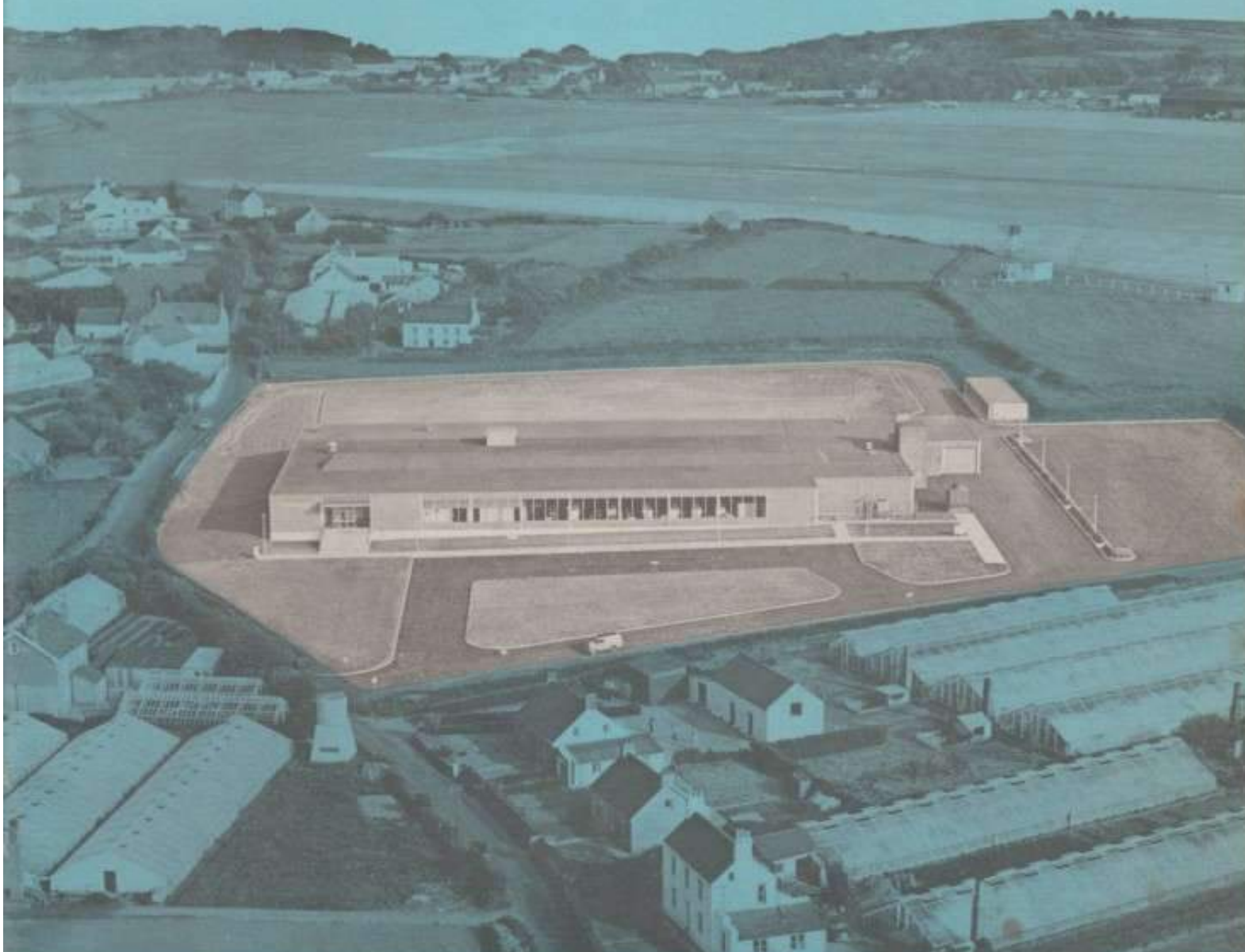




TEKTRONIX IN GUERNSEY





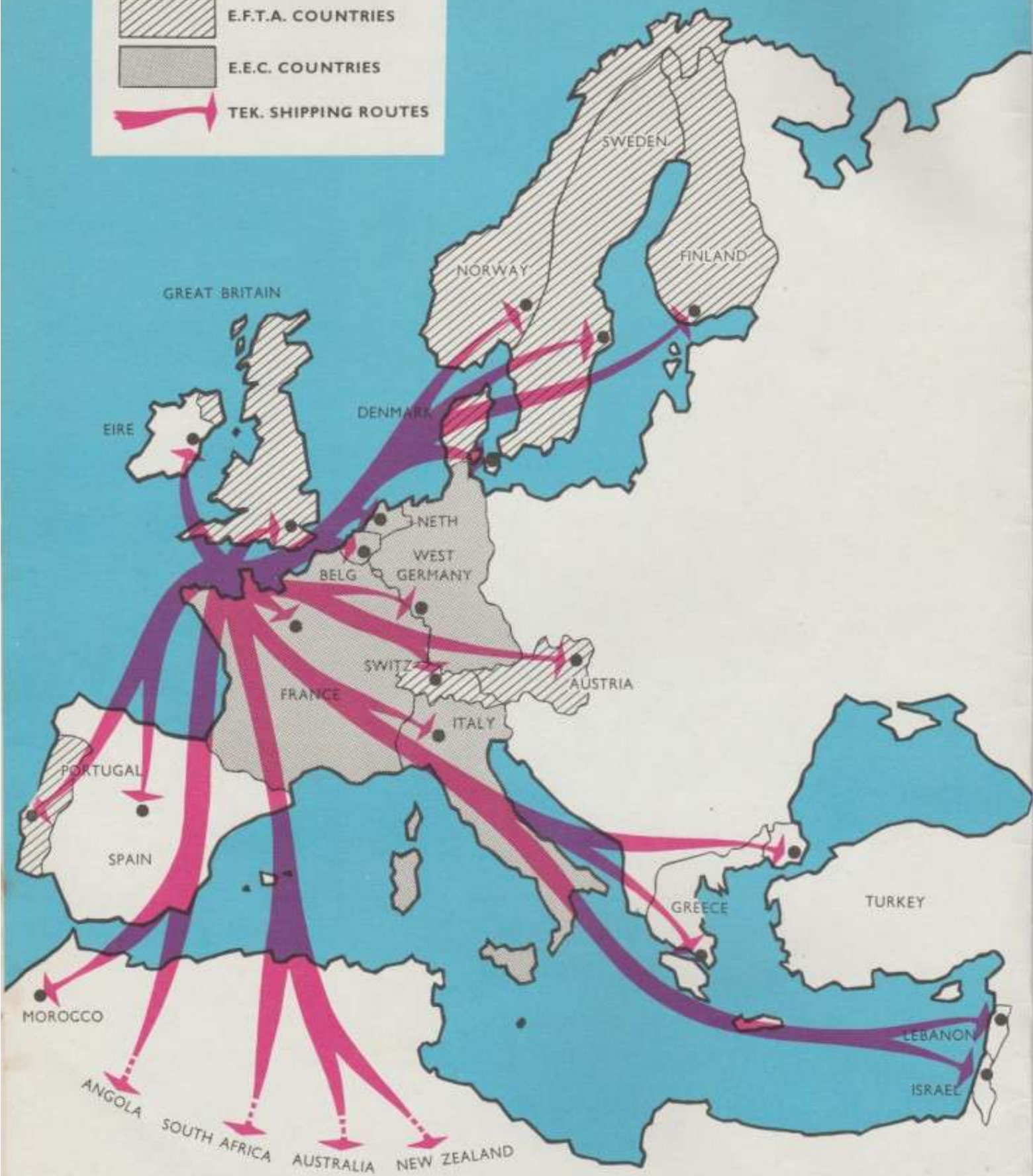
E.F.T.A. COUNTRIES

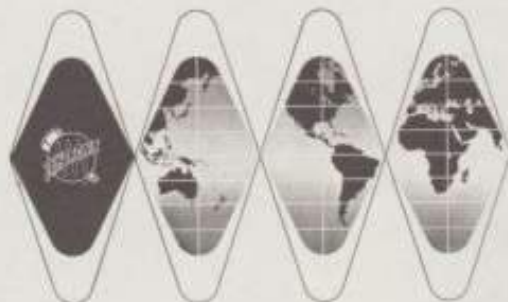


E.E.C. COUNTRIES



TEK. SHIPPING ROUTES





The Oscilloscope is an indispensable tool for the measurement of changing phenomena.

In a world of technical exactness, wherever there is a need to measure, monitor or observe the performance of any change that can be converted into an electrical signal, Tektronix products are likely to be found.

