IBM Centennial Merchandise *and* Memorabilia

Centennial Merchandise Program

—

IBM has a very large and extensive global merchandise program of IBM-branded items. This program tends to have standard items such as apparel, flash drives, drinkware, bags, writing instruments, padfolios, etc.

For the Centennial, we have added a selection of items that are truly differentiated and unique to IBM. While these items can be given to external clients or purchased for personal use, they are primarily intended to help IBMers present themselves at their very best. When given as gifts or used, they add value and meaning to the core ideas of the IBM brand. The merchandise items are designed to incorporate easily into all of the Centennial programs.

Table of Contents

———

Ordering Information

The IBM Centennial Merchandise collection is available exclusively through the IBM Logostore (catalog) sites supported by the worldwide Global Identity Partner network.

Availability

Not all items that appear in this catalog will be available immediately, and availability of items will vary by country depending upon local supply and other factors that affect inventory. In some instances textures and colors of items may vary slightly from those that appear here, depending upon production capabilities of the local supplier.

Customization

Centennial Merchandise collection merchandise may not be customized in any way, nor may related images or decorations be used on any other promotional merchandise items. Additional merchandise may be added to the Centennial Merchandise collection during 2011, and will appear on Logostore sites worldwide as it becomes available.

Business and Personal Orders

Orders for Centennial Merchandise collection are placed in the same manner as orders for IBM Logo merchandise. Use www.logostore-globalid.com to access the Logostore site, and select the country for which you plan to place an order. Here you can view the merchandise available in your specific country. All IBM business orders should be placed via your local procurement system. Personal orders and Business Partner orders may be placed through use of a credit card.

Pricing

Prices in this catalog are for reference purposes only, are subject to change throughout 2011, and appear in U.S. dollars. Local production capabilities, taxes, tariffs and shipping charges can all have an effect on pricing and prices can vary significantly from country to country. Check your local Logostore site for current and accurate pricing that applies to purchases of Centennial Merchandise collection in your country.

Bulk Purchases for Meetings and Events

With prior approval, large quantities of merchandise from the Centennial Merchandise collection may be reproduced by authorized members of the Global Identity Supplier Network through the Special Order process. Contact your local supplier's Special Order desk (contact information may be found on the home page of your country Logostore site) to determine availability and lead times. The local Special Order team will then forward your request to IBM for approval on your behalf.

eCertificates and Gift Certificates

Various forms of eCertificates or gift certificates may be purchased through Logostore sites in Canada and the United States, and this capability may be added to all other Logostore sites during the Centennial year. The certificate option enables IBM employees to pay for purchases now, and redeem certificates for merchandise at anytime during 2011.

Damaged Goods and Return Policy

IBM and Global Identity do not warrant products in this catalog and they are provided 'as is.' Manufacturers may offer warranties on some products. Return policies on unused or defective merchandise vary by supplier. Contact your local Global Identity supplier for additional information.

Country Coverage

Argentina, Australia, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Caribbean Islands, Chile, China, Columbia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Malaysia, Mexico, Montenegro, Morocco, Netherlands, New Zealand, Norway, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, Vietnam.

Contact the applicable Logo Merchandise Advisor (see page 25) for information on availability of Centennial merchandise in Brunei, Central Africa, Pakistan, Russia, Tunisia, Ukraine or any other country not listed above.

