

The Leading Specialists in Home Computers, Video Games and Electronic Leisure Products

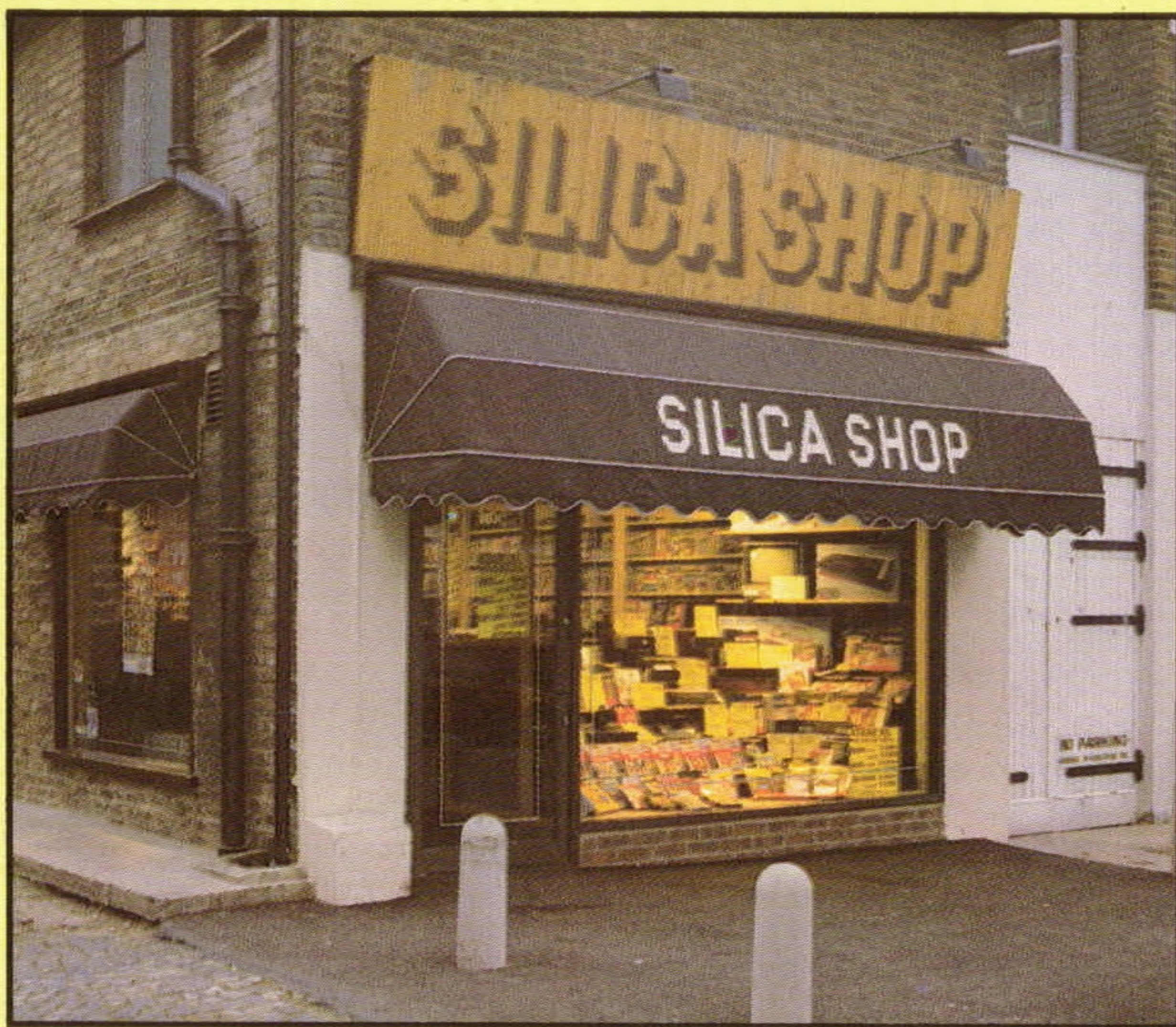
# SILICA SHOP

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## THE UK's No.1 SPECIALISTS IN HOME COMPUTERS AND VIDEO GAMES



### THE SPECIALISTS

Home Computers and Video Games have been with us now for some time. In recent years, several computers have come and gone and companies have fallen in the battlefield of a new and most aggressively competitive market. One company however, has moved from strength to strength and is now able to present itself as one of the most experienced independent Home Computer and Video Games retailers in the whole of the U.K. The company is Silica Shop and though we say it ourselves, our achievements during the past years since we were established in 1978 have been somewhat remarkable. As a mail order company, our customer list now stands at over a quarter of a million. Our policy is to endeavour to provide a FREE next day delivery wherever possible, of any of the 3,000

plus product lines we hold in stock. Many of our new customers have been recommended to our services and we are now pleased to be able to introduce our services to you. Because we are specialists, you will find that many of the products we carry are not available in the majority of high street stores. There are currently two branches of Silica Shop in the U.K., one in Sidcup at our main shop and warehouse premises and a second franchise shop in Orpington. Both of these Kent based retail outlets have been established on principles of customer service and are open to welcome you six days a week for hands on demonstrations of the latest in Home Computer technology. We would like an opportunity to provide you with our service and we will be pleased to welcome you to either one of our shops. For the majority of you who don't live in our local area, our mail order department can bring us as near as your telephone or your local postbox. Read on and let us introduce ourselves to you over the next few pages which contain details of our operation. We hope this will help you see a way in which the specialist Silica Shop service can be of use to you . . . . .



