



the good
sense
of automatic
vending in
business and
industry





THE

DITCHBU

**JOHN SUMMERS
AND SONS LIMITED
OF SHOTTON**

have 26 machines and one of the first 'Hotspas' installed has now served over half a million drinks.

**NORWICH UNION
INSURANCE SOCIETIES
OF NORWICH**

have 15 'Hotspas' and the present average consumption is 3,780 drinks per machine per month.

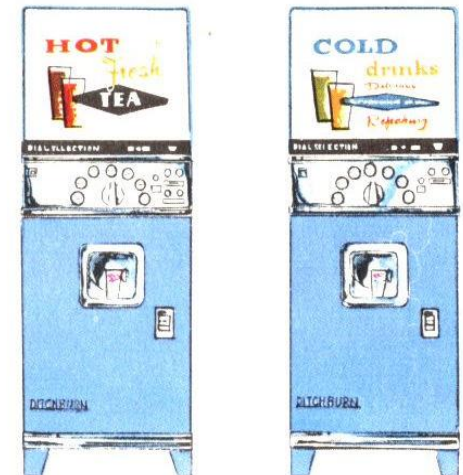
R N ORGANISATION

OFFER A SERVICE OF MUTUAL BENEFIT TO WORKERS AND MANAGEMENT . . . PROVED BY WIDESPREAD USE AND ENDORSED BY MANY LEADING COMPANIES IN THIS COUNTRY . . .

In fact well over one thousand firms are now using a Ditchburn refreshment service. These progressive firms have been alert to the advantages offered by this type of equipment and their workers are more than interested in improving the services they enjoy. The idea of automatic vending is certainly worth examining. But before describing the performance and construction of the various Ditchburn machines, one point must be made clear. Ditchburn machines are not cheap. The materials and engineering standards to which Ditchburn work do not allow cheapness. Instead, you are offered vending machines designed and built to ensure long and constant use with the minimum of attention. As with the purchase of any piece of capital equipment, choice of Ditchburn involves laying out a sensible initial sum in order to minimise repair or replacement costs. This is part of the good sense of automatic vending.

**AVON RUBBER
COMPANY LIMITED
OF MELKSHAM**

have 20 machines, one machine alone has sold 394,856 drinks in the last eighteen months.

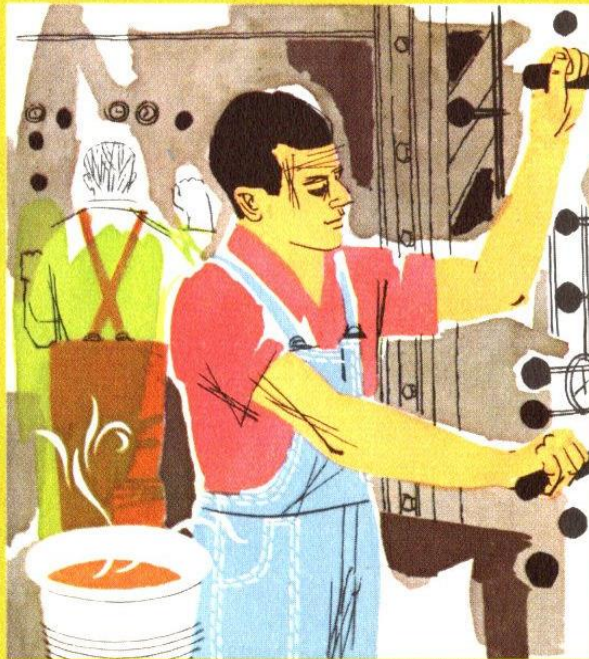


the JOINT ADVANTAGES to workers and management of AUTOMATIC VENDING

MORE PRODUCTIVE WORK HABITS

This is the straight two-way adjustment of attitudes by both management and men ; it is not a matter of taking or allowing liberties on either side.

With a full understanding of how these machines work, it often happens that tea or coffee breaks are reduced ; workers are able to take refreshment when wanted and when convenient. Time is saved. Actual working conditions are improved and made more productive. You replace regimented stopping and starting with a flexibility which is related to the work pattern. The specific advantages over trolley routines differ from industry to industry, but a better arrangement for both management and workers generally results.