Rebus Three-Pack Notebooks

Rebus Three-Pack Notebooks

———

Renowned designer Paul Rand created the iconic IBM eight-bar logo—and then, for a 1980s meeting, playfully created the IBM rebus. It was so popular that it wound up on posters, T-shirts—and eventually in the Museum of Modern Art.
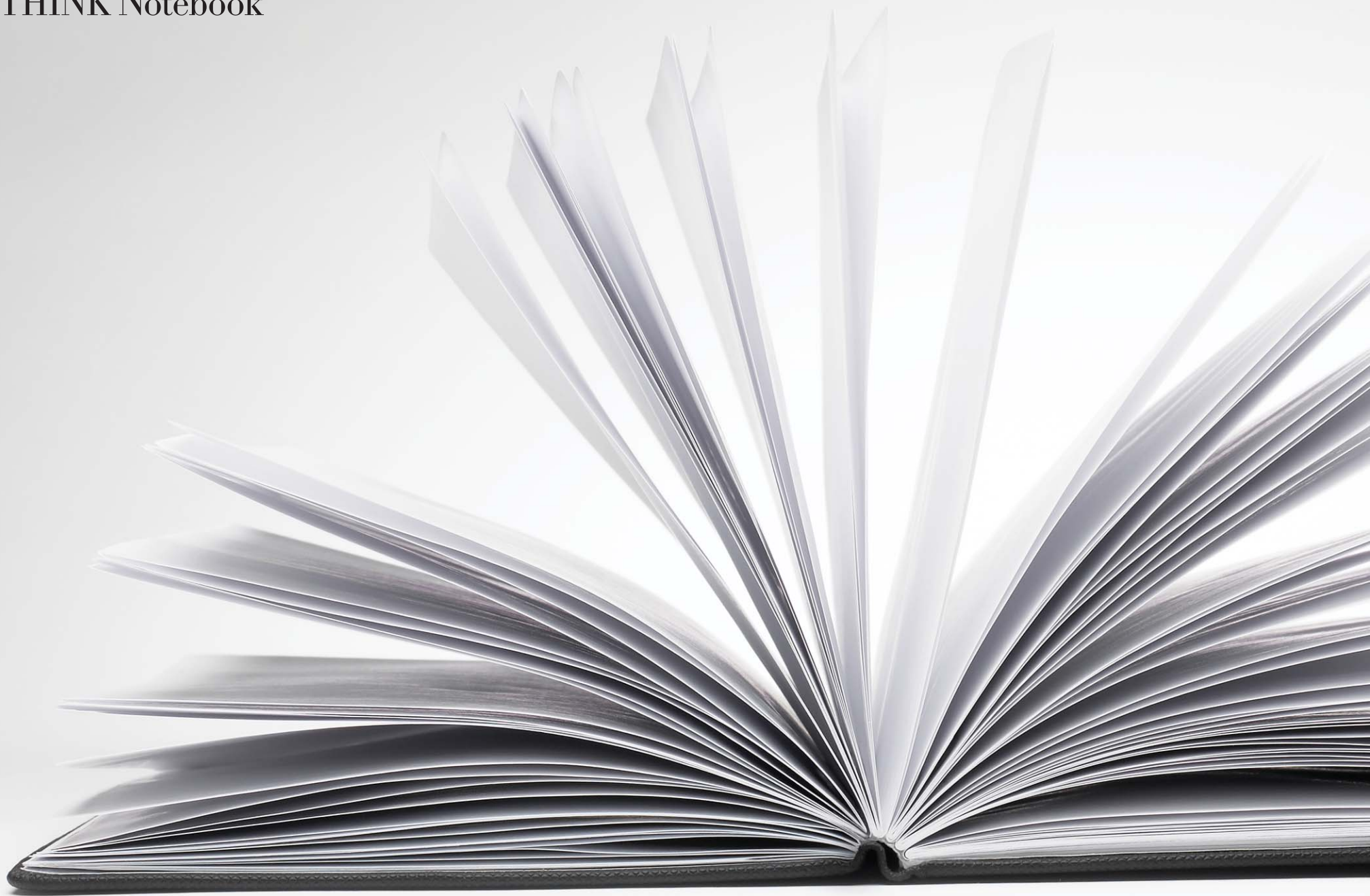
Product Details:
Multi purpose Rebus notebook. Includes 48 sheets of white paper with dotted grid. 8.3" x 5.1." Set of three with colorful covers featuring the rebus. Green, Yellow, Blue. Made by Castelli in Italy.

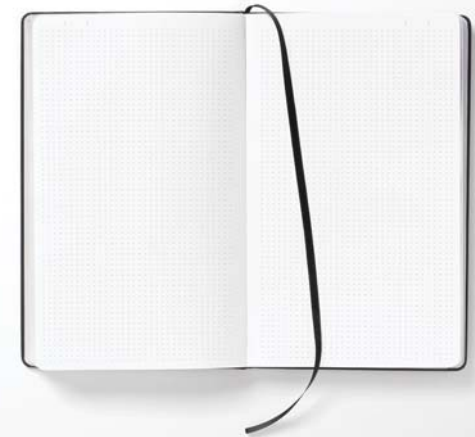**Price:** $3.50 USD

THINK Notebook

THINK Notebook

When IBM CEO Thomas Watson Sr. joined C-T-R in 1914, he brought with him the "Think" slogan. By the 1930s, the word had become famous as IBM's corporate motto. Now it's an icon tied forever to IBM.

