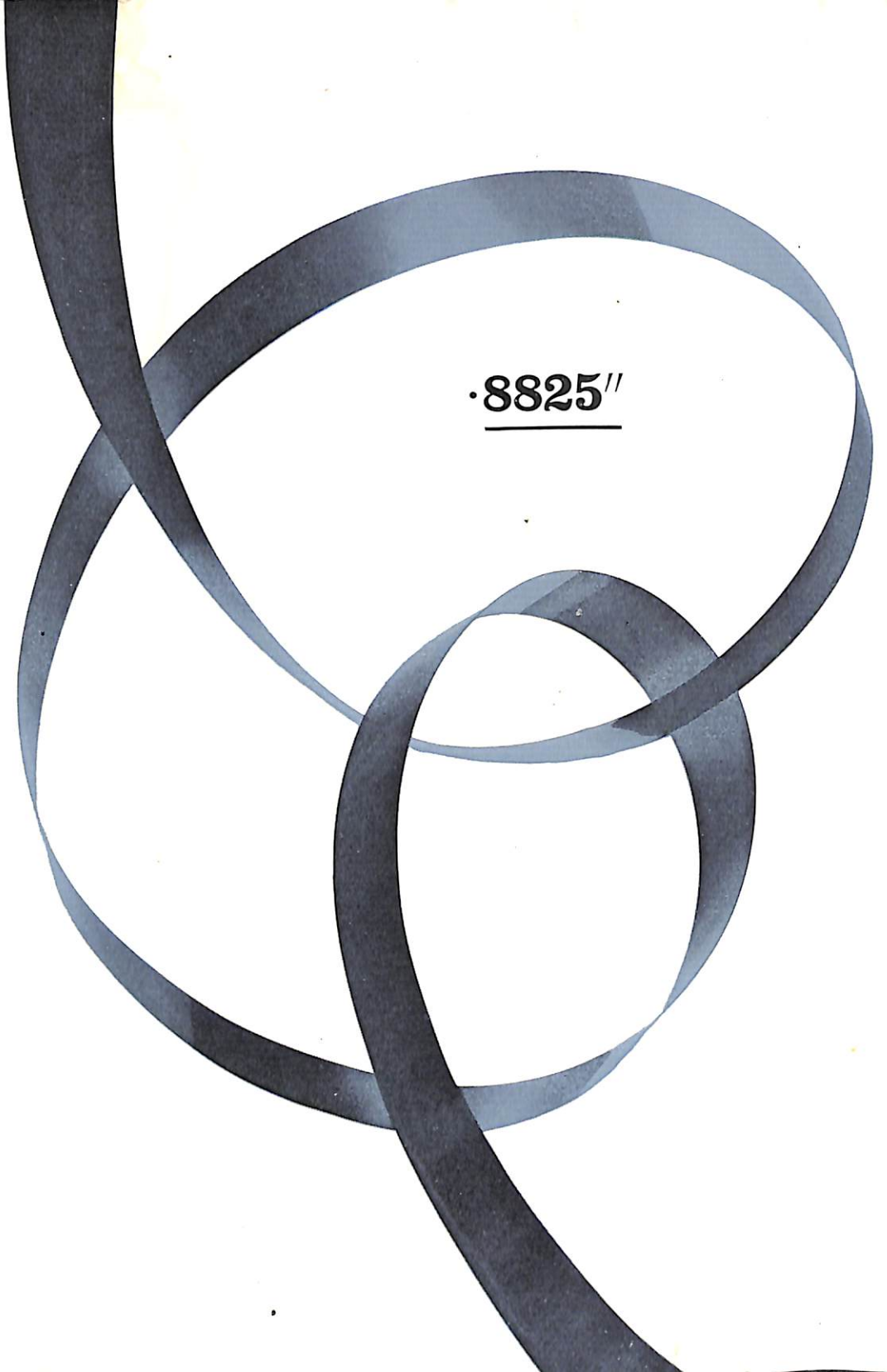
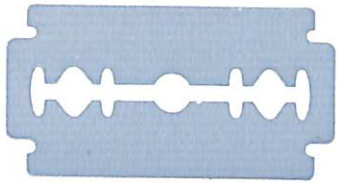
Gillette