The success of our company is the product of the sum of individual achievements by the men and women of Tektronix world-wide.





TEKTRONIX

Founded in Oregon, U.S.A., in 1946, Tektronix' 20 year history has been one of continual expansion. From small beginnings Tektronix is now a world-wide organisation which employs some 7,000 people in its main plant in Beaverton near Portland, Oregon, and its overseas marketing centres and manufacturing facilities in Guernsey, The Netherlands and Japan.

The excellence and uniqueness of Tektronix products quickly led to the establishment of an international clientele. Overseas customers were initially served solely by the company's export department in the U.S.A.

Subsequently distributors were appointed in various countries to better serve overseas customers, the first appointment being in Sweden in 1948.

To further improve the supplies and support for distributors and customers, manufacturing locations were established outside the U.S.A., beginning in Guernsey in 1958. Here we look to the needs of Commonwealth countries, and the European Free Trade area, of which the U.K. is a member country.

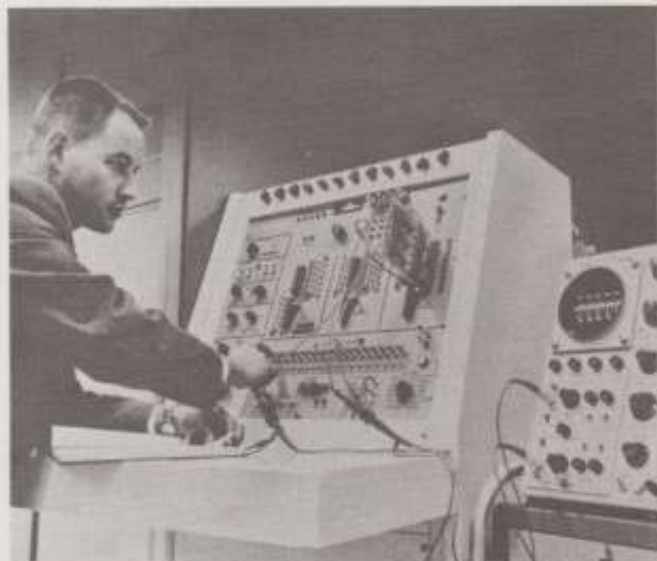
The plant in the Netherlands was established in 1962 and serves customers in the European Common Market area.

A company owned jointly with the Sony Corporation of Japan was established in 1965 to serve the needs of customers in Japan and adjoining areas.

Served from Guernsey is a market area covering 17 countries in each of which a distributor is handling our products. In addition, Tektronix Sales companies in Switzerland and the U.K. handle customers in those areas. Altogether there are 36 distributors and representatives world-wide for the Tektronix product line.

Tektronix' success can be attributed not only to the excellence of design and manufacture of its instruments, but also to the standard-setting support services available to potential and actual customers.

Quality is the key-note underlying all Tektronix operations and much attention is paid throughout the whole organisation to ensure that the same quality standards are maintained wherever a Tektronix instrument is manufactured.





TEKTRONIX



A Tektronix Oscilloscope is a sensitive sophisticated instrument designed to measure electrical phenomena, many of which happen too fast to be seen, are too slight to be felt, or indeed any action too fine to be gauged by direct means, but which can be converted into electrical terms.



To satisfy the needs of the numerous applications in research industry and the sciences, our product range is appropriately broad, the aim being to provide equipment that is technically unequalled anywhere for all applications.

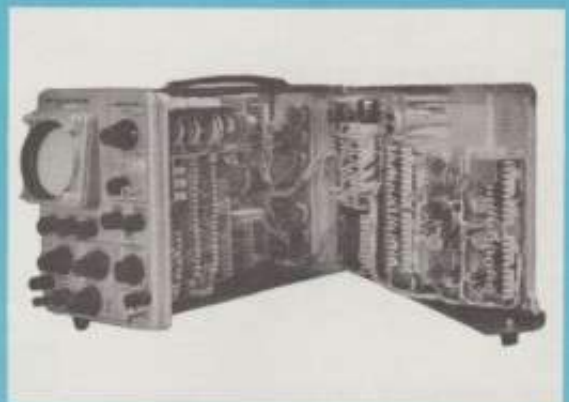


The next time you see a photograph or a television programme featuring space age electronic installations or Research and Development activities, look hard—the chances are you will see a Tektronix Oscilloscope.



