

WELCOME
TO THE
KAYPRO
GENERAL STORE





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There are three types of promotional items in the GENERAL STORE including basic sales tools, wearables and the higher perceived gifts and premiums. Most of the items in the catalogue are warehoused with the KAYPRO logo imprint only to facilitate quick delivery. Items with customized imprints, (Dealer Name) take a bit longer for delivery. An item in the catalogue described as available with "customized imprints only," indicates that the item is not warehoused. You can still order it "customized" with a KAYPRO logo only subject to custom order minimum quantity requirements.

If there is an item you don't see in the GENERAL STORE call Idea Man at: (619) 299-6833 and ask for the Kaypro representative.

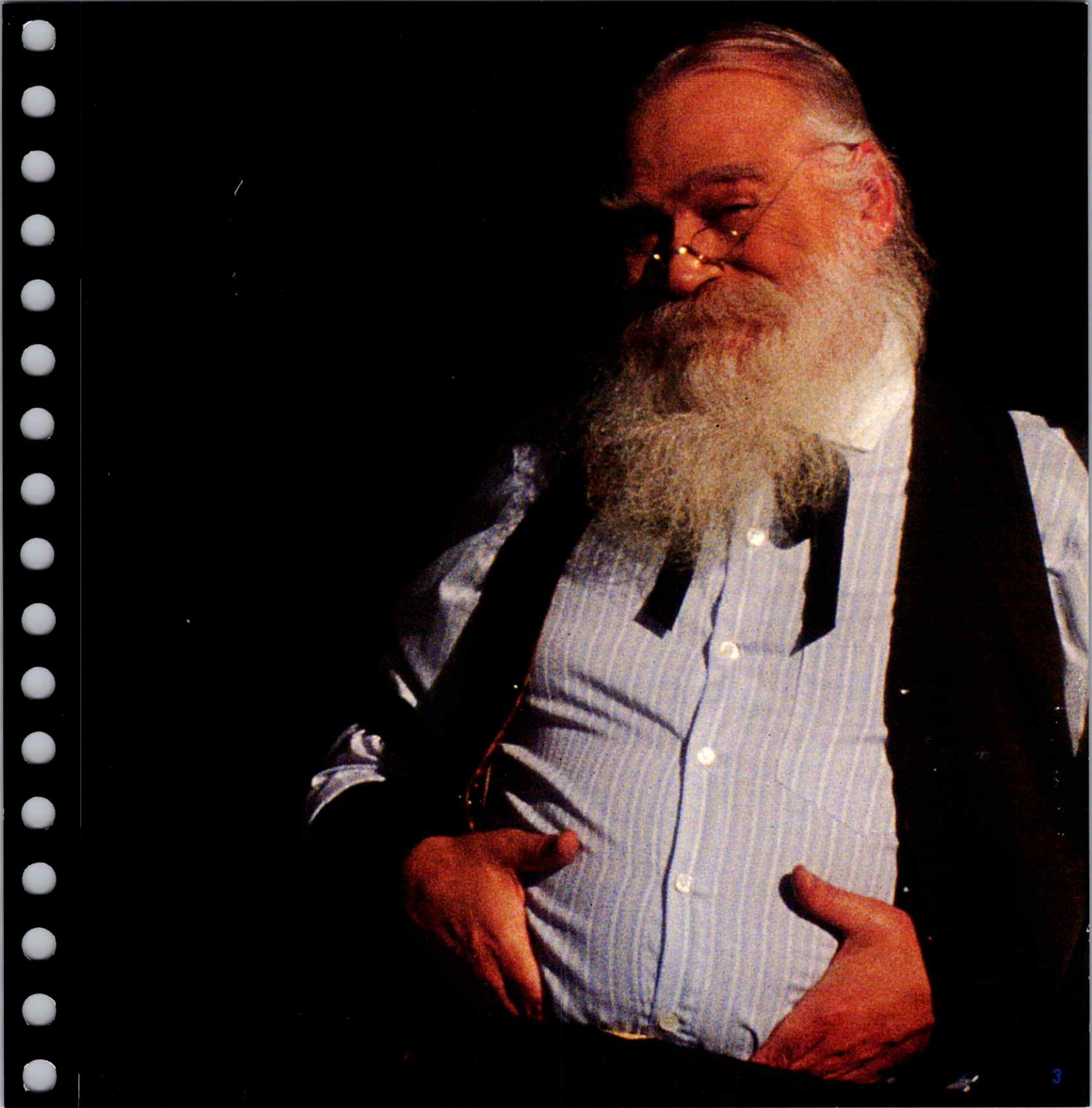
ORDERING

Minimum order requirements: Items imprinted with the KAYPRO logo only are warehoused at Idea Man and have no minimum restrictions. Please note, however, that each order must total a minimum of \$150.00. You may combine different items to make up this dollar amount. Items Personalized with your Dealer name and special artwork do have minimum order requirements. These quantities are listed with the items. The price list and order forms are in the back pocket of this catalogue. The order form is printed in duplicate for your convenience. Please submit a check for payment in full excluding any discounts you may receive from a General Store Wooden Nickel. At the end of the year the dealers that do the most volume with the GENERAL STORE will receive a special gift from KAYPRO. For an estimated cost on the above items please contact IDEA MAN at: (619) 299-6833.

Send the white copy to: Idea Man
2384 San Diego Ave., San Diego,
Ca. 92110
Keep the yellow copy for your files.

RECEIVING:

Once an order is received, be sure to do the following: Compare your order form with the packing slip along with the items, making sure everything is in order. All customized orders are subject to a 10% over run and the dealer will be expected to pay for the total quantity received. Carefully check for flaws as Idea Man fully guarantees their products. If the order is incomplete, or defective, please call Idea Man.





KAYPRO SATURDAYS