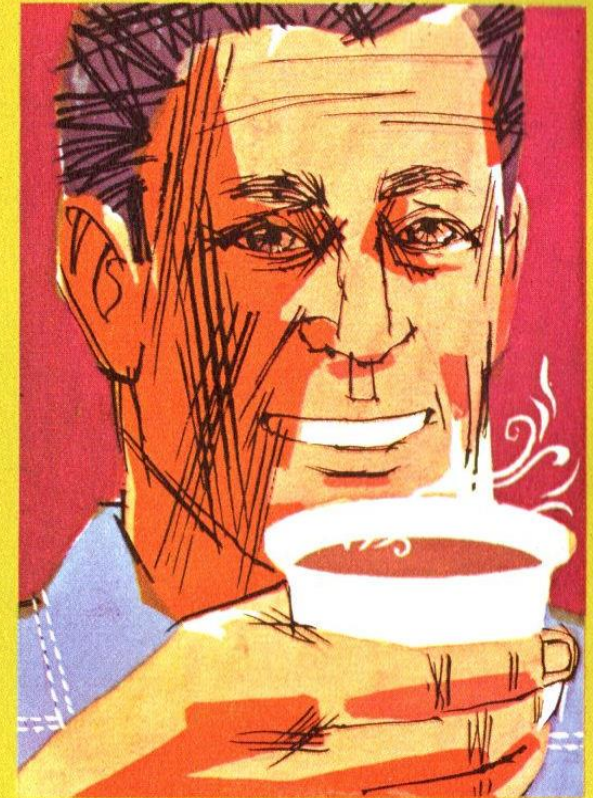


GREATER CONVENIENCE, GREATER CHOICE

You'll find few tea trolleys can compete with machines in the variety of refreshments offered. So, again, any feelings of regimentation are reduced. Instead of "tea or nothing," everyone can select from a wide choice of good fresh beverages ; tea, coffee, even hot chocolate or soups. Cold drinks and other refreshments can also be made available. And everything is always freshly made and very good.

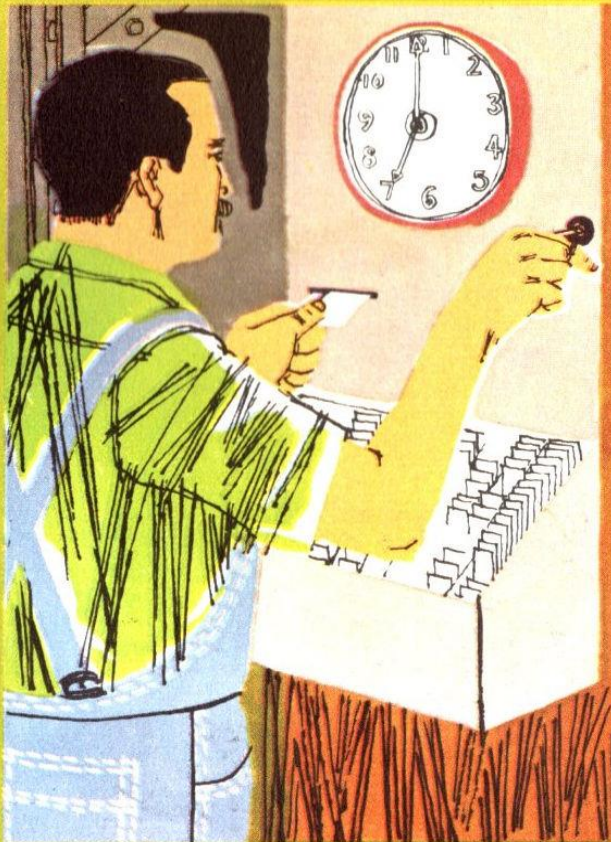
The acceptability of vended refreshments is a point that is often in doubt—until they are sampled.

Almost invariably, initial suspicions and reservations give way to complete approval once everyone's tasted the drinks.