MELBOURNE • AUSTRALIA • DECEMBER 1962





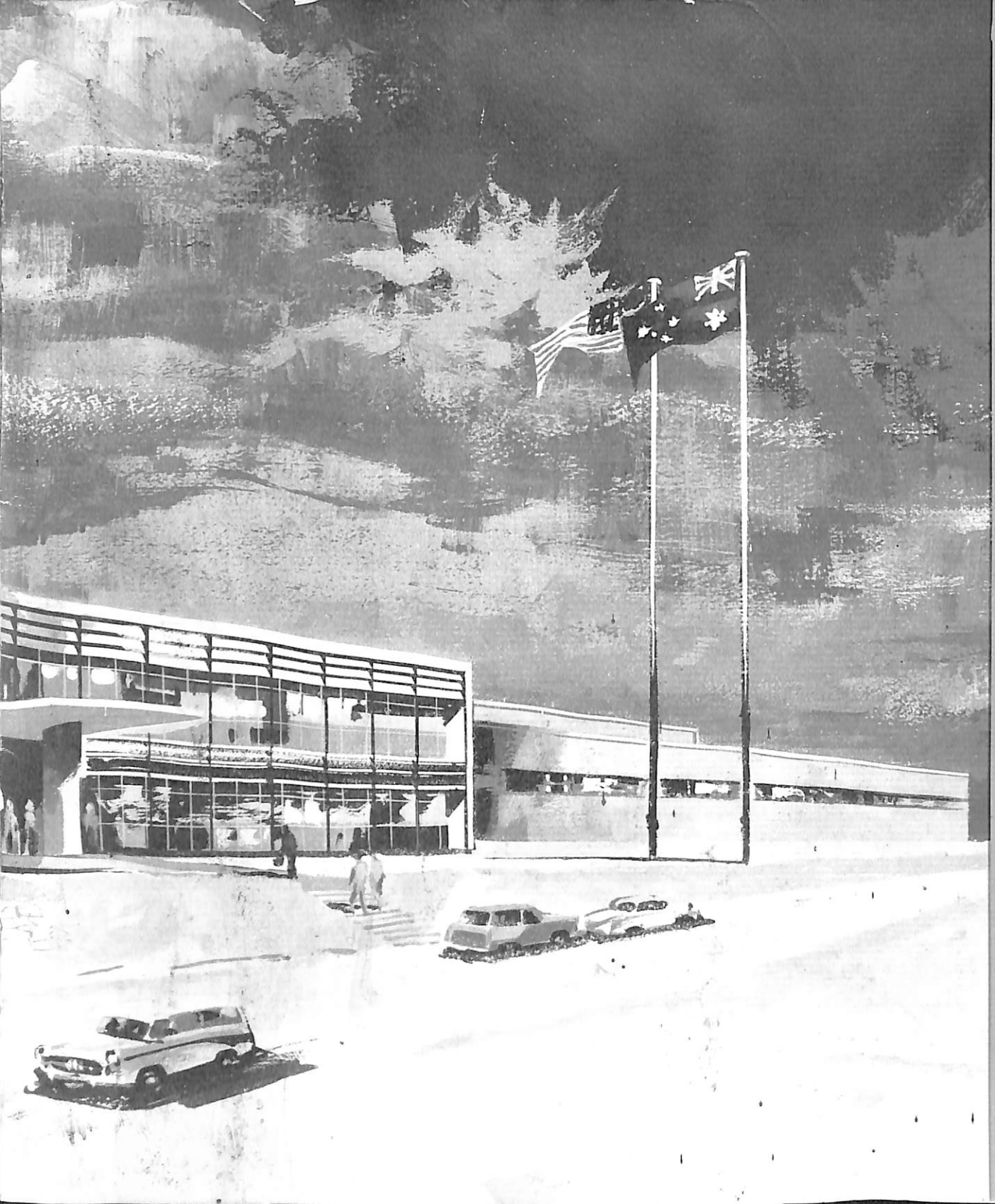
A ribbon of steel, .8825 inches wide and two-thirds of a mile long uncoils and snakes its long and intricate way through a series of mechanical marvels. No hand touches it until a man, in the privacy of his bathroom, engages in the custom of his daily shave.

Perhaps King C. Gillette could not have foreseen today's automated mass production methods in 1903, when he started the chain reaction that has led to his face becoming possibly the best known face in the world . . . his name a byword wherever there are men who prefer not to wear a beard. Few inventions have swept so swiftly into everyday world-wide use as the safety razor and blade Gillette invented.

Since he first marketed his brainchild — less than sixty years ago — the Company that bears his name has followed a logical pattern of growth and progress.

