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## A breakthrough in computer sheet feeders

A MAJOR breakthrough in sheet feed technology for computer printers has been achieved with Multimatic 235, a new Swiss-engineered product which is now available in the UK from Sternstat Limited of Wembley.

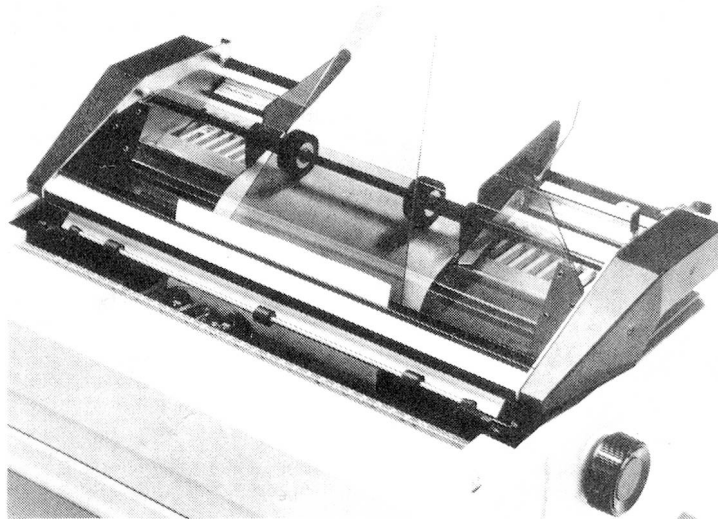
The Multimatic cut sheet feeder is revolutionary in its concept. It operates mechanically, without electronics or electrical connections, and simply clips onto the printer.

Manual feeding is also simple – individual sheets or envelopes

can be fed without removing the feeder or emptying the paper tray, while for continuous runs the tray stacks up to 100 sheets.

Few moving parts enhance reliability and reduce maintenance costs while the simplicity of the mechanism ensures smooth and accurate performance under all conditions.

Multimatic 235 sells for £495 and is currently designed for use on a variety of machines including models from Diablo, NEC, Qume, TEC, Brother and Ricoh.



*The Multimatic 235, a revolutionary Swiss-engineered cut sheet feeder now available in the UK from Sternstat*

### The most competitive

IN 1982, as in 1981, Japan (with a total of 90.95 points out of 100) and Switzerland (87.55) remained at the head of the list of the most competitive countries in the world, according to the survey carried out by the European Management Forum.

The classification is based on 245 criteria, divided into 10 main factors, including in particular the dynamism of the economy, production costs, human resources, opening towards other countries, social and economic stability and the role of the state.

Next, in third position, comes the United States (80.86), followed by West Germany (74), the Netherlands (61.83) and Canada (60.43).

## Ciba-Geigy's £8m loss

THE annual report of Ciba-Geigy shows that consolidated sales of the Ciba-Geigy UK group of companies in 1982 amounted to £425 million, an increase of eight per cent compared with 1981.

Pre-tax profits improved from £3.7 million to £7.8 million in 1982, but on a current cost accounting basis the group made a loss of £8 million.

Exports rose by 16 per cent to £151 million, representing more than 35 per cent of sales. Capital

expenditure during 1982 was £33 million and similar levels of investment are planned for 1983.

Describing the sales growth as relatively satisfactory in the generally depressed conditions, UK group chairman Mr Allan A.S. Rae, in his annual statement, considered that while financial performance has improved, further improvements in productivity and competitiveness are still necessary.

On an industry level, a

problem felt by Mr Rae to be pressing is that of criticism of the chemical industry and its products, which he believed often ill-informed or irresponsible.

Accepting that there must be public awareness, discussion and critical appraisal, he called for the subject to be viewed in its entirety, including all the benefits.

Distortion, creating fear or unnecessary emotional prejudice,

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ATOL 882

## Chocolate sales rise

LAST year, Swiss chocolate manufacturers reported a satisfactory business trend considering the unfavourable economic environment.

Although overall turnover fell short of 1981's record result by 1.5 per cent sales revenues went up by 1.9 per cent to Sfr. 861.1 million.

As price increases were in many cases insufficient to cover the rises in costs, numerous firms had to accept a drop in earnings in 1982.

In 1983, the large chocolate manufacturers estimate that, despite the slow start to the year, their turnover will match last year's volume and sales revenues will register another increase.

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THE Swiss Post Office issued new postage stamps on August 22.

The stamps, pictured here, mark the 2,000th anniversary of Octodurus Martigny (Canton Valais), the centenaries of the Swiss Kennel Club and the Swiss Cyclists and Motorcyclists Federation, and the proclamation by the

## August's new stamps

United Nations of 1983 as World Communications Year.

The new multi-coloured stamps range from 20 to 80 centimes in face value.