24-HOUR SERVICE

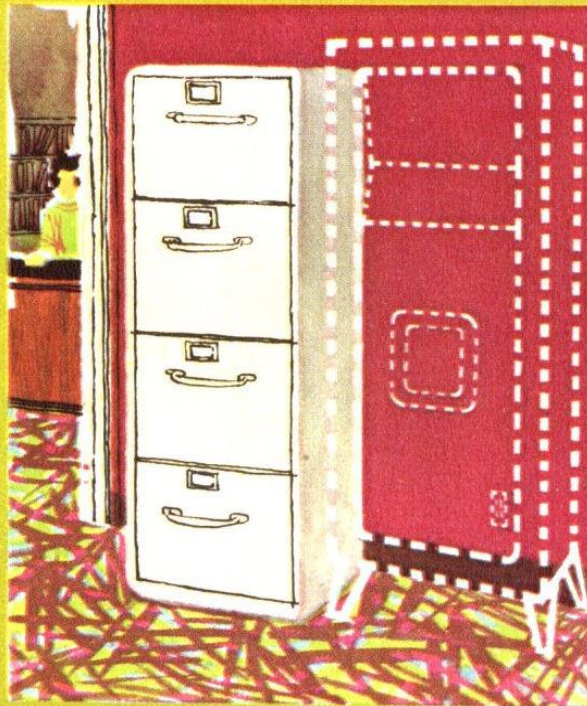
As long as you have electricity and water you can serve refreshments automatically. There is no need to staff a canteen to provide for night-shift or overtime workers, for people working late or at week-ends. As long as the machines are switched on, even cleaners and maintenance people can get refreshments at any time. And there is no clearing or washing up to be done.



GO-ANYWHERE SPACE-SAVERS

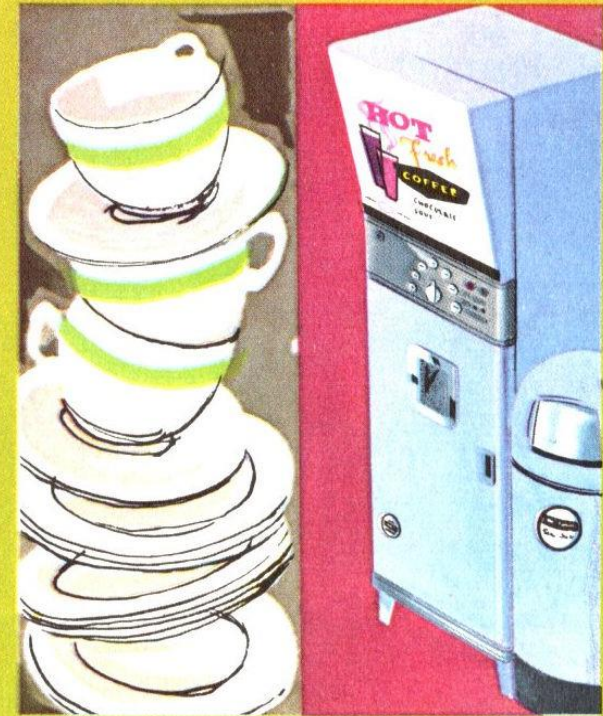
Ditchburn vending machines require very little space ; no more, in fact, than do filing cabinets. Compare this with the amount needed to house an urn, serving counters and washing up facilities, trolleys, pastry trays, crockery and all the other paraphernalia. As an example of the saving, one Ditchburn cold drinks machine stores at one filling the equivalent of a whole truck load of bottles—40 cases of soft drinks ! And the machines can be installed almost anywhere.

Refreshments are available, all the time, right where the workers work. Nobody has to trek anywhere.



LESS WORK ; LESS MESS

You end the chores of making tea, wheeling it round (getting colder as it goes) and washing up and stacking crockery afterwards. Drink vending machines use only disposable cups. There are no beakers or bottles to smash or roll round the floor, which is certainly messy and can be dangerous. If you tread on a vending machine cup it will just squash. As machines are generally accompanied by bins for used cups, in fact, that is no problem at all.



FAIR DEAL ALL ROUND

The matter of giving a fair service for a fair price is easily controlled. Cash and stock can both be regulated simply.