## WE ARE THE U.K.'S NUMBER ONE ATARI SPECIALISTS

Since the introduction of Atari Video Games into the U.K. six years ago, we have been selling Atari products and supporting Atari owners with a specialist mailing service which we believe is unbeatable. We stock over 1,000 Atari related product lines and mail to almost 100,000 Atari 2600 Video Game owners and over 15,000 Atari Home Computer Owners. Because we specialise in Atari, we aim to keep stocks of all available Atari hardware, software, peripherals and accessories. We also stock a wide range of Atari dedicated books and through us, the owners on our list can subscribe to several American Atari dedicated magazines. We can provide a full service to all Atari owners and are now firmly established as the U.K.'s NUMBER ONE Atari specialists.

## ATARI SERVICE CENTRE

We are an approved Atari Service Centre and able to repair any Atari equipment on site, no matter where it was purchased. This means that if your machine develops a fault, we can normally repair it ourselves, without having to send it away and perhaps wait weeks for its return. On average, repairs are carried out within five days (including continuous soak testing), so customers are without their machine for the shortest possible time. For those of you who have old style Atari 400's, our service department can also carry out 32K and 48K upgrades to enhance the memory power of the 400. We have competitive prices for repairs on machines which are out of the warranty period (remember you get an extended 2 year guarantee on your new Atari 2600 Videogame or new Atari 800XL if you buy it from Silica Shop). All repair work carries a three month guarantee.