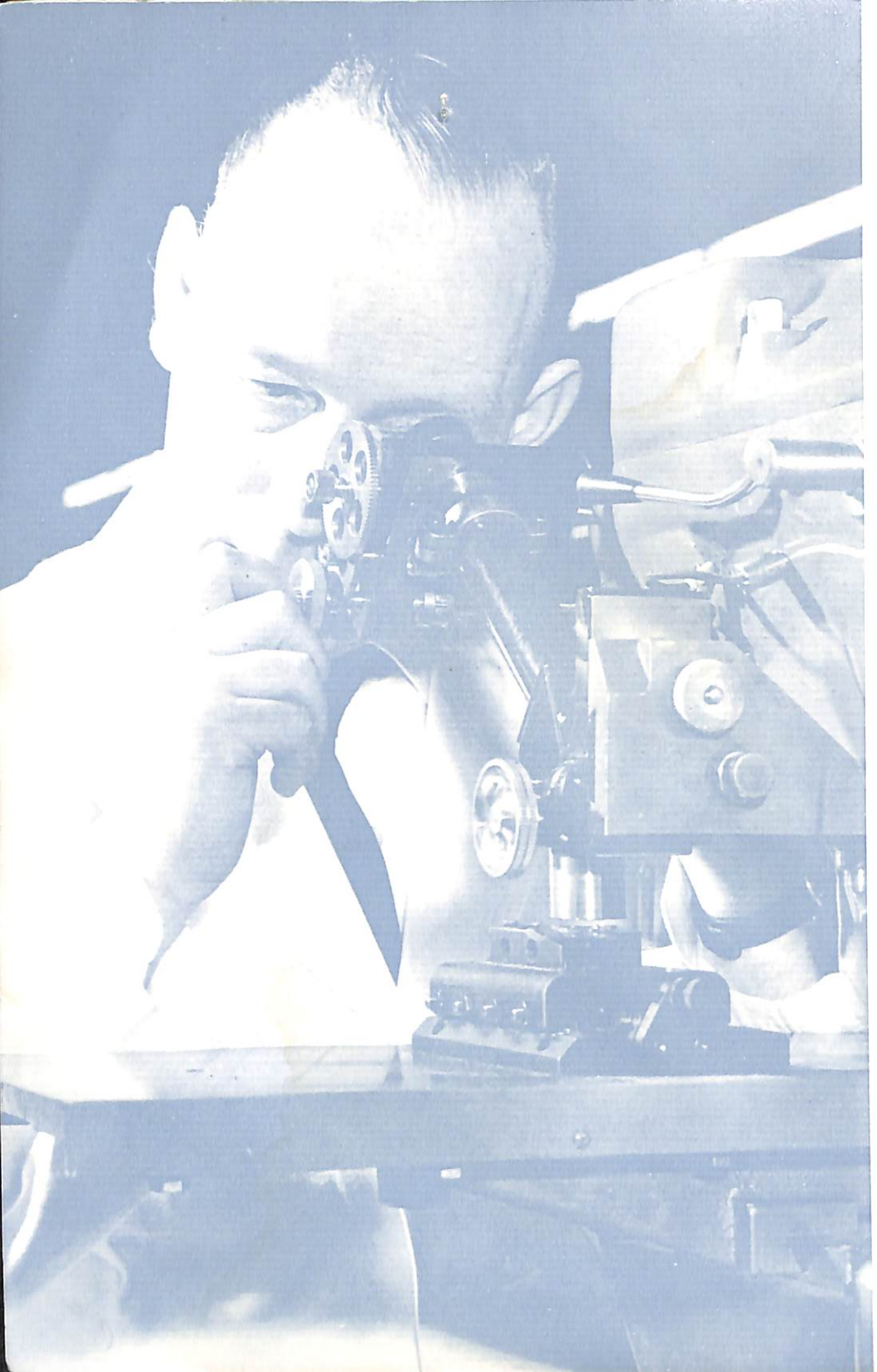
Questing minds have searched the world; Gillette factories, sales offices, or agencies have been established in every civilised country in the free world. Newest and most modern of these factories is the 21st in the world-circling chain. It is now in operation at Noble Park in Victoria.


Gillette



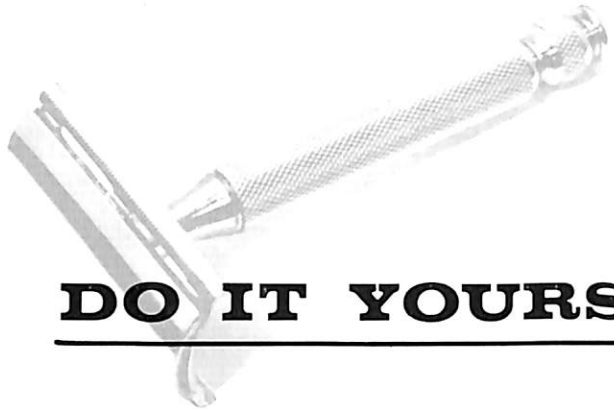
This new home of Gillette Australia, on Prince's Highway, Noble Park, Victoria, is a brick and mortar expression of two elements which have characterised the history of the Gillette Company — not only in Australia, but throughout the world. These elements are "Quality" and "Growth". The Growth is a result of the Quality and the Quality is the result of the united effort of all Gillette people.

Design and construction by
Paynter & Dixon Industries Ltd.

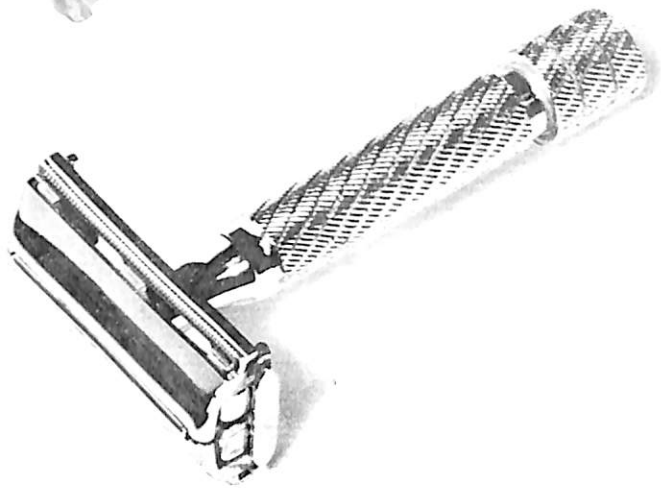


It takes two kinds of people to build a success like that of Gillette — people who make Gillette products and people who use them. And, since the users will only continue as such if they are satisfied with the quality of the goods they buy, the responsibility resting on the makers is a heavy one. Perhaps the most important people in the Gillette organisation are the physicists, metallurgists, engineers, scientists and chemists. From their drawing boards and laboratories have emerged the ideas and specifications which have maintained a steady series of improvements in all Gillette products — razors, blades and the cosmetic products marketed by the Toni Company which Gillette purchased in 1947.