One sure fire way to highlight the KAYPRO line is to have a "KAY-PRO SATURDAY." The idea is to attract that too-shy-to-enter-the-store buyer. You simply advertise a free sidewalk training course to anyone.

The Kaypro baseball hats and tee shirts can be given away to any adult who finishes the "starter course" and you may even have a drawing for a Kaypro Satin Jacket. If sold properly the customer leaves with a "sugar coated" advertisement on his back, an hour of valuable computer training and a new friend at your Computer Store. Your district manager would be glad to attend and help sell Kaypros for you.

COUNTER TOP GIVE-AWAYS

Small gifts put a smile on your customers face and go a long way when it comes to good faith appeal if offered properly. KAY-PRO offers a number of goodies to the end-users through you and the GENERAL STORE. Hint: Be sure to make the prospective buyer go through a demo first!

IN HOUSE CONTESTS

There are also some elegant gift ideas available to you and your Kaypro customer through the General Store. The perceived value is very high and they make good prizes for in-house contests. You should stock these items for resale, especially the satin jackets.

KUG GROUP GIVE-AWAYS

The KUG Group in your area may be collectively your best salesman in disguise. There are many things you can offer the local KUG group such as Lapel Pins, Mugs, or even Meeting Folders. They'll remember your store for any future computer sales.

SALES PREMIUMS

Sales Premiums to go along with the units will help sales of Kaypros, especially when you're dealing with the discount hunting shopper. A glass tumbler set or Jacket may sway someone to your store over the one down the street. Remember the perceived value is the key.

THE GENERAL STORE WOODEN NICKELS

During the next year someone from KAYPRO may give you one or more Wooden Nickels good for \$25.00 towards purchase from the GENERAL STORE. Use these nickels as you would cash.

All Dealers, Systems Houses and OEM's may all take advantage of the Wooden Nickels and the GENERAL STORE.

There are many situations in which one or more Wooden Nickels may come your way. Typical examples would be an outstanding display at a large Trade Show or correct attitude during a sales demonstration. A Kaypro district sales representative may find an outstanding advertisement in a local paper and reward the dealership. Signing a large order with our Corporate Account group or the Educational Discount group is very worthy.