## ALL MAJOR SYSTEMS CATERED FOR

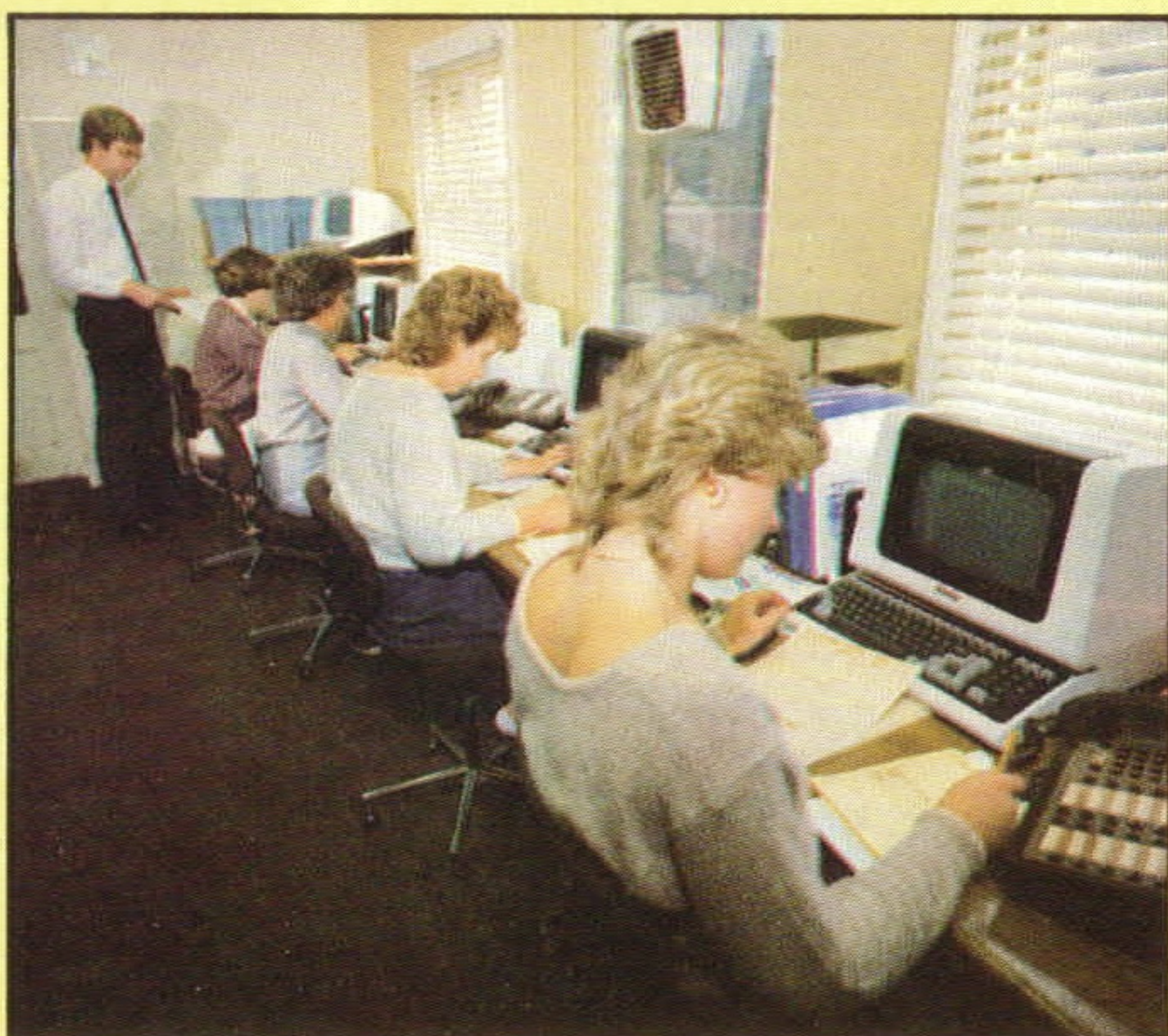
Whilst still concentrating our main efforts on Atari Video Games and Home Computers, over the years we have expanded our product range to include the other major selling video game systems like MATTEL and COLECOVISION, as well as other computer systems such as COMMODORE, SINCLAIR, ACORN and AMSTRAD. In addition, we also sell many lesser known systems which are detailed in our literature. Unlike many dealers, we don't just sell the hardware, but seek to back it up with a range of peripherals, accessories and software, to give computer owners the support they have a right to expect. So, if you are interested in buying a video game or home computer, you would do well to ask for our various catalogues and test reports. We will be happy to send you relevant information about the machine or machines you are interested in, so that you are able to decide on the equipment which will best suit your needs. Being a mail order company, we can not only supply you with hardware, peripherals, accessories and software within 24 hours of your contacting us, but can also mail you regularly with details of any developments, new releases or special offers which are relevant to the machine you own.