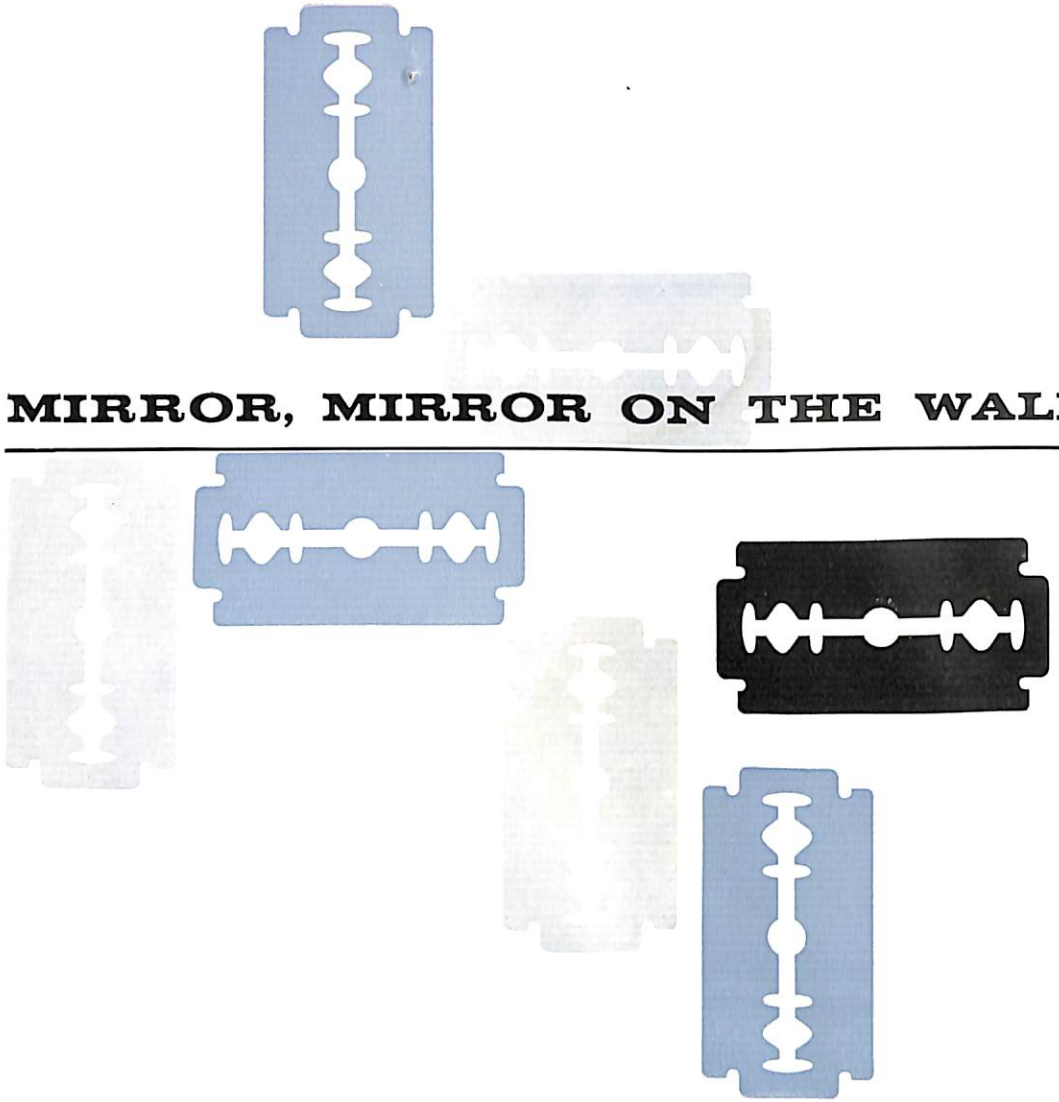
The techniques evolved from this continuing programme of research have been costly — the Gillette organisation invests more than £3,000,000 a year in research and development. This is a major reason why Gillette has gained and held its position as leader in all world markets in both the shaving and home perm fields. Research has enabled them to anticipate needs and provide new features in their products before even the users themselves have been aware that such developments were either desirable or practicable.



DO IT YOURSELF...



It has been said that during the two World Wars every man in uniform had a Gillette razor in his hand. Certainly the years 1914 to 1918 started many men on the self-shaving habit. Gillette were also infected with the "do-it-yourself" germ. To maintain, in mass production, the extremely close tolerances that make the combination of a Gillette razor and blade the most precise shaving instrument in the world, required the creation of highly specialised precision machine tools. So, they designed and built the necessary machines themselves. The products made by these machines were never accepted as the ultimate — the research teams saw to that! If one could condense the years, one could almost see the changes taking place. The original three-piece razor — evolved through a series of modifications and improvements — was superseded by a one-piece instrument which, in turn, conceded pride of place to the Gillette adjustable — a razor which allowed *every* man to dial the kind of shave *he* wanted, at the turn of a nine-setting dial. This triumph of creative design provided a razor which suited every type of skin and beard known to man.