The reasons for receiving a wooden nickel are infinite, but the best bet is to keep in touch with your District Representatives either at the plant or in the field.





KAYPRO QUICK CREDIT HINTS

KAYPRO Credit can be your best friend in times of low customer cash flow. There are many ways to "sell" credit and it will soon provide you with a list of proven customers. Here are some suggestions to help turn him around.

Sell the monthly payment. \$84.00 per month sounds much less expensive than \$2000.00 "right now" for a computer.

Most customers spend that much on lunch in one month alone. By using credit the customer "saves" his valued cash for among other things, additional products in your store.

His interest rates are deductible for his income tax purposes.

The monthly statements can be used to provide your customer a reminder of where he purchased his machine. Dealer specials can always be added to these statements.

The customer does not have to expend his credit lines on his Visa or Mastercard. "Major cards are better saved for lunches."

There is no prepayment penalty. An opportunity to payoff after two or three months can lead a customer into buying now, but if he does go the distance, how about a glass tumbler set given the day he makes his last payment.

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KAYPRO
QUICK-CREDIT

KAYPRO
QUICK-CREDIT

KAYPRO
QUICK-CREDIT

KAYPRO
QUICK-CREDIT

Use of this card constitutes acceptance of the terms and conditions of the KAYPRO QUICK-CREDIT REVOLVING CREDIT ACCOUNT AGREEMENT.
This KAYPRO Quick-Credit card is the property of General Electric Credit Corporation.
Present this card at any participating authorized KAYPRO dealer at time of purchase.
Void in case of loss or stolen. Please report any such loss immediately to General Electric Credit Corporation, 2000 Orange Avenue, Suite 400, Anaheim, CA 92706.

AUTHORIZED SIGNATURE



BALL CAP

Custom made ball cap with two color dimensional imprint, mesh black, one size fits all adjustable strap. Suggested retail price: \$5.50.

Imprint Options:

Available with Kaypro logo only.

Minimum Quantity:

None

ALUMINUM DESK CLOCK

Digital quartz clock/paperweight with alternating day/date readout. Silver anodized aluminum, padded base and deluxe gift box. Suggested retail price: \$16.95.

Imprint Options:

Kaypro logo only.

Minimum Quantity:

None

EXECUTIVE BELT BUCKLE

Hand polished custom buckle, decorated with diecast Kaypro logo on center bar. Also available with leather belt — reversible (black and brown), cut to fit. Suggested retail price: \$8.85; with belt: \$18.95.

Imprint Options:

Kaypro logo only

Minimum Quantity:
None

CRYSTAL TUMBLERS

Executive "Old Fashion" tumblers, 11 ounce, with satin etch Kaypro logo. Available in clear and smoked glass. Suggested retail price: \$17.95/set of 4.

Imprint Options:



Available with Kaypro logo only, or customized imprint.
Minimum Quantity:
Must be ordered in sets of four. 36 sets minimum with custom dealer copy, no minimum with Kaypro logo only.

A.T. CROSS PEN

Classic black or 10k gold-filled

writing instrument, carrying a raised and polished Kaypro logo, permanently secured to clip. Lifetime guarantee, and handsomely gift boxed. Suggested retail price: Classic black: \$19.80; 10k gold-filled: \$26.60.
Imprint Options:

Kaypro logo only.
Minimum Quantity:
None.

SATIN JACKET

Kaypro satin black custom jacket, nylon lined, fine embroidered Kaypro logos front and back. Knit cuffs, collar and waist, and snap front closure. Suggested retail

price: \$72.95.
Imprint Options:
Kaypro logos only.
Minimum Quantity:
None



KAYPRO CLIPS

"Kolorful" paper clips. Heavy duty plastic with just the right tension for handling paper securely; imprinted with blue Kaypro logo on black. Boxes of 50, or bulk.

Imprint Options:

Available with Kaypro logo only, or custom dealer imprint also on backside.

Minimum Quantity:

50 boxes of 50 with dealer imprint. Bulk with dealer imprint, 5,000. With Kaypro logo only, no minimum (one box of 50 or one box of 1,000).