## FREE POST AND PACKING ON MAIL ORDERS

There is no charge for delivery within the United Kingdom and BFPO. Small packets are despatched by first class post and larger items are despatched by the Post Office or other national carriers. Approximately 80% of all the orders sent to the Silica Shop mail order department at Sidcup are processed through our computer and despatched to the customer on the same day that the order is received by us. This service is provided free of charge. If your order is required urgently, we offer a guaranteed express delivery service at a small extra charge. Your order will then be despatched by the fastest possible method according to its size, weight and destination. This will usually be by first class Special Delivery except for larger items which are sent by Nightrider, Datapost, Securicor or other national carriers. The charge for our 24 hour express service is a standard £3 on any retail order.

## FREE INFORMATION SERVICE AND AFTER SALES SUPPORT

Service is a keyword at Silica and therefore we are keen NOT to make you the subject of a 'quick sale' with no subsequent support. We would rather continue to communicate with you via our mailing facilities. When you make a purchase from Silica, your name and address will be taken and added to one of our FREE computer or video game clubs. As each invoice is entered on our main computer, your customer record will automatically be updated with details of your purchase. So if you buy an Atari 2600 Video Game cartridge for instance, your record will be amended to show you as an Atari Video Game owner. You will then receive any Atari 2600 bulletins FREE of charge. We don't limit our after sales services only to those people who bought their hardware from us, our doors are open. So, if you already own a video game or home computer, or are interested in buying one, do let us know. At the bottom of the enclosed order form is a row of boxes which indicate to us which system(s) you currently own or are interested in. An 'I' indicates interest and an 'O' indicates ownership. Please check that we have got your details correct and that you are interested in/own the systems our computer thinks you do. Please mark any amendments to the form before returning it so we can update our computer records in the data processing room (pictured left). This will ensure that any mail you receive in the future will be of interest and not a nuisance to you.



## SILICA SHOP, SIDCUP

Our premises in Sidcup, Kent include three buildings. The main building houses the Sidcup Shop (pictured centre), accounts department, computer and data processing offices (DP office pictured bottom left), typing room, mail order offices (pictured top right) and despatch facilities. A second building, with telephone links and a link to the company computer in the main building, houses the servicing area and marketing department, which includes our own typesetting and photography facilities. The third building is the most recent addition to our premises and is our bulk stock warehouse on a local trading estate.