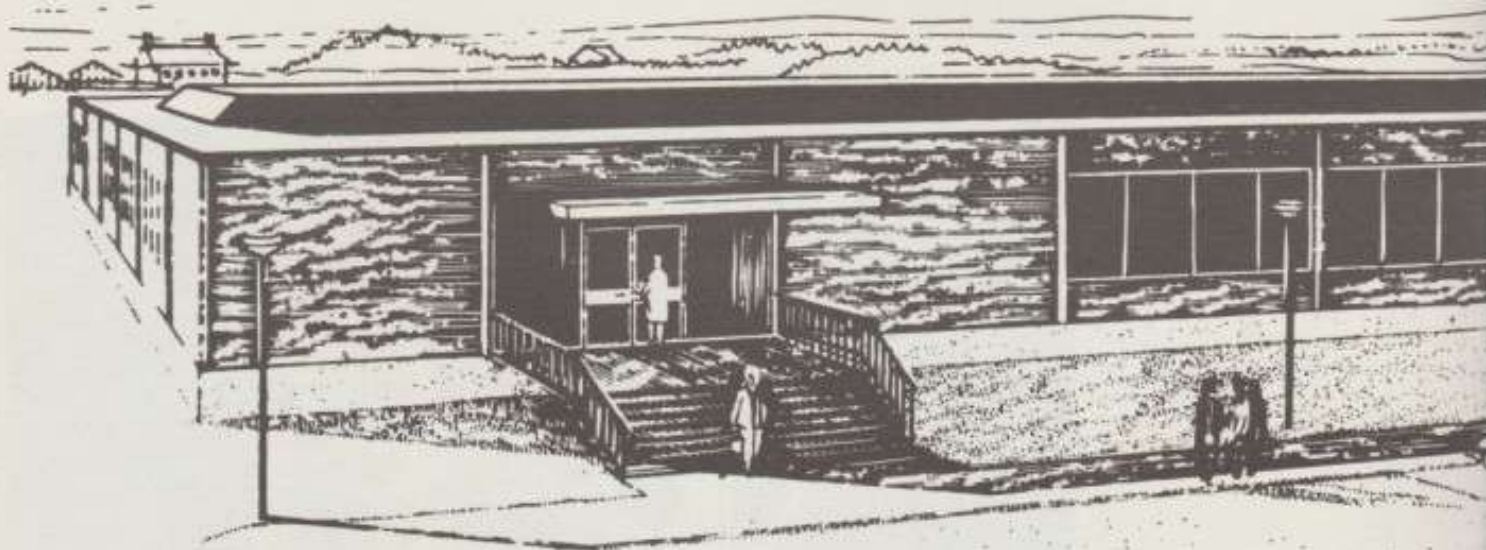
ITS PRODUCT

The company's primary products are Oscilloscopes and associated pre-amplifiers.