SOFTOUCH KEY RING

Soft vinyl key fob with super strong split ring; glossy black

with blue and white imprint.

Imprint Options:

Available with Kaypro logo only or dealer copy on backside.

Minimum Quantity:

250 pieces with custom dealer copy, no minimum with Kaypro logo only.



THE UNIBALL PEN

The "Uniball" by FaberCastell; whisper smooth metal point roller ball writes at any angle. High-tech black matte barrel and brushed aluminum clip. Excellent for carbon copies!
Imprint Options:
With Kaypro logo only, or with custom dealer imprint.

Minimum Quantity:
150 with dealer imprint, no minimum with Kaypro logo only.

HIGHLIGHTER

Stabilo Hiliner with no-crush porous plastic tip that writes a broad or thin line. Protected by double seal twist-off cap. Extra large ink volume to last; won't

penetrate, or smudge on paper. Perfect for computer readouts.
Imprint Options:
Kaypro logo only, or custom dealer imprint on backside.
Minimum Quantity:
150 with dealer imprint, no minimum with Kaypro logo only.

**SATIN JACKET**

Kaypro satin black custom jacket, nylon lined, fine embroidered Kaypro logos front and back. Knit cuffs, collar and waist, and snap front closure. Suggested retail price: \$72.95.

Imprint Options:
Kaypro logos only.

Minimum Quantity:
None

BALL CAP

Custom made ball cap with two color dimensional imprint, mesh black, one size fits all adjustable strap. Suggested retail price: \$5.50.



Imprint Options:
Available with Kaypro logo only.
Minimum Quantity:
None

PAINTER'S CAP

Popular painter's style cap; black with Kaypro logo silkscreened on front.



Imprint Options:
Available with Kaypro logo only, or custom dealer imprint.
Minimum Quantity:
150 pieces with dealer imprint, no minimum with Kaypro logo only.



*The Compleat
Computer*



SPORT VISOR

White terry-lined visor, 100% cotton. Adjustable buckle on headband, Kaypro logo imprinted in blue. Low-glare green underside of visor. Suggested retail price: \$4.50.

Imprint Options:
Kaypro logo only.

Minimum Quantity:
None

T-SHIRT

Quality 50/50 cotton/poly pocketed T-shirts with 2 color Kaypro logo back, and 1 color logo on front. Suggested retail price: \$7.50.

Imprint Options:
Kaypro logo only.
Minimum Quantity:
None

These will be available in other colors soon!

KAYPRO LAPEL PIN (NOT SHOWN)

Die struck silver tone Kaypro logo

with raised highlights, securely mounted on post with military clutch back.

Imprint Options:
Kaypro logo only.
Minimum Quantity:
None



COFFEE CUP

English Ironstone coffee cup, 10-1/2 ounce, a popular shape and size, displaying an attractive Kaypro logo design. Available black on white, or white on black. Suggested retail price: \$5.95. Imprint Options: Available with Kaypro design only, or with customized dealer imprint.

Minimum Quantity:

72 with dealer imprint; no minimum with Kaypro design only.

BUSINESS CARD FILE:

Silver foil Kaypro logo on outside cover. Holds up to 96 business cards in easy view for quick reference. Ideal complement to Executive folder, or individually. Sug-

gested retail price: \$6.75.

Imprint Options:

With Kaypro logo only or with custom dealer imprint inside front cover.

Minimum Quantity:

Fifty with dealer imprint. No minimum with Kaypro logo only.

MEETING FOLDER:

"Executor" deluxe meeting folder. Metal corners and turned edge stitched construction. Silver foil Kaypro logo on right front cover, and inside. Complete with letter-size writing pad and pen loop. Suggested retail price: \$17.85. Imprint Options: With Kaypro logo only or with

custom dealer imprint inside front cover.

Minimum Quantity:
50 with dealer imprint. No minimum with Kaypro logo only.

COMPUTER RULER

Micro computer ruler with 10 and 12 pitch scales as well as inches, plus easy to read translucent

blue guide line area. Specially designed for computer users.