Product Details:
Custom IBM notebook. Ribbon page marker. Black elastic band standard. Back cover paper pocket. Includes 240 sheets of white paper with dotted grid. 8.3" x 5.1." THINK imprint on the front and IBM logo on the back. Black. Made by Castelli in Italy.

Price: $7.50 USD

Vintage THINK Jotter

—

When IBM CEO Thomas Watson Sr. joined C-T-R in 1914, he brought with him the "Think" slogan. By the 1930s, the word had become famous as IBM's corporate motto. Now it's an icon tied forever to IBM.

Product Details:
Slim textured vinyl pad with notepad and IBM values message. Includes two blank 2.75" x 4.25" refills. 3" x 4.25." THINK imprint on the front, IBMers Value imprint on the inside cover and IBM logo on the back.

– Cover material: Black, synthetic, faux-leather
  over cardboard
– Black with white THINK imprint on the cover

Price: $3.00 USD

IBMers Value

Dedication to every client's success

Innovation that matters—
for our company and for the world

Trust and personal responsibility
in all relationships

THINK

IBM

Classic THINK Plaques

Availability of colors and languages will vary by individual Logostore.

Visit the IBM Logostore website to purchase http://www.logostore-globalid.com. *Page* 10

Classic THINK Plaques

When IBM CEO Thomas Watson Sr. joined C-T-R in 1914, he brought with him the "Think" slogan. By the 1930s, the word had become famous as IBM's corporate motto. Now it's an icon tied forever to IBM.

Product Details:
– Metal plate mounted to colored plastic backing
– IBM logo etched onto the back side of plaque
– Size: 8.75" x 2.75" x 1.5"

Languages Available:
– English
– German
– French
– Chinese
– Japanese
– Portuguese
– Spanish
– Other translations permitted. Please contact your local Global Identity supplier.

Colors:
■ Black
■ Yellow
■ Red
■ Blue
■ Orange

Price: $12.50 USD

English available in:
■ Black

German available in:
■ Yellow

French available in:
■ Red

Chinese available in:
■ Blue

Japanese available in:
■ Orange

Portuguese available in:
■ Red

Spanish available in:
■ Yellow

Availability of colors and languages will vary by individual Logostore.

Archival Note Card Set

Archival Note Card Set

IBM's greatest strength has always been its powerful corporate culture, promoting constant invention and innovation, great design, big bets and a progressive workplace. These cards capture some of the iconic moments in the history of that culture.

Product Details:
Set of 12 note cards and 12 envelopes with images that embody the enduring IBM attributes. 12 different images per set. 4.625" x 6.25." White.

Price: $10.00 USD

Limited Edition Archival Prints

Available from the United States only. See your local Logostore for ordering details.

Limited Edition Archival Prints

A curated set of archival-quality IBM historical photos,
these limited edition prints appear in special inks and paper.
Matting and framing not included. Available while supplies last.

Advertisement, 16.5" x 22"
Price: $56.00 USD

IBM Showroom, 13" x 16.25"
Price: $33.00 USD

Think Signs, 12.25" x 13.1"
Price: $24.00 USD

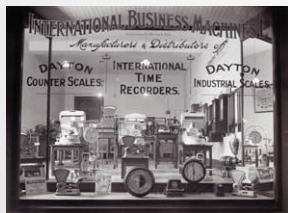London Factory, 8.5" x 10"
Price: $15.00 USD