TEKTRONIX

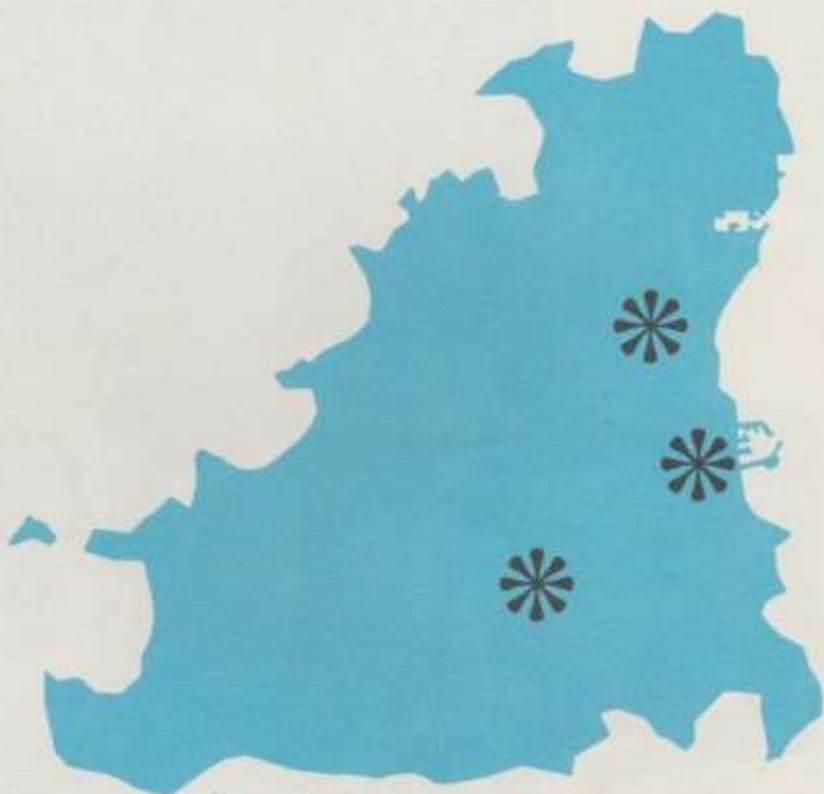


Our company was established in Guernsey in 1958 to manufacture Tektronix products in Europe.

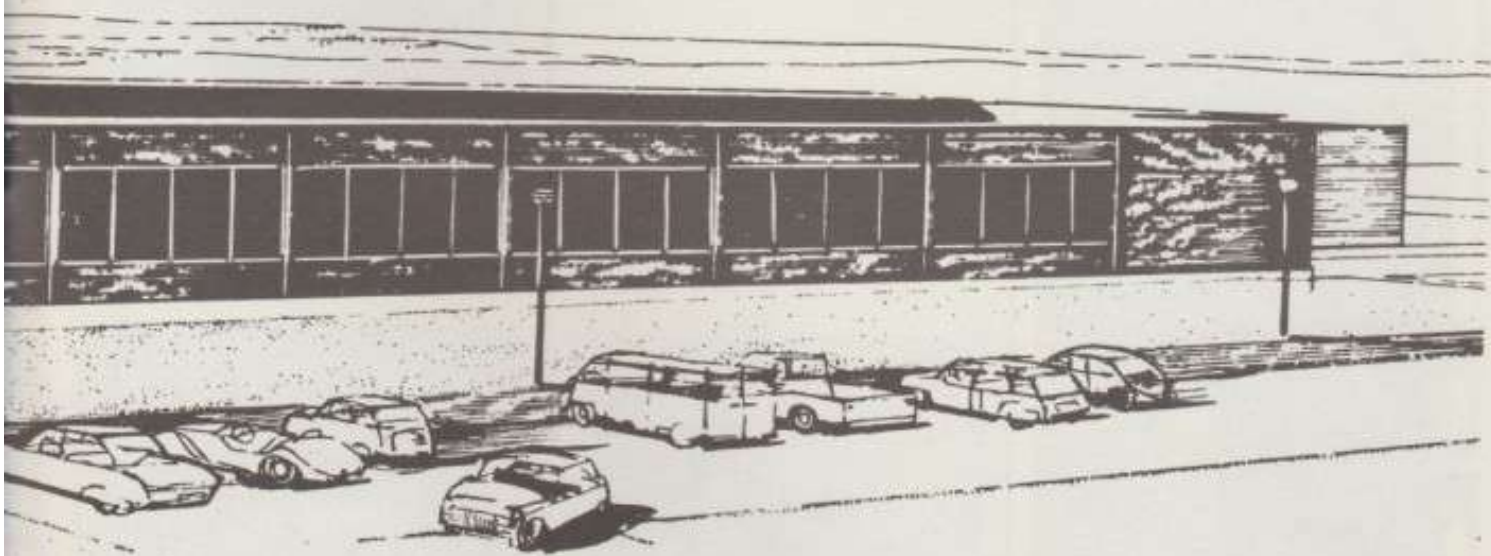
As most major cities in Europe are within one or two hours flying time from London, the operation in Guernsey establishes a closer link with European customers and reduces delivery times to a minimum.

The area that the company occupied in 1958 measured 16,000 square feet. The area now in use has grown to near 60,000 square feet encompassing Manufacturing, Assembly, Marketing and Customer Support activities.

The company policy is to supply electronic measuring equipment that is unequalled in engineering excellence and restricted only by the state of the art.



IN GUERNSEY





TEKTRONIX



Tektronix employees work a forty hour week and enjoy all the amenities and facilities of modern industry.



Schemes to provide for hospitalization and medical care, sick pay, retirement pensions cover all employees. Canteen facilities are the best available.