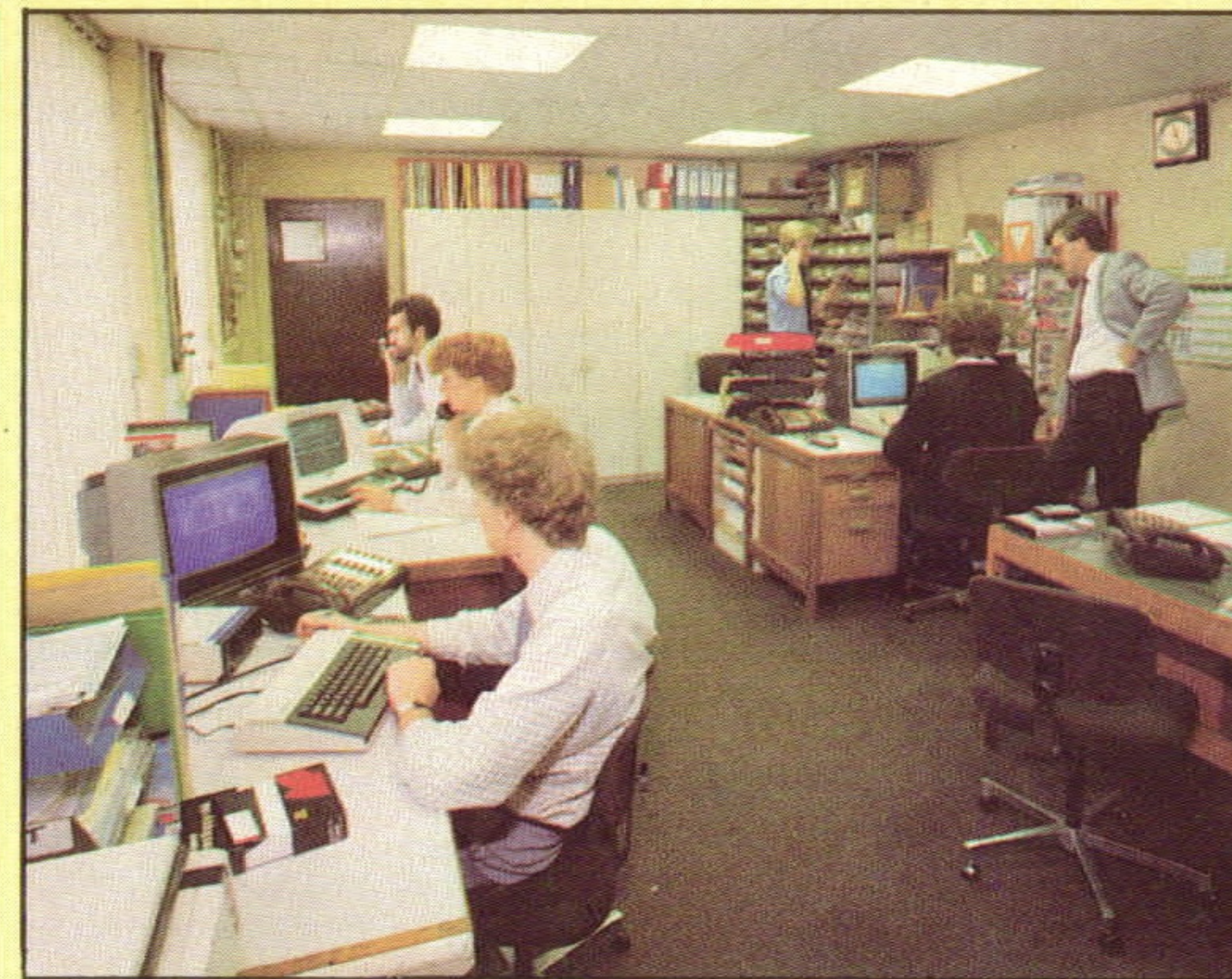
### How to get to Silica Shop, Hatherley Road, Sidcup:

**RAIL:** Sidcup railway station is at the bottom of Hatherley Road, a short walk away, and is served by British Rail Southern Region trains on the Charing Cross/Cannon Street to Dartford and Gillingham line.

**BUS:** Silica Shop is situated within 50 yards of bus stops in Sidcup High Street. The following bus routes run along the High Street, or stop in Elm Road (200 yards away): **London Transport:** 21, 51, 161, 228, 229, 233, 269. **London Country/Green Line:** 492, 725, 726. **Maidstone and District:** 919, 929.

**ROAD:** Sidcup is situated on the main A20/M20 London to Folkestone road, and is within easy access of the A2/M2 London to Dover route and 10 minutes from the Swanley turnoff of the M25 London Orbital Motorway.

We have been operating in Sidcup since October 1980 and have grown from a team of only half a dozen full time staff to a fifty strong company dedicated in a search for excellence. We will be pleased to welcome you to our premises from 9am to 5.45pm Monday to Saturday. We also have a special Late Night Opening on Fridays until 8pm, which seems to attract commuters on their way home from work!



## SILICA SHOP, ORPINGTON

In August 1984 a second Silica Shop was opened in Orpington High Street, Orpington, Kent. Owned and operated under franchise by an experienced retailer John Lever, it was established on the principles of customer service which govern our Sidcup premises and is open from 9am to 6pm Monday to Saturday.

