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3M to Market Olivetti Line

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The Minnesota Mining and Manufacturing Company and the Olivetti Corporation announced that they had reached an agreement under which 3M would market a line of electronic typewriters made by Olivetti, a worldwide supplier of office equipment.

3M, a diversified manufacturer, said that it anticipated rapid growth in the electronic typewriter market and thought that it was well positioned to distribute typewriters through its copier division.

The company said that it would market several models, but had not yet established prices.

Olivetti has had trouble gaining a foothold in America's office automation business. Last May Olivetti, the American arm of Ing. C. Olivetti & Cia., of Italy, reached an agreement to be acquired by the Savin Corporation. Savin has a strong distribution network, which Olivetti had sought. Three months later, however, the two companies terminated the agreement, citing divergent views on planning.

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