Imprint Options:
Kaypro logo only, or custom dealer imprint.

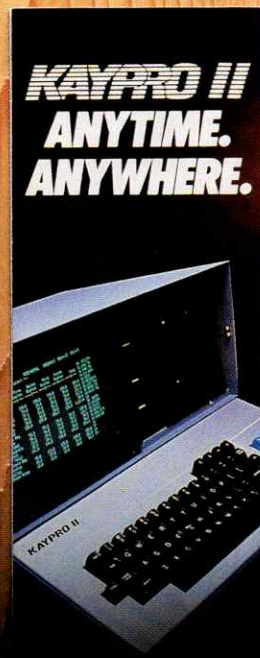
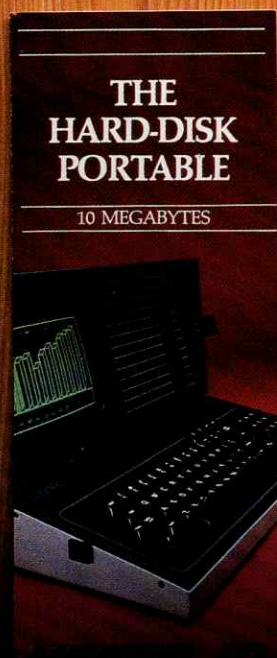
Minimum Quantity:
250 with dealer imprint, no minimum with Kaypro logo only.

THE UNIBALL PEN

The "Uniball" by FaberCastell; whisper smooth metal point roller ball writes at any angle. High-tech black matte barrel and brushed aluminum clip. Excellent for carbon copies!

Imprint Options:
With Kaypro logo only, or with custom dealer imprint.

Minimum Quantity:
150 with dealer imprint, no minimum with Kaypro logo only.



A Trade Show Kit is available free to all dealers participating in CSE Shows, major Regional Shows, or any show with over 7,500 attendees. This kit includes a number of Brochures, Bags, Buttons, Banners, and a Demo Disk for the three models. We will try to gauge

the quantity of these items on your show size. You must prove your participation by sending a copy of your show contract to the KAYPRO Promotion Department. Be sure to leave enough time to process your order. A four foot lighted sign has been

developed with either interior or exterior applications in mind. A smaller sign (about 22") is also available. Your District Coordinator has pricing and information. These are available directly from Kaypro Corp. Retailing of these KAYPRO prod-



KAYPRO THE COMPLETE BUSINESS COMPUTER.

What do you get complete?

A fully integrated system with 64K RAM, Z-80 microprocessor. A 9" easy-to-read green monitor. Dual disk drives (400K capacity). A detachable keyboard with numeric keypad. Built-in interfaces for both a printer and communications. CP/M. And the complete software you need for Word Processing/

Spelling, Data Base Management and Financial Spreadsheets. But we don't stop there. At an authorized dealer, give us all the information.

KAYPRO™

KAYPRO™

ucts will make the GENERAL STORE self-liquidating for you, and more effective in your sales promotions.

Establishing a retail price for these gift/premiums increases the perceived value and provides you with the option of giving away