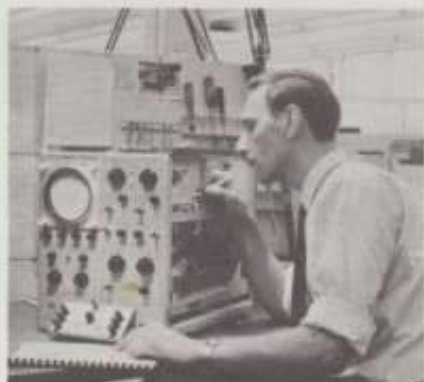


'In-the-house' training is available to new employees. Where appropriate, Further training, lectures and courses on the mainland are arranged for personnel engaged in special work areas.



A thriving Social/Sports club offers facilities to suit most tastes. Teams are entered for most Island sports leagues and competitions.

PERSONNEL





CUSTOMER

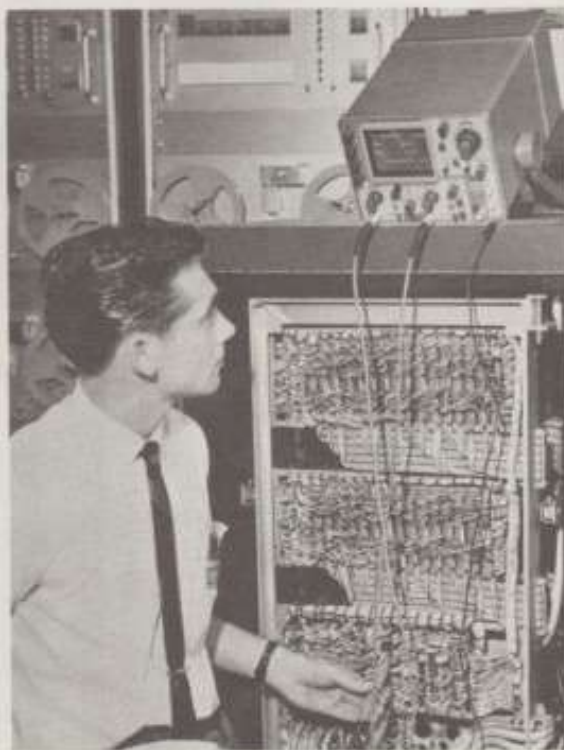
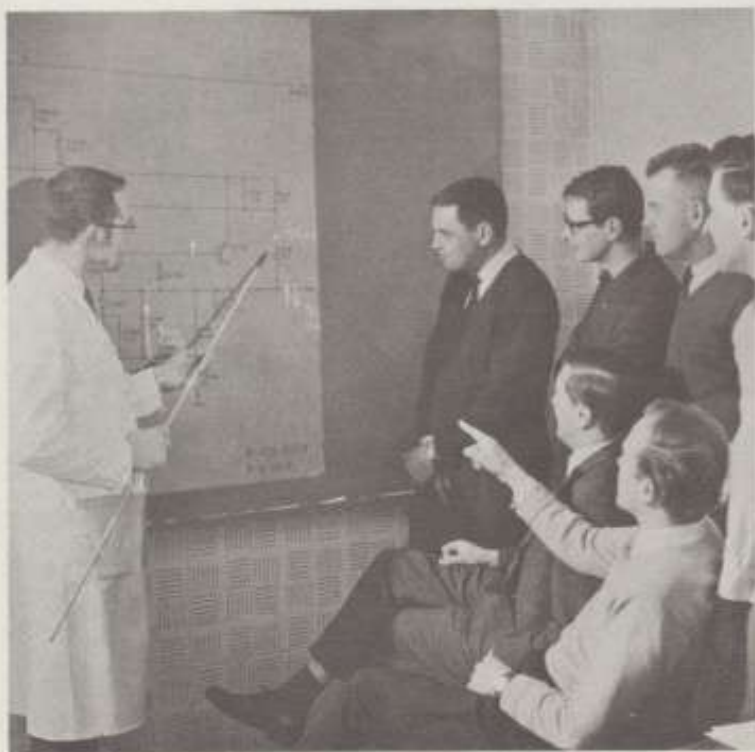
The company's successful growth during the past 20 years can be attributed not only to the excellence of product design and manufacture, but also to the depth of support available both to customers and potential customers.

A key-note throughout the Tektronix organisation is training. Anyone joining the Tektronix manufacturing organisations goes through a training period so as to learn every aspect of the job on which they will be engaged.