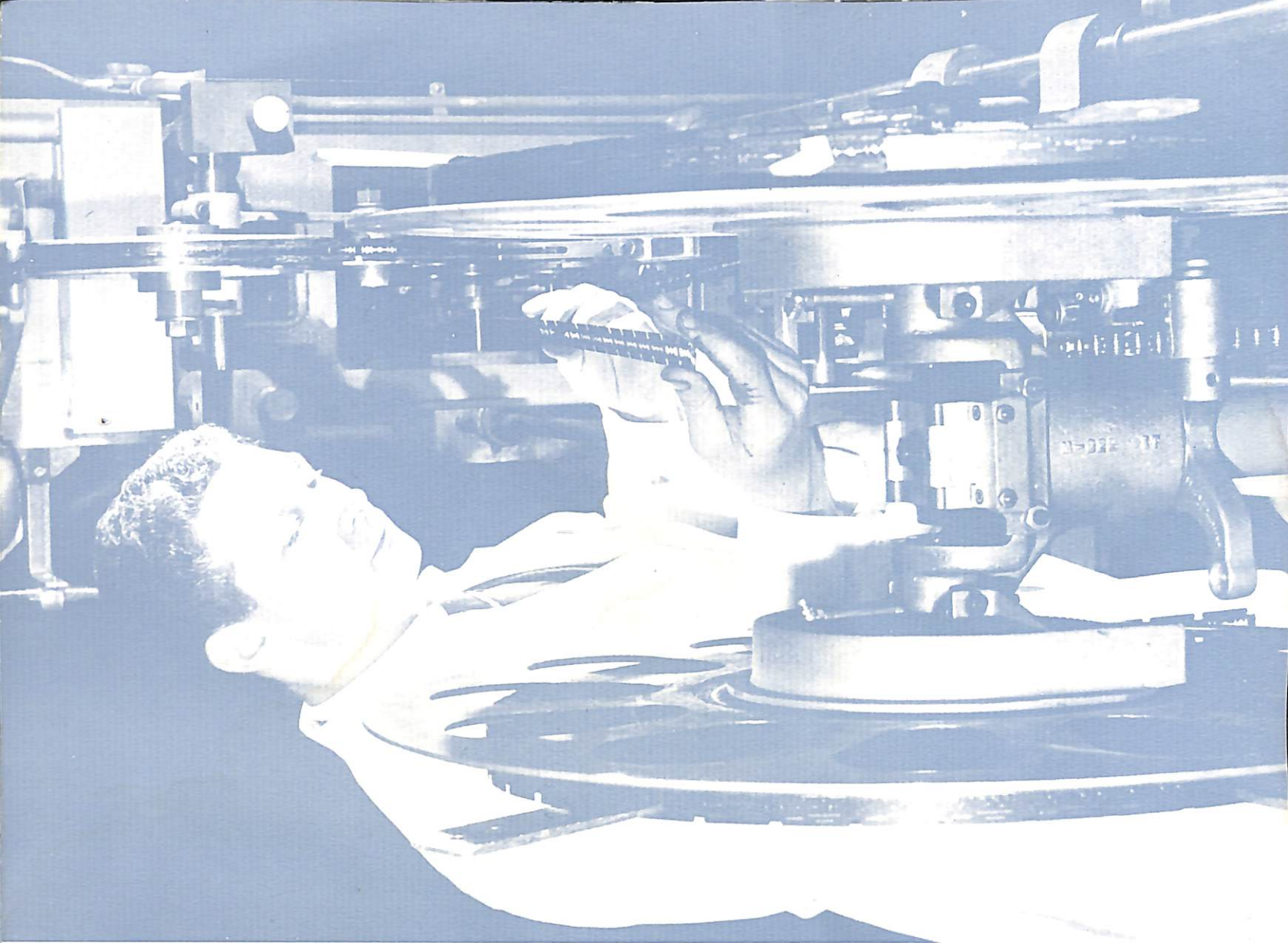


MIRROR, MIRROR ON THE WALL...