IBM CEO, Thomas Watson Jr. and System/360, 17" x 24"
Price: $65.00 USD

Hundred Percent Club, 9" x 26.4 "
Price: $37.00 USD

Complete Set of Prints: $230.00 USD
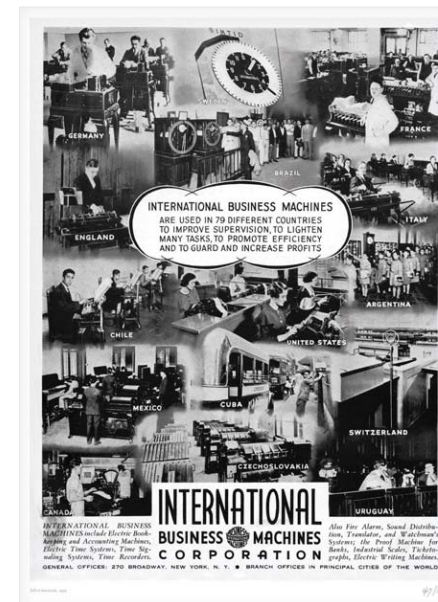

IBM Showroom

Think Signs

London Factory

IBM CEO, Thomas Watson Jr.
and System/360

Hundred Percent Club

Advertisement

Available from the United States only. See your local Logostore for ordering details.

Graphic T-Shirts

A collection of 12 T-shirts utilizing bold, witty and iconic graphics representing the history of IBM. The T-shirt style, cut and fabric is modern and wearable in both men's and women's sizes.

Not all T-shirts are available on all Logostores; all T-shirts are available in all countries through Special Order (minimum order quantities apply).

Graphic T-Shirts

IBM Globe Logo

In the 1920s, the Computing-Tabulating-Recording Co. changed its name to International Business Machines, adopting a globe-shaped logo. IBM's vision of a global business led it to establish offices around the world.

Available sizes:

- Men's, S – XXL (Honey)
  Price: $11.00 USD
- Women's, S – XL (Kiwi)
  Price: $12.00 USD

System/360

Of all the innovations in IBM history, one signature achievement stands out: the 1964 System/360 line of computers. Historians say the 360 is one of the greatest corporate inventions of the twentieth century.

Available sizes:

- Men's, S – XXL (Red)
  Price: $11.00 USD
- Women's, S – XL (Red)
  Price: $11.50 USD

Electronic Calculating Punch

The 604 Calculating Punch was the first commercially successful electronic calculator, and it could crunch numbers hundreds of times faster than previous electro-mechanical punch-card machines. Its success surprised IBM, and the company wound up producing more than 5,600 units.

Available sizes:

- Men's, S – XXL (Indigo)
  Price: $12.00 USD
- Women's, S – XL (Sky Blue)
  Price: $12.00 US

Not all T-shirts are available on all Logostores; all T-shirts are available in all countries through Special Order (minimum order quantities apply).

Graphic T-Shirts

Floppy Disk

In 1971, IBM invented the first flexible magnetic data storage medium — but "floppy disk" was a lot easier to say. As computers became personal in the 1980s, floppies became the way millions of people stored their files.

Available sizes:

▪ Men's, S – XXL (Indigo)
  Price: $12.00 USD

▪ Women's, S – XL (Sky Blue)
  Price: $12.00 USD

THINK

IBM CEO Thomas Watson Sr. brought "Think" to the company in 1914. By the 1930s, the word had become famous as IBM's corporate motto.

Available sizes:

▪ Men's, S – XXL (Black)
  Price: $11.00 USD

▪ Women's, S – XL (Black)
  Price: $11.50 USD

UPC Bar Code

In the 1960s, grocery chains needed a scanning code and planned to use a bull's-eye pattern. IBMer George Laurer figured out a better way: using bars of varying widths and spaces. The now-ubiquitous bar code changed retailing and opened the way for today's big-box stores.

Available sizes:

▫ Men's, S – XXL (White)
  Price: $10.00 USD

▫ Women's, S – XL (White)
  Price: $11.00 USD

Not all T-shirts are available on all Logostores; all T-shirts are available in all countries through Special Order (minimum order quantities apply).

Graphic T-Shirts

Rebus

Renowned designer Paul Rand created the modern IBM logo—and then, for a 1980s meeting, playfully created this logo, the IBM rebus. It was so popular that it wound up on a poster, T-shirts, and eventually landed in the Museum of Modern Art.

Available sizes:

■ Men's, S – XXL (Black)
Price: $13.50 USD

■ Women's, S – XL (Black)
Price: $14.00 USD

1401

In 1959, IBM unveiled the first "mass-market" mainframe: the 1401 all-transistor computer. The 1401 was the first computer simple enough to be programmed by non-experts and affordable enough for smaller companies. It outsold all computers before it, combined.