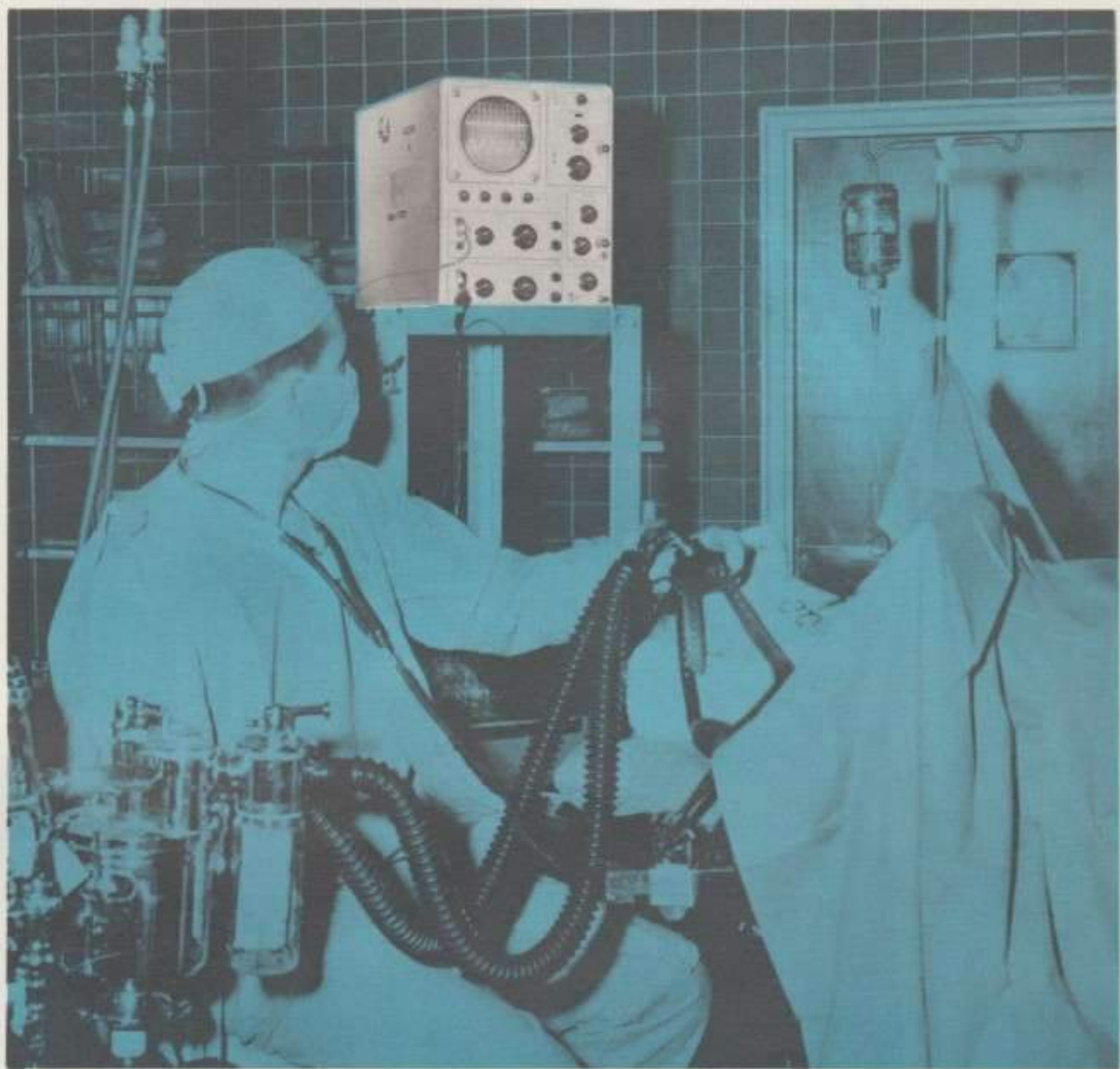
Anyone dealing with customers is fully trained on the company's products and marketing practices. This product training is extended by organised courses to customers' and distributors' engineers. Such courses are held in Guernsey throughout the year.

Distributors are supported on technical and commercial matters by company Field Engineers who, starting with excellent electronic backgrounds themselves, undergo a protracted training course on all company products and procedures. From Guernsey 17 countries are regularly visited by company Field Engineers to ensure that customers in all these countries are getting the full use and benefit from Tektronix products.