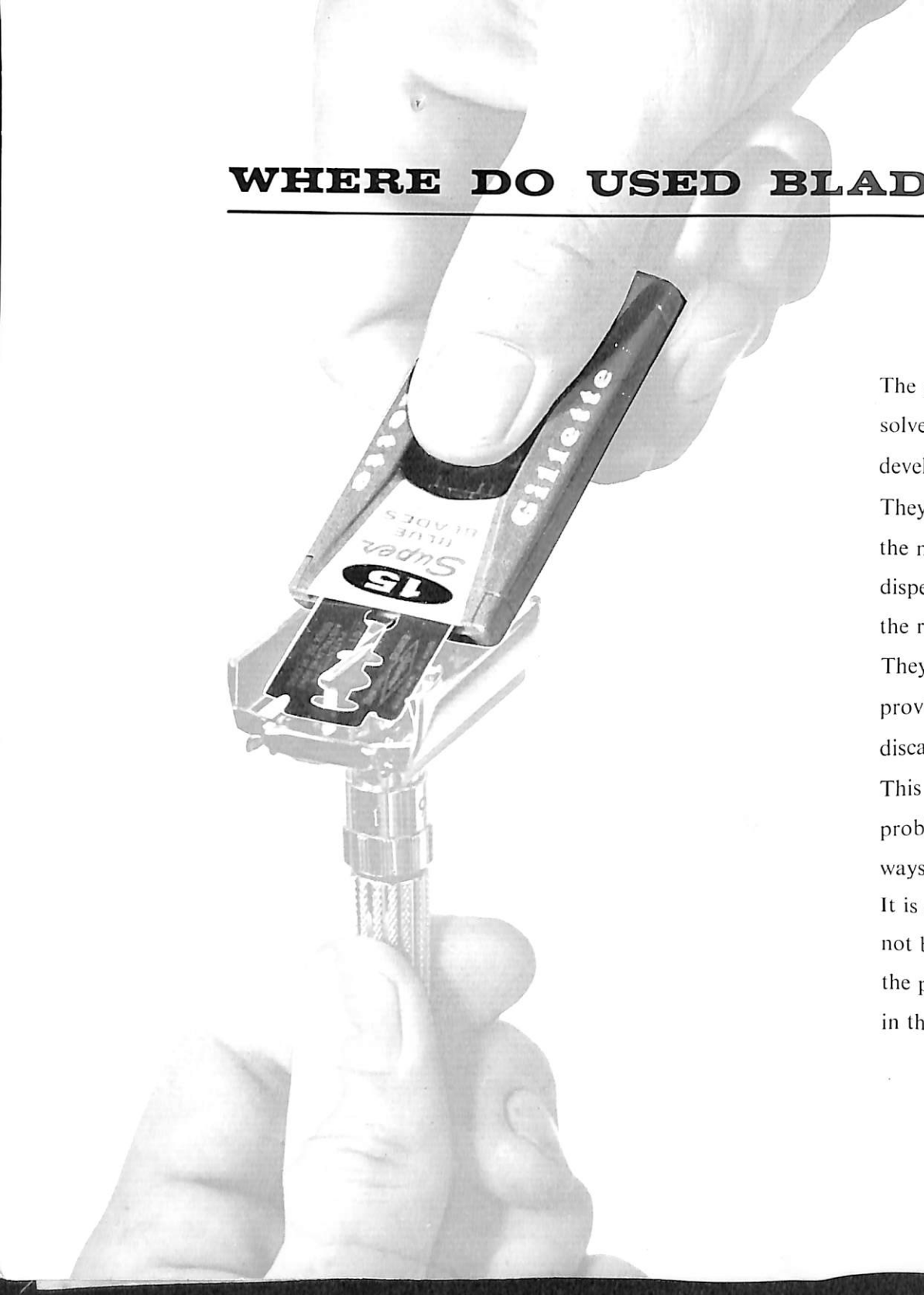
A couple of years ago many men faced up to their bathroom mirrors, razors poised, and then, at the first stroke, registered unbelief. Each looked at his razor to see if it held a blade! What they were, in fact, shaving with was the, then new, Super Blue Blade. This startling new breakthrough in technical science had made possible an amazing improvement in shaving ease and comfort. More than half of the blades produced at Noble Park will be Super Blue, so quickly has wide acceptance been won by its superiority.

In its turn it has supplanted the famous Blue Gillette Blade, which itself was the outcome of the adoption of the three-facet blade process, a new grinding, honing and stropping sequence that permitted close inspection of every stage.

No razor — not even a Gillette — can be any better than the blade it holds. Realising this, Gillette has devised the means of giving Gillette blades "the sharpest edges ever honed". The blade edges are so fine they cannot be seen except through an



WHERE DO USED BLADES GO?



The problem of safe disposal of used blades was solved, coincidentally with a blade packaging development, by the creative talents of the research team. They invented a blade dispenser which eliminated the need for individual wrapping of each blade. This dispenser also allowed the blade to be inserted in the razor in one simple movement. Used blades? They are just slipped into a special compartment provided in the back of the dispenser to be safely discarded when all the new blades have been used. This typical outcome of the application of trained, probing minds, everlastingly seeking new and better ways of doing things is the promise of the future. It is certain that the last word on development has not been said. Who knows what new adventures into the problems of shaving are already being conceived in the minds of the researchers?

Who will use the millions of blades made by the new Australian Gillette factory? By far the majority of Australian men!

In common with men throughout the world, Australian men have responded remarkably to the value for money, the quality and the convenience Gillette has offered.

Along with important developments in shaving, Gillette has actively stimulated the demand for its products in the attainment of high volume production and sales. Otherwise the advantages would not be available at reasonable cost.

Having built a better mouse trap — or rather, a better combination of razor and blade — Gillette does not wait for the world of shavers to beat a pathway to its doors.

A writer once said that big advertising budgets have never blanched any cheeks at Gillette and effective use has been made of the big allocations in every available medium and in almost every language — telling the world at large the benefits Gillette offers. As a result, acceptance and use of Gillette products has expanded steadily.

Similarly, as far as women are concerned, a marked preference exists for the products of the Comsetic Division in the important feminine matter of care for the hair. The growing demand by Australians — men and women — (and only in America is Australian consumption exceeded) has led to the establishment of this new factory and office in Melbourne.