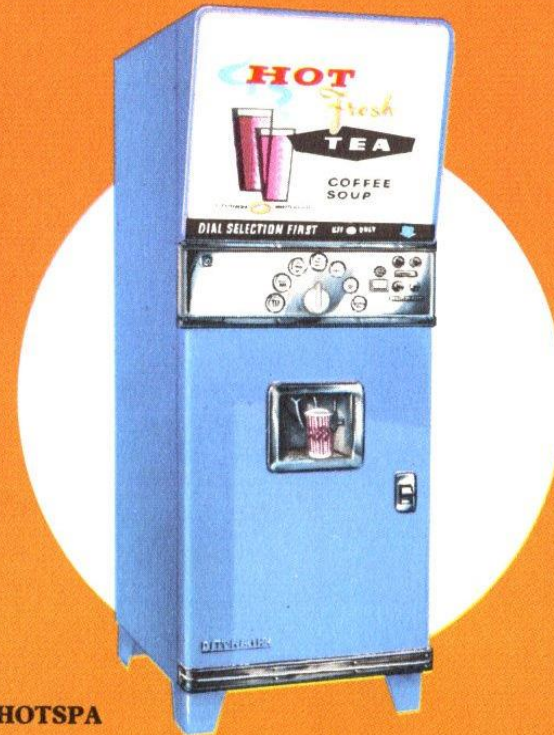
You know where you are because both cash and stock are always in the machines ; problems connected with pilfering just cannot exist.

The '70' range of Automatic Vending machines from..... **DITCHBURN**

These machines are designed and built in the light of Ditchburn's extensive experience of automatic vending. They combine the best features of well-proven earlier models and the latest improvements developed by careful testing. They can be bought or rented. If you prefer not to lay out capital, the Ditchburn Rental Service may well offer the service you favour.

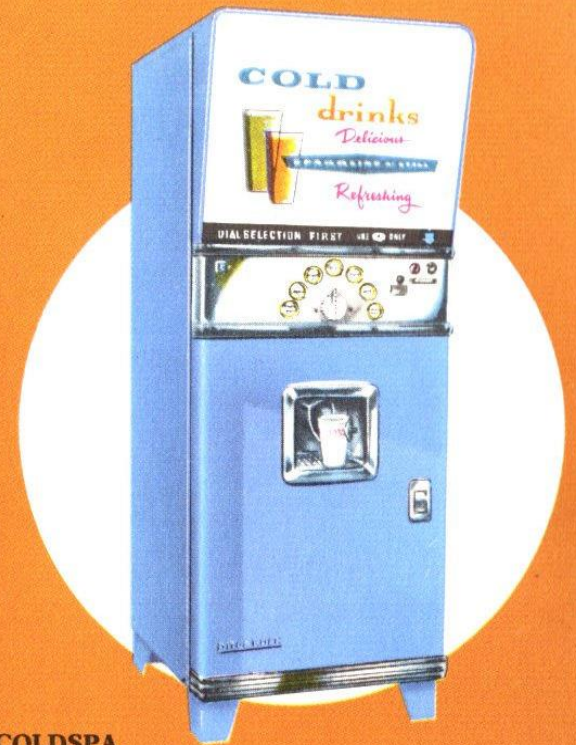
Full details can be decided by discussion. In either case, you are supported by the national service coverage of the Ditchburn Organisation.

Routine servicing is simple. Washing parts in contact with the drinks, replenishing the ingredients and the supply of cups—one person can easily look after twenty machines. In small premises, one person can comfortably service one machine in under fifteen minutes a day. Or the whole responsibility can be turned over to a local Ditchburn "Operator." This, again, is a matter for discussion.



HOTSPA

Always piping hot and fresh, whether it's the first or last drink from the Hotspa. The machine dispenses up to 750 drinks at a filling, and selections available are : coffee 4 ways (with and without milk and sugar), chocolate and 2 soups. Tea 2 ways (with and without sugar), coffee 3 ways (black, white or white with sugar) and 2 soups. Tea 4 ways, chocolate and 2 soups. Tea 2 ways, coffee 3 ways and chocolate. The Hotspa normally uses all dry ingredients but where desired it can be adapted, at an extra cost, to serve fresh milk with the tea and other drink selections.



COLDSPA

There's always call for a refreshing cold drink *anytime* of the year. This twin machine to the Hotspa serves a choice of 7 sparkling or still drinks, always ice-cold however outside temperatures may vary. The Coldspa has a 1,000 cup capacity, and provides 3 sparkling, 2 semi-sparkling and 2 still drinks from the following range : orangeade, kola, limeade, lemonade, ginger beer.