Spare parts are available for all Tektronix products which have ever been manufactured and part of the company policy is to ensure that these are delivered to customers at reasonable cost and in the minimum time.



SUPPORT





SHIPPING

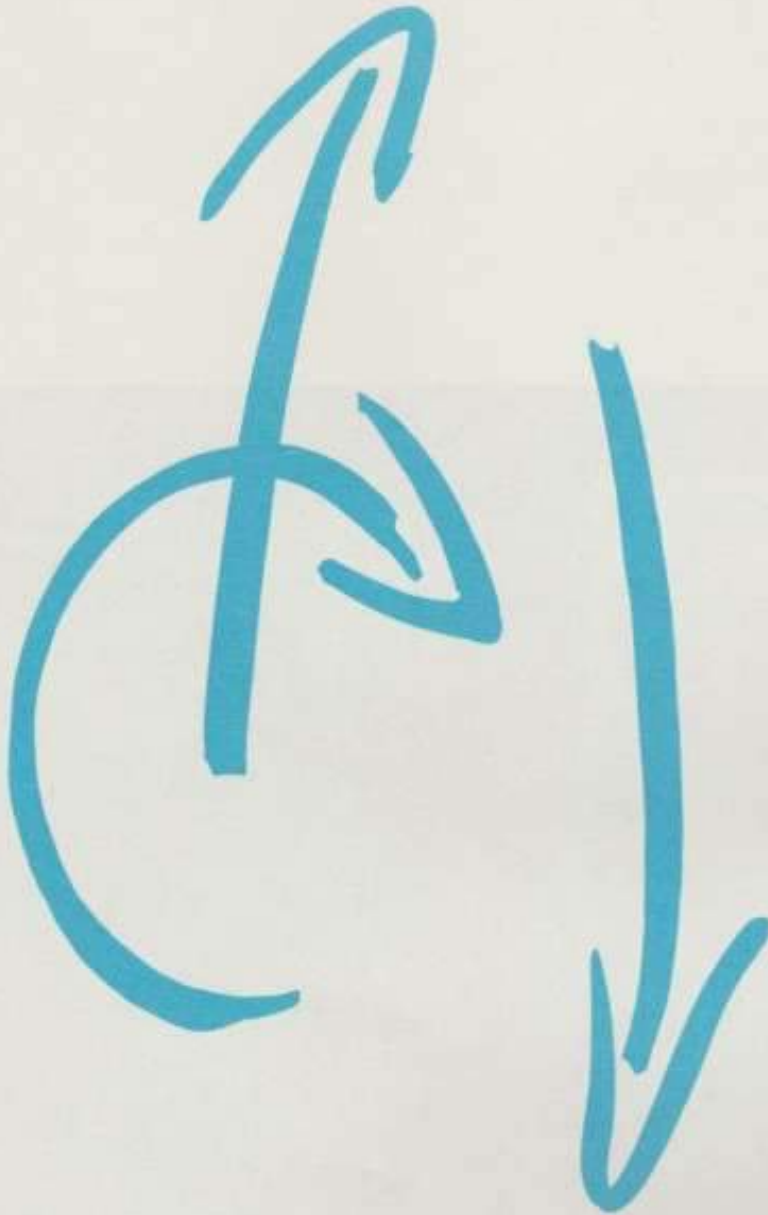
Instruments from the Guernsey plant are shipped primarily to the European Free Trade Area and in Commonwealth countries. This includes Australia and New Zealand.

We also supply near East and African countries.

Some of the instrument range made in Guernsey are also shipped to Western European countries outside of E.F.T.A.



Shipments are made by airfreight, which has assisted the development of Guernsey's Airport as a Freight Airport with a regular 'Argosy' freight service which includes a modern palletization service.





THE FUTURE

The past 20 years of Tektronix history has been one of continual growth and expansion. With the enormous growth in electronics which is gradually filtering into wider and wider fields of application, the market for Tektronix products will also be one which is continually expanding. Tektronix reputation is based on the fact that it has always been able to produce instruments which in many cases anticipate the needs of the electronics market, thereby creating an automatic demand for them.

Because the company's product is diversified within its range and the market is world-wide, production is cushioned against fluctuations in the economic health in any one country or industry. This provides a good deal of security for all employees. Tektronix was one of the earliest companies to recognise the need and to organise internationally in the electronics field. The foresight of this early planning now puts us in a position on which ensures a healthy growth in the foreseeable future.