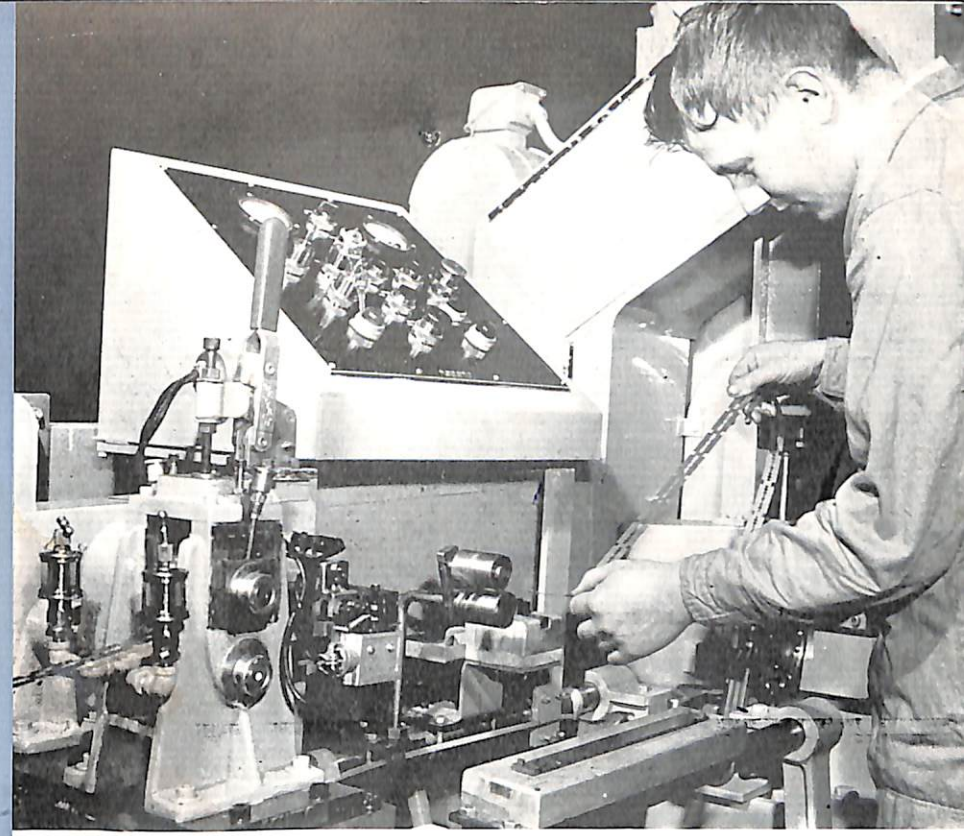
From the ground up

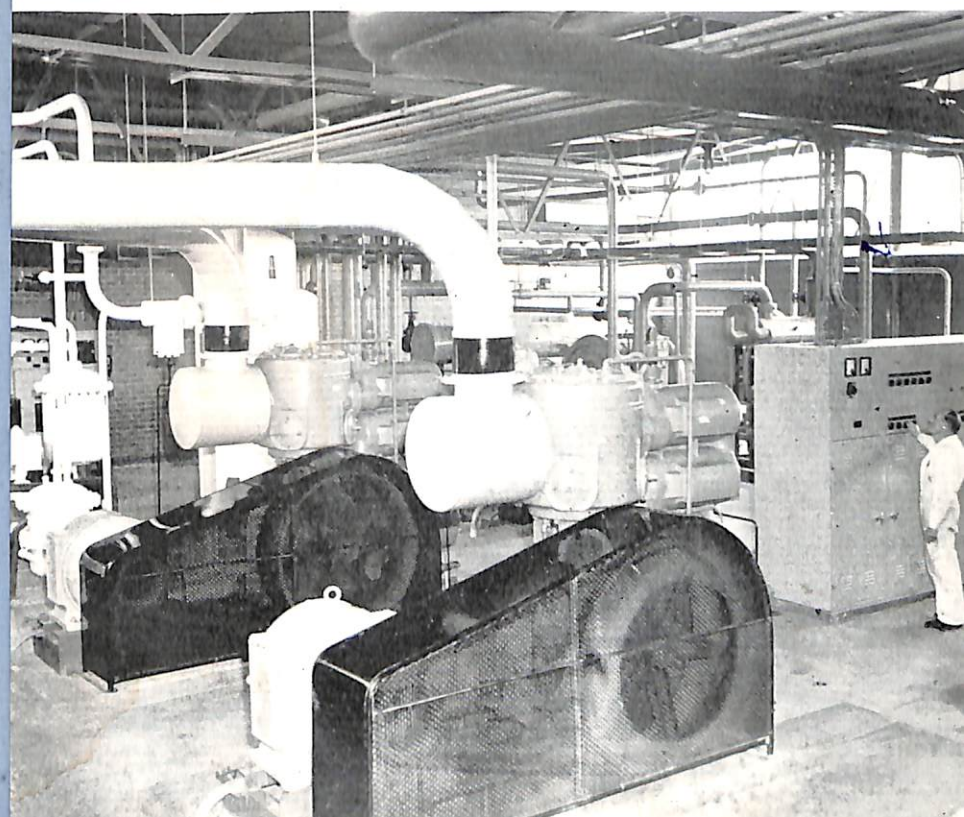
Gillette's new premises reflect past achievements and indicate the faith held for the future. The twelve-acre site is a prime location in one of the most rapidly developing areas in Australia. The buildings and landscaping thus far carried out occupy only one-third of the site, even though this new factory and office is 75 per cent larger than the Company's former premises. Not only does this site provide room for growth but, in addition, the factory, office, powerhouse, parking lot, access roads — even the telephone system — have all been designed, constructed and arranged to provide for easy expansion.