Available sizes:

□ Men's, S – XXL (White)
Price: $10.00 USD

□ Women's, S – XL (White)
Price: $11.00 USD

Selectric Ball

In the 1930s, IBM bought a tiny company that got it into the emerging business of electric typewriters. In the 1960s, IBM invented the Selectric, with its distinctive "golf ball" typing element. Selectrics dominated office desks until word processing and PCs came along.

Available sizes:

■ Men's, S – XXL (Sand)
Price: $13.50 USD

■ Women's, S – XL (Sand)
Price: $14.00 USD

Not all T-shirts are available on all Logostores; all T-shirts are available in all countries through Special Order (minimum order quantities apply).

Visit the IBM Logostore website to purchase http://www.logostore-globalid.com.

Graphic T-Shirts

Punch Cards

For more than 50 years, the world stored data on rectangular cards punched with holes. Herman Hollerith, father of IBM's tabulating machines, first used them for the 1890 U.S. Census. By the 1950s, corporations had whole floors dedicated to storing punched cards.

Available sizes:

■ Men's, S – XXL (Honey)
  Price: $11.00 USD

■ Women's, S – XL (Kiwi)
  Price: $11.50 USD

Pocket Protector

Take a look at almost any photo of IBM engineers in the 1960s, and you're likely to see men wearing white short-sleeve shirts with a slim tie and a pocket protector—the very image of mid-century "geek." This shirt recreates the era, without introducing the difficult chore of finding an actual pocket protector.

Available sizes:

☐ Men's, S – XXL (White)
  Price: $10.00 USD

☐ Women's, S – XL (White)
  Price: $11.00 USD

FORTRAN

The first computers just didn't understand us. Only a few experts in the early 1950s knew the tortuous method of programming computers. IBM's FORTRAN let people write programs that looked like equations, breaking down the man/machine language barrier.

Available sizes:

■ Men's, S – XXL (Black)
  Price: $11.00 USD

■ Women's, S – XL (Black)
  Price: $11.50 USD

Not all T-shirts are available on all Logostores; all T-shirts are available in all countries through Special Order (minimum order quantities apply).

Centennial Buttons

Centennial Button Sets

A collection of 30 buttons that celebrate the history of IBM. Sets are comprised of Centennial 100 marks, archival imagery and iconic graphic elements. Sold in prepackaged sets of six buttons on backer cards. Also available as a 30-button set packaged in a poly bag without backer cards.

Product Details:
– Buttons are 1.5" in diameter
– Back edge of button is imprinted with "IBM Centennial 1911–2011"

Individual Button Sets, One-Five: $5.00 USD
Complete Set of 30 Buttons in a Poly Bag: $8.00 USD

Set One

Set Two

Set Three

Set Four

Set Five

Custom Designed Centennial Bags

Custom Designed Centennial Bags

Paper Bag

Product Details:
Matte laminated heavyweight paper bags with matching macrame handles, reinforced fold-over top, and cardboard bottom insert. IBM Centennial logo pattern imprinted on both sides of bag in white. 13"W x 10"H x 5"D. Black. Package of 10 paper bags.

Price: $15.00 USD

Laminated Bag

Product Details:
This non-woven tote with matte lamination is perfect for home or office. 14"W x 17"H x 6.5"D. Centennial "100" icons imprinted on both sides. White.

Price: $3.50 USD

Messenger Bag

Product Details:
Convenient for close to home or on the road. Microfiber with 210D lining. Two slip pockets plus a zippered pocket underneath the flap. Computer sleeve handles up to 15.4" laptops. Magnetic snap closures. Zippered pocket on back of bag. 16" W x 12"H x 5"D. Rubber Patch with IBM logo on side of bag. IBM Centennial pattern on lining. Gray.

Price: $25.00 USD

Contact Information

——

For general questions about merchandise availability
or ordering procedures, please e-mail the IBM
Logostore Merchandise Team at logostor@us.ibm.com
You will receive a response within 24 hours.

For general questions pertaining to the Centennial
Merchandise collection, please contact:

Randy Golden, Program Manager, IBM Brand Expression
Randy Golden/Armonk/IBM@IBMUS
rgolden1@us.ibm.com

Janice Meo, Global Logo Merchandise Manager,
IBM Global Logo Merchandise Program
Janice Meo/Armonk/IBM@IBMUS
janicem@us.ibm.com

IBM