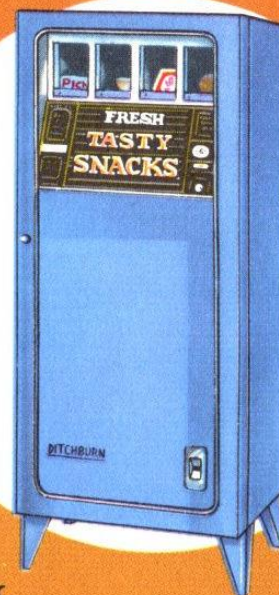
MINISPA

The latest version of an already well-proven office-size machine, the Minispa provides a selection of 5 hot drinks and has a capacity of up to 200 cups at a filling. Choice of whipped coffee 4 ways (black, black with sugar, white, white with sugar) plus creamy chocolate. Tea 4 ways (with and without milk and sugar), plus chocolate. Tea 2 ways (with milk, with or without sugar), coffee 3 ways (black with sugar, white, white with sugar). Any four from a number of soups. As with the Hotspa, for an additional charge, customers may choose a machine which will serve fresh milk with the tea and the other drink selections.



MINICOLD

Refreshingly cold drinks, sparkling or still, and 5 selections to choose from—that's the service a Minicold gives you. The machine has a capacity of 250 cups at a filling, and there's a choice of any of these 5 flavours: orangeade, lemonade, limeade, ginger beer, kola. With the hot drink Minispa you can provide a complete beverage service.



MINISNACK

A Ditchburn breakthrough in the field of snack vending, the Minisnack serves biscuits, sandwiches, rolls, chocolate—even jellies and custard pies—without wastage or breakage. The 100-snack capacity machine offers a choice of 4 selections, automatically rotated (first in—first out), and easily selected from the eye-level top-service compartments.

D
I
T
C
H
B
U
R
N



The COMPLETE MATCHED LINE Service offered by DITCHBURN minibar

This full set of Ditchburn Mini machines—one hot drinks, one cold drinks, with two snacks in between—gives your employees a well-varied selection of refreshments at any time.

Ditchburn offer you a completely integrated automatic service, handsome and extremely practical. This system of banking machines makes most compact use of your space; all machines are the same height, made to fit tightly together and front-serviced. This arrangement, worked out to suit the size and layout of your premises and staff, makes it easy to gain maximum advantage from automatic vending.

DITCHBURN CUSTOMERS

quote their experience...

'The machine is highly popular with our staff and, in our opinion, could be partly responsible for a marked drop in absenteeism this past winter appertaining to the hygienic disposal of cups thereby reducing the possibility of spreading germs. Apart from this aspect, and taking into account the human element, we find the machine to be more practical, speedier and above all more reliable than conventional methods of supplying drinks.'

signed J. L. Long
Director.
Abridge Overalls Limited.

'The Ditchburn Minispa has proved to be trouble free and we are obtaining an excellent service from the Operator Company. The machine has shown us the following savings:-

1. Reduced our Capital Expenditure by £100 (which was the amount set aside for a Tea and Coffee Station).
2. Released 500 sq. ft. of space for additional office accommodation.
3. Reduced wastage on man hours on office personnel by 100 man hours per week.
4. Given us a Tea and Coffee Service to our staff for less than £2 per week.
5. Saved us the wages of a "tea-maker".

I know that it is not always easy to get people to accept new ideas and I feel that your action in taking this task on your own shoulders and devoting so much time to the staff is praiseworthy.'

signed M. J. Donaghy,
Regional Manager.
Atlas Lighting Limited.

'As you know we had considerable doubts about installing the machine, as our staff was under 40 persons. The Vending Machine has, however, proved to be not only popular but has become almost an institution. From the Management's point of view the time saving factor of this machine amply justifies the cost of installation. The 24-hour availability makes it very popular with the staff.'

signed F. D. McRitchie,
Manager.
Mackay Brothers & Co.

'We have just placed a repeat order with you for another of your Minispa tea and coffee vending machines, and we feel we ought to tell you that this has been done because we are completely satisfied with the performance of the first one installed six months ago.'