### How to get to Silica Shop, 117 Orpington High Street, Orpington:

**RAIL:** Orpington railway station is about 15 minutes walk from Silica Shop and is on the main line from Charing Cross to Hastings, Ramsgate, Folkestone and Dover via Tonbridge.

**BUS:** Orpington High Street is served by the following bus routes (some stop at the War Memorial 800 yards away):

**London Transport:** 51, 61, 208, 229, 261. **London Country:** 431, 432, 471, 477, 493. **Metrobus Ltd:** 353, 357.

**ROAD:** Orpington is within easy access of the A20/M20 London to Folkestone road, the A21 London to Hastings road and the M25 London Orbital Motorway.

## HANDS-ON DEMONSTRATION FACILITIES

Our policy at Silica is to allow shop customers full demonstrations of machines, whenever possible, before they make a purchase. Our knowledgeable shop staff will not only endeavour to determine which machine is best suited to your requirements, but will also guide you step by step through the merits of that machine, stopping only to answer any questions and queries you may have. Our massive stocks of software, peripherals and accessories mean that we can demonstrate almost any product at any time. If you want to see something specific however, please phone us before you call in, to avoid any disappointment in the event of there being a stock shortage.

## FAST TELEPHONE ORDER/INFORMATION SERVICE

Our sales office (pictured top right), is where telephone calls and letters with your orders, enquiries and queries are all received. Eight staff here, plus another twenty in other parts of our Sidcup premises are available six days a week to take your calls (you can even make a call out of office hours and leave a message on our 24 hour telephone answering machine). Our recent acquisition of a BT Herald Telephone system allows us to pass calls to any of our 50 staff, so that our telephonist can connect you with the person best able to deal with your call, be it an order or enquiry, or a call for technical advice and help. Our sophisticated computer facilities allow us to deal very quickly with a customer's order and enquiry; whether by post or by telephone. Each new customer is allocated an account number, details are taken of address, interests and ownership and a record is filed on the computer. This means that your order or request for information can be processed immediately, with the goods or literature generally being despatched within 24 hours. By this we mean to render obsolete the, 'Please allow 28 days for delivery' slogan used by many mail order companies and ensure that you receive your requirements when you need them. The office is linked up directly to our PDP 11/44 computer, which has 1 megabyte of memory, 256 megabytes of on line disk storage, magnetic tape backup and the facility to connect 16 VDU terminals, all able to access the same files simultaneously. This enables our staff to access information immediately, so that they can provide instant answers to your questions. For instance, if you want to know if we have a particular item in stock, our stock level enquiry program will give details of our current holding of each of our 3,000 plus product lines. In addition to this, we can find your customer record on the computer in seconds, by knowing either your account number or name and address. We can then make any amendments to your ownership or interest details, or if you have recently changed address, you can telephone us with your new address details and we can amend your file on the spot to ensure you don't miss out on any mailings.



## YOU GET THE BEST PRICES AT SILICA SHOP

With an annual turnover of £2 million, we are often able to keep our buying prices low by bulk purchasing and it is our policy to pass on part of these savings to our customers. Because of this, we believe our prices to be lower than any of our competitors. However, if you should find a better offer, please contact us. We will aim to beat that price and in accordance with our usual policy, send the goods to you post and packing free.

## CREDIT PAYMENT TERMS

We have negotiated reasonable terms for customers requiring credit facilities, with HFC Trust, one of the fastest growing financial institutions in the U.K. HFC have over a hundred branches throughout the United Kingdom, all open for business six days a week, and can arrange loans spread over a period of up to three years. You can take out a loan of any amount above £40 at a flat interest rate of 18%. No deposit is necessary although you may make one if you wish. For full details and a written quotation, please contact our sales office.