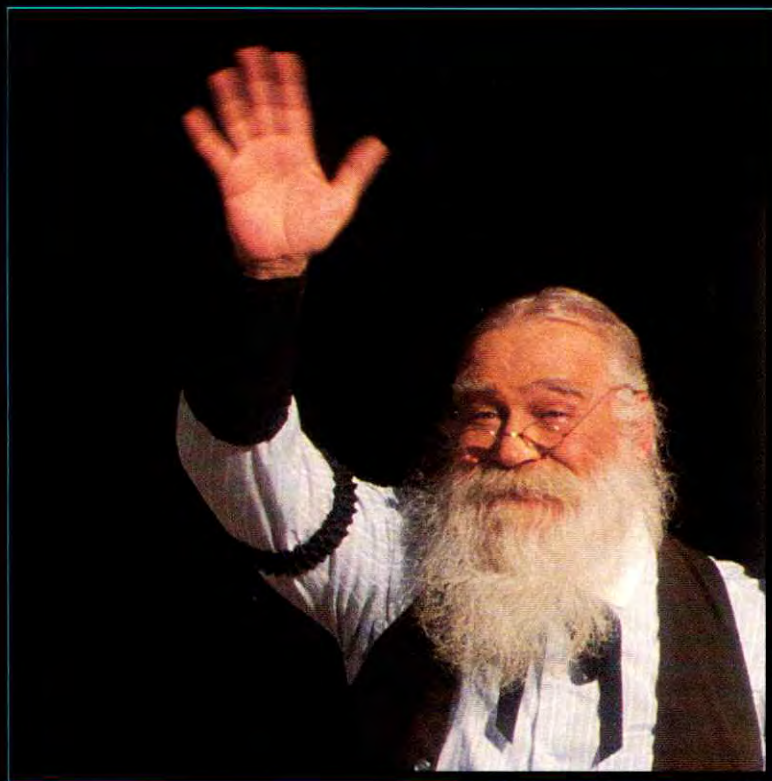
something of "real value" for free.
PERSONAL RESOURCE SYSTEM

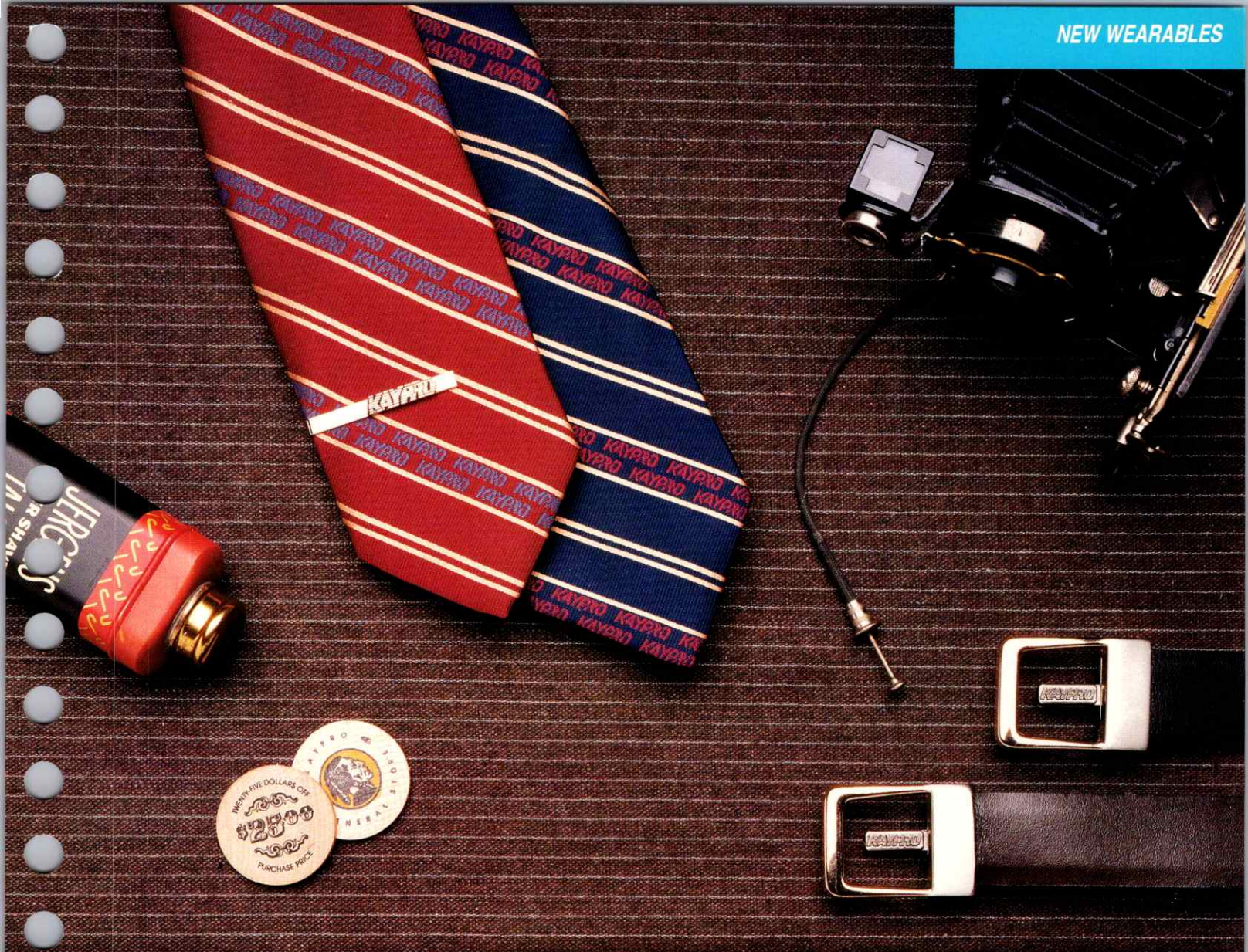
To help you and your salesmen become more efficient we offer the PERSONAL RESOURCE SYSTEM at a quantity discount. It will increase productivity involving