The machine has fully justified all the claims you made for it, and we find it particularly useful when overtime or shift work is in operation. The demand for both tea and coffee has grown steadily, and we have found it possible to cover the cost of the beverage when operating a 2d. coin mechanism. The capital cost of the machine will be recovered in a reasonably short time because we are able to dispense with the services of "tea-makers".'

signed W. S. Mackay,
Director.
Pillans & Wilson Limited
(Printers).

'The machines have proved to be virtually trouble free after continuing heavy use by our employees, who certainly appreciate the advantage of being able to obtain a really first class hot drink at any time, whilst quite a worthwhile saving to the Company in time and labour has resulted.'

signed F. A. Birdsey,
Secretary.
Pollards Bearings (Northampton) Ltd.

'You will be interested to hear that after twelve months service our Hotspa has, for our purposes, more than justified itself. Over this period it has proved to be more dependable than the tea woman we used to employ for this purpose.'

One interesting point is that where our fifty workpeople used to contribute to a common tea fund which worked out at approximately 1d. per cup, they quite happily accepted the increased charge of 3d. through the machine. I personally attribute this to the wide selection now offered and to the availability at all times.'

signed G. H. Springham,
High Vacuum Stopcock
Specialists.

HOW WELL ARE THE DRINKS RECEIVED?

The best answer to this is "Look at the people who approve them." Thousands of British workers daily enjoy their cuppas from Ditchburn machines. Imperial Typewriters, Avon Rubber Company, Ltd., Girling & Co., J. S. Fry & Co. Ltd., Joseph Lucas, Norwich Union, Pilkington Bros., Mather & Platt, John Summers, Wolsey Ltd.—companies in all industries have found Ditchburn machines welcomed by both workers and management.

Which indicates that the drinks are very good indeed.

Every cup is freshly made. The coin is inserted, a fine paper or plastic beaker-cup drops into view behind a perspex hatch, the tea is poured (with or without sugar, as selected). The hatch is opened, the cup removed, and there it is, ready to be enjoyed.

The same simple steps produce coffee (with or without milk and/or sugar), hot chocolate, two soups, or still or sparkling fruit or kola drinks from the cold drinks machines, Ditchburn machines can be pre-set to produce drinks of whatever strength the majority of users prefer. Every cup will be delivered at that strength. Tea is never watery, never stewed, never brackish. Taking great care, and using very good leaf and a good pot, you could make better tea by hand. But Ditchburn tea leaves the ordinary canteen brew standing.

There is a great deal that a booklet like this cannot cover; your activities and plant layout affect the ways in which you may best employ automatic vending. For instance, we would certainly expect to visit your premises to advise you in siting.

Free Instruction

Free Instruction is provided at Ditchburn's Service Training School. Lasting three to five days these courses cover the routine servicing and cleaning of our equipment and are designed to suit customers' individual requirements.

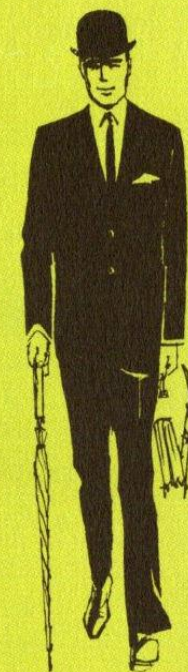
After Sales Service

You can expect the same high standard of service *after* you've installed the machines, too. Wherever you live there are factory-trained engineers, supported by regional depots and workshops, always on hand to provide you with a fast, reliable service at all times.

Research and Development

As leaders in their field, Ditchburn are constantly searching for new and better ways to improve the service they offer. When new developments take place, you are the first to be told about them.





Advisory Service

Now that you've read this brochure, you will doubtless have many questions to ask. Obviously, we have been limited here to broad statements which, although accurate in themselves, may not apply fully to your business.

Your specific requirements can only be determined by discussion with a Ditchburn adviser.

We have a team of such men, trained in the assessment of clients' needs, covering the country and available at any time. When may the adviser for your area visit you?

DITCHBURN

Vending Machines Limited

A member of the Ditchburn Organisation

Head Office and Factory: Lytham, Lancashire Tel: Lytham 7421 London, Birmingham, Cardiff, Bristol, Glasgow, Hamburg, Chicago