been installed.

Of significance is a collaboration agreement entered into with a leading manufacturer of robotic systems in order to maximise benefits from the application of the latest automation and manufacturing technology.

And so to today, where—on the site of that long-gone brewery—there now stands a modern, thrusting, efficient and cost-effective manufacturing plant.

• A PERFECT BLEND •

The Mitcheldean Plant nestles in a fold of tree-covered hills in the Forest of Dean in Gloucestershire. Bounded by these hills on three sides, and by the ancient village of Mitcheldean on the fourth, it is an extremely attractive location in which to work.

From its early beginnings in the old buildings of the Forest Brewery, the Plant expanded during the 'sixties and 'seventies to over 67 acres with 1.5 million square feet of covered area. Accommodation to suit every requirement was constructed, with fully serviced buildings laid out against an attractively landscaped background.

The manufacturing facilities are extensive and meet all types of production demands including high-volume automated assembly, parts and prototype manufacture, and product refurbishing.

The latest technology has been employed to cut overheads and make the plant cost-competitive. To this end, there is a heavy concentration on product quality, as evidenced by Mitcheldean's Quality Improvement Programme, which has set new expectations of product performance in the market-place. Each machine leaving the factory gate is targeted for installation without need for any adjustment.

Strong emphasis is also placed on meeting, and beating, production schedules—a commitment which embraces the whole site

and reflects a determination to achieve all business goals.

This encompasses incoming raw material through to the timely distribution of product and spare parts from the International Supply Centre to customers all over the world.



Offices have the benefit of the latest in communications technology, including an Ethernet network, and all the amenities you would expect from a sophisticated company specialising in the manufacture of office equipment.

There are excellent conference facilities, for large or small groups, with a full range of audio-visual aids, while an attractive 12,000 sq. ft. exhibition complex affords further opportunities for conferences, receptions and general entertainment. There is also ample parking space available.

Designed in the modern idiom, the new Court Restaurant and Hospitality

Suite offer pleasant and relaxing surroundings in which to enjoy good food. Relaxation can also be found in the Sports and Social Club where there are bars, games rooms and a function room. All personnel at the Plant and their guests are made welcome here.

In all, the Mitcheldean Plant has every facility needed for the manufacture and assembly of a wide range of products. It is a natural location for the development of ideas, and the successful translation of those ideas into production.