TIME MANAGEMENT, FINANCE, DAILY ACTIVITIES, SALES, PROJECTS, and PERSONAL NOTES.

This amazing personal notebook is available in three colors, burgundy, tan, or black directly from the Kaypro Sales Office. This item is not intended for resale.





**NECKTIE**

A luxury poly/silk blend necktie with a subtle woven-in silk threaded Kaypro design. Fashion proportions and genuine wool lining, available in two classic color combinations. Suggested retail - 19.50

KAYPRO TIE BAR

Die struck silvertone Kaypro logo with raised highlights securely attached to a durable tiebar finding. Suggested retail - \$4.95

EXECUTIVE BELT BUCKLE

Hand-polished custom buckle, decorated with diecast Kaypro

logo on center bar. Also available with leather belt - reversible (black and brown), cut to fit. Suggested retail price \$8.85; with belt \$18.95. Imprint Options: Kaypro logo only



NECKTIE

A luxury poly/silk blend necktie with a subtle woven-in silk threaded Kaypro design. Fashion proportions and genuine wool lining, available in two classic color combinations. Suggested retail - 19.50

KAYPRO LAPEL PIN

Die struck silvertone Kaypro logo with highlights, securely mounted on post with military clutch back. Imprint logo only
Minimum Quantity
None

KAYPRO TIE BAR

Die struck silvertone Kaypro logo with raised highlights securely

attached to a durable tiebar finding. Suggested retail - \$4.95

ALUMINUM DESK CLOCK

Digital quartz clock/paperweight with alternating day/date readout. Silver anodized aluminum, padded base and deluxe gift box.

Suggested retail price \$16.95
Imprint Options:

Kaypro logo only
Minimum Quantity
None



EXECUTIVE BELT BUCKLE

Hand-polished custom buckle, decorated with diecast Kaypro logo on center bar. Also available with leather belt – reversible (black and brown), cut to fit. Suggested retail price \$8.85; with belt \$18.95. Imprint Options: Kaypro logo only

A.T. CROSS PEN

Classic black or 10k gold-filled writing instrument, carrying a raised and polished Kaypro logo, permanently secured to clip. Lifetime guarantee, and hand-somely boxed. Suggested retail price – Classic black: \$19.80; 10k gold-filled: \$26.60. Imprint Options:





BALL CAP (white)

Custom-made ball cap, of same high quality as the black Kaypro cap. Attractive two-color dimensional imprint, mesh back, adjustable strap to fit all sizes. Suggested retail - \$7.50

GOLF SHIRT

A quality Hanes 50/50 cotton polyester sportshirt with knit collar and hemmed sleeve. Kaypro logo imprinted in blue above the pocket. Specify yellor or light blue. Suggested retail - \$18.50
Kaypro logo only

T-SHIRT (white)

Hanes Beefy-T 100% heavy-weight cotton pocketed white T-shirt with attractive two-color design on back, and one color front imprint. Suggested retail - \$8.95