## HOW TO BUY FROM SILICA SHOP

**FROM OUR SHOPS:** you are welcome to call at our shops in Sidcup and Orpington.

**BY POST:** you will find a simple order form enclosed, together with a reply envelope for your convenience. Orders are usually processed and despatched on the same day that we receive them.

**BY TELEPHONE:** you can telephone us on 01-309 1111 with credit card orders. Quote your card number, name, address and order details. We will process your order, debiting your credit card account accordingly.

**PLEASE QUOTE YOUR ACCOUNT NUMBER:** details of your name and address are now held on our computer. To enable us to process and despatch your order quickly, please quote your account number when ordering over the telephone. This number is printed on the top right hand corner of your order form, or alternatively it can be found on any of our labels which have been printed with your address.

**PLEASE USE OUR PRODUCT CODES:** Each item we hold in stock has a product code, by which our computer can recognise it. Because we use these codes when processing your order, it does help us if you write them on your order form in the column provided. The code for each product is always given next to the product description in our price list. If this is not available, write down your requirements, stating the computer or video game you own.

## HOW TO PAY

**CASH:** if you send cash through the post, please be sure it is sent by registered post. We cannot accept responsibility for loss of monies not sent in this way.

**POSTAL ORDERS:** all sterling postal orders are accepted, do make sure you keep the counterfoils. Cross the order payable to: Silica Shop Ltd.

**CHEQUES:** made payable to Silica Shop Ltd., if available please write your cheque guarantee or credit card number on the back of the cheque.

**CHEQUES (Foreign):** if your bank is outside the U.K., please ask them to raise a cheque in pounds sterling.

**CREDIT CARDS:** we accept all major cards including; **Access, Barclaycard, American Express, Diners Club, Trustcard, Mastercard and Visa.** Please write your card number in the box provided on the order form, or telephone us with your number.

**C.O.D.:** we can send goods by Post Office COD (Cash On Delivery), where you pay for your goods when you receive them. The maximum allowed on each parcel is £350. If your order exceeds £350 we will need to split it into two parcels. We charge an extra £3.00 per parcel to cover the administration involved.

**CREDIT:** we can offer credit facilities with monthly payments over 12, 18, 24, 30 & 36 months. Please send for an application form and further details. (Our consumer credit licence number is 102748). Written quotations are available on request.

## SHOP AT SILICA WITH CONFIDENCE

We want you to feel totally at ease when you buy from Silica Shop. The majority of our business is done through our mailing operation and our years of experience in the mail order business will guarantee you satisfaction every time you order. Our meticulous packing procedures will help to ensure the safety of your purchase from the moment it leaves us until it reaches your door. Using the Post Office and other reputable national carriers, we have found the incidence of goods damaged in transit to be negligible. If you decide you don't like your purchase, for whatever reason, return it to us in good condition within 14 days for a FULL refund. All faulty goods should be sent back to us and we will repair or replace them in accordance with the guarantee. Wherever a return of monies is due, we will make a refund in the same way as the original payment was made, issuing a credit note only at the customer's request. Similarly, if an order is accepted for goods which are not yet in stock, or currently out of stock, monies will be refunded within 28 days. If specifically requested, we will retain payment and keep the order outstanding until such time as we are able to obtain the required goods on your behalf. We aim to excel in our service to the customer. We recognise that we will sometimes make mistakes and already have a number of projects in hand to improve and enhance the service we provide. If you have a complaint, or would like to suggest a way in which we could improve our service, please tell us. We appreciate hearing our customers views and will act on them where appropriate.

## WE'RE WAITING TO HEAR FROM YOU!

We hope that you have enjoyed reading this brochure and that, along with any other literature you have received from us, it will prove helpful to you. If you require any more information, do not hesitate to let us know. Similarly, if you are ready to make an order we will be pleased to hear from you. We would like the opportunity to provide you with our specialist service so contact us now, you won't be disappointed.