Design and construction was by Paynter & Dixon Industries Ltd., and they have admirably filled Gillette's request for "a building we'll both be proud of for a long, long time".

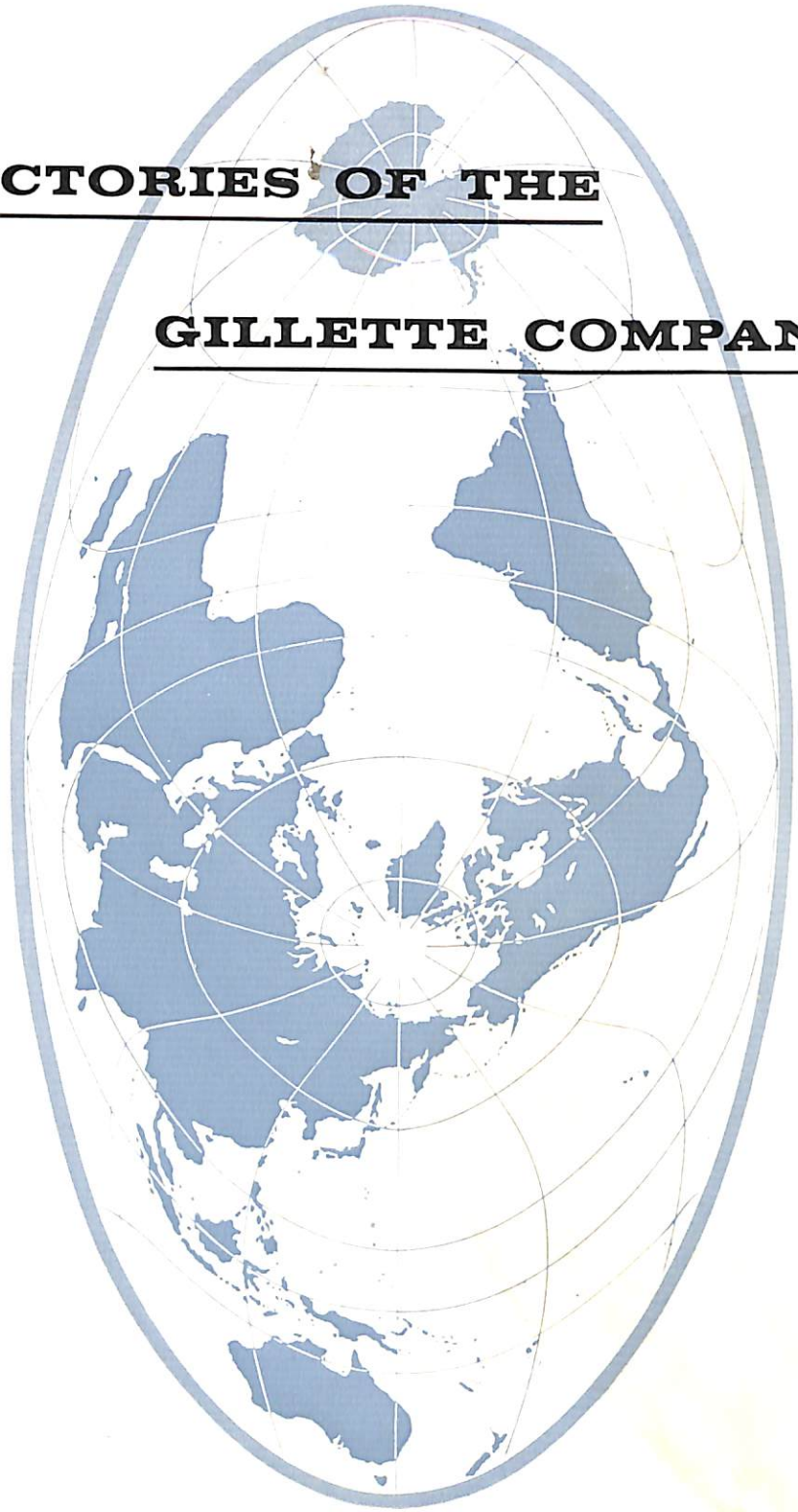
Stated simply, the production of a razor blade requires six basic operations: die cutting, heat treating, etching, lacquering, sharpening and packaging. To repeat those six steps 130,000,000 times per year to extremely tight inspection standards and at high efficiency, this fully air-conditioned, brightly lit factory makes use of not only the latest Gillette-designed machinery, but also a variety of services from the separate boiler house. Included in these services are high and medium pressure compressed air, vacuum, water at five different temperatures, steam and electricity.

Staff amenities are among the finest in Australia and include a medical centre and a large, bright cafeteria which serves full-course meals prepared in the adjacent all stainless-steel kitchen.





FACTORIES OF THE GILLETTE COMPANY



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