



MX-12B

• PRODUCT Introduction

The Casio **MX-12B** is the **upgraded** version of the **MX-8B**, the UK's best selling desk calculator

- Large and clear 12 digit display
- Dual powered (solar with battery backup)
- Percentage Calculation
- 3-Key Memory
- 3 Digit Comma markers
- Function command indicator
- Key for changing plus/minus sign

This basic desk model has a clear 12 Digit display & is easy to use. It is dual powered and performs the major basic functions: addition (extra big key), subtraction, multiplication and division & percentage. It also has a square root key and positive and negative number key. It also incorporates a 4-key memory function and a Mark up Key (MU).

• DATA INFORMATION

• (In standard format)

• BARCODES (EAN)

• Single Unit	4549526603259
• Inner Carton of 10	14549526603256
• Outer Carton of 100	24549526 603253

• Measures	W	L	H	g/Kg
• Product	10.7	14.7	2.9	115G

• Single Pack	Inner (10)	Outer (100)
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• Packaging Material

	Paper	Plastic
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• Single Pack

• Inner

• Outer

• Battery

• LR1130 x 1 Alkaline (supplied)

• Weight 1g

• Alternative models

• MS8F, MS80E, MS120FM, MS100FM, MS20UC

• . All these have more functionality

• Models it replaced

MX-8B.

• General Information

- Dual Powered (Solar & Battery)
- Battery back up 1 x LR1130
- Weight (g) 115
- Dimensions (mm)29(H)x107(W) x147 (D)
- Two year Manufacturers Warranty
- Non-stick plastic keys
- Angled Large 8 Digit Display
- Auto power off

• Functions and Features

- Percentage Calculation
- 3-Key Memory
- 3 Digit Comma Markers
- Function Command Indicator
- Key for changing plus/minus sign
- White colour

Marketing Copy

Customer facing description (product title; must include brand, model and calculator type):

Casio MX-12B Desk Calculator

Marketing text – product introduction (where there is only space for a short sentence):

The Casio MX-12B is the upgraded version of the MX-8B, the UK's best selling desk calculator

and has a large and clear 12 digit display, it's dual powered (Solar with Battery Backup) and performs all the main basic functions. It has an extra large '+' key, a square root key, change sign key and also incorporates a 4-key memory function and a Mark up Key (MU).

Key/main bullet-points (use in place of marketing text box or in addition to, but not duplicate text, reduce text to fit space in allowable fields, use as many as possible and combine where possible/necessary), use in order of listing:

- Large and clear 12 digit display
- Dual powered (solar with battery backup)
- Percentage Calculation
- 3-Key Memory
- 3 Digit Comma markers
- Function command indicator
- Key for changing plus/minus sign
- White colour

Additional bullet point features (where space permits):

- Battery back up 1 x LR1130
- Weight (g) 115
- Dimensions (mm)29(H)x107(W) x147 (D)

If even more space is available, add all additional features/functions listed on the first page.

Up-sell text, where there is space to add what model(s) to up-sell to (reduce text to fit, where necessary):

Other models to consider:

MS8F, MS80E, MS120FM, MS100FM, MS20UC

Additional marketing text, for use where we have additional space on web pages for increased marketing text:

Why a Casio Calculator?

Casio is the UK's No.1 calculator brand.

Pioneering developments for over 50 years, since first inventing the electronic calculator in 1957, Casio are leaders in the development of calculator technologies and mathematical tools. Suitable for daily use, whether you are studying for mathematical qualifications, working on complex financial analysis, wanting time saving desktop assistance or looking for handy calculations whilst on the move.

The Casio range of Graphical, Scientific, Desk and Pocket Calculators are powerful and rugged mathematical tools, built specifically for your task at hand.