## There IS a Swiss navy!

THE uninformed may joke about the Swiss navy but in fact this land-locked country has a sizeable merchant fleet consisting of 31 ships with a total tonnage of about 457,564.

They are mainly cargo vessels (23) but also tankers (5) and

refrigerator ships (3).

Of the 23 cargo ships, three are used for coastal navigation along the shores of the Mediterranean and the North Sea, 20 are ocean-going vessels plying regular lines or acting as tramp steamers.

## Ciba-Geigy report an £8m loss

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may discourage and ultimately stifle the inventive process demanded by the community.

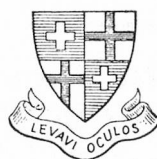
Mr Rae raised two specific issues - generic drug substitution and the use of animals in research.

On drug substitution he saw any saving to the Health Service being counterbalanced by a corresponding increase in imported generics, which in turn would threaten the essential research and development activities of the pharmaceutical industry.

Much of the debate on the use of animals in research, Mr Rae considered, resulted from illogical thinking.

While alternative methods of testing were being actively sought, he thought that industry currently had no choice in order to meet its legal requirements.

"It is a strange contradiction of our time that critical comments and demands for greater safety are being made at the same time as one of the surest means yet known to us of achieving such safety is under constant attack", he said.



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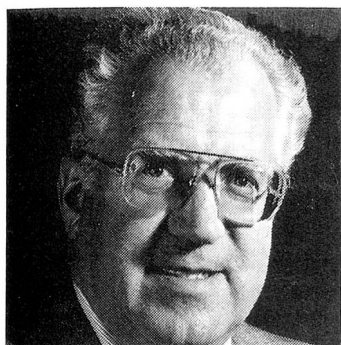
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Stefan Frauenlob

## Swissair's new man in Ireland

STEFAN R. Frauenlob has been appointed as Swissair's manager for Ireland. He succeeds Max A. Landolt, who moves to Algiers as manager for Algeria after nearly three years in Dublin.

Mr Frauenlob joined Swissair in 1946 at its Zurich head office as an accountant. His first posting abroad was as chief accountant for the UK and Ireland in London from 1955 to 1959, followed by three years as sales manager for Bavaria in Munich.

In the 10 years from 1962 he was in charge of Swissair's affairs in Poland and in East Africa. Since then, until his move to Dublin, he has been manager for West Berlin.

Stefan Frauenlob is 59, married, with two daughters.

## Mechanised shelling

A MACHINE for shelling hard-boiled eggs has just been put on the market by a Swiss firm.

The new machine, which shells up to 4,000 eggs an hour, is designed for use in restaurants and canteens as well as in foodstuffs processing factories.

Made entirely of stainless steel, it shells eggs of different size economically and safely.

# How the economy stands now

ACCORDING to an OECD survey on Switzerland, the present weakness of its economy reflects first of all a sharp drop in foreign demand but also, to a certain extent, the effects of the tightening of monetary policy on home demand.

The drop of 1.3 per cent in the national product in 1982 led to a marked reduction in employment as well as an appreciable increase in the number of fully and partially unemployed.

The unemployed rate was 0.9 per cent at the beginning of the year whereas in the fourth quarter of 1981, it was only 0.2 per cent.

The apparent productivity of labour fell by 1 per cent in 1982 compared with the previous year. These figures, however, remain extremely low in comparison with those of other countries.

The appreciable slowing up in the rate of inflation which had been expected for 1982 did not occur till very late in the year, brought on in particular by the increase in oil prices together with the evolution in exchange rates as well as the rise in interest rates.

It was only when the dollar began to weaken in the second half of 1982 and at the beginning of 1983 that the rate of increase slowed up.

The surplus in the current balance increased in 1982 – in spite of an unchanged balance of invisible transactions (services and revenue from capital) – thanks to a marked improvement in the terms of trade to amount to 3.3 per cent of the gross national product.

In 1981, the favourable balance was 2.7 per cent of the GNP.

In spite of an increase in the value of the Swiss franc, the volume of exports had grown by 6.5 per cent in the second half of 1981, compared with the

corresponding period of the previous year.

A temporary recovery in international demand had largely contributed to this favourable development.

The drop in foreign demand began to make itself felt in the first half of 1982 and led in the second half of the year to a drop of 8.6 per cent in the volume of exports.

Swiss imports have undergone considerable fluctuations in the course of these last two years. These movements reflect the

rapid changes in forecasts with regard to the evolution of real demand, the rise in the value of the Swiss franc and in the price of raw materials.

The favourable balance of services changed only slightly in 1982. Admittedly the net revenue from capital increased as a result of the high interest rates, but the net proceeds from tourism – which had risen strongly again in 1981 – fell slightly, in particular owing to the increase in the expenditure of Swiss tourists abroad.

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