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Swingline® Company Backgrounder

#1 Brand in Stapling and Paper Punches

Founded in 1925, Swingline is the stapling and paper punch division of ACCO Brands, Inc. Swingline earned the prestigious title of “#1 Brand of Staplers” by building quality and durability into every product.

Until Swingline’s founder, Jack Linsky, started introducing breakthrough products that made stapling quicker and easier, little had changed in staplers since the first one was originally constructed for King Louis XV of France in the 18th century.

Linsky’s breakthroughs included “Frozen Wire Staples,” a row of 25 staples held together by adhesive; the “Stroke Control,” which reduced staple jamming; and the “Open Channel,” which allowed rows of staples to be easily inserted into staplers.

Originally the Parrot Speed Fastener Company, the company’s first manufacturing facility was opened in 1931, and in 1939 the corporation changed its name to Speed Products. In 1956 the company became Swingline, which was also the name of their most popular line of staplers.

Swingline’s motto, “Where Tradition and Innovation Are One,” was a cornerstone for the company, and in the 1950s widespread recognition for the company was generated for its introduction of the TOT® stapler, a miniature handheld stapler. Swingline’s TOT Grip Mini, an updated version of the TOT, is available in translucent colors such as “Go Green,” “Dusty Iris” and “Thru Blue.”

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Other innovations have helped Swingline remain the leader in the stapling industry including being the first manufacturer to offer an electric stapler (1956) and the first manufacturer to offer a stapler that could be opened and used as a tacking device.

Swingline merged with the Wilson Jones® Company in 1963, adding bindery tools for the office and school to its already long list of stapling products. In 1970, American Brands, Inc., a New Jersey corporation, acquired Swingline. Following reorganization in 1986, American Brands (Delaware) acquired ACCO, and in 1987 merged ACCO and Swingline together as ACCO Brands, Inc. American Brands (Delaware) changed its name to Fortune Brands, Inc. in 1997.

Swingline, the #1 brand in stapling and paper punches worldwide, is headquartered in Lincolnshire, IL, with operations in the U.S. and Mexico. Swingline products are marketed through office product superstores, mass retail, warehouse clubs, mail order and business-to-business channels.

ACCO Brands manufactures and markets such category-leading brands as ACCO®, Day-Timer®, Kensington®, Wilson Jones®, MACO®, Perma®, Apollo™ and Boone. ACCO Brands, Inc., is part of Fortune Brands, Inc. (NYSE-FO), the consumer products company.

SWINGLINE® Milestones

1925 Frozen Wire Staple

1934 Babe Stapler (Speed Products – desktop stapler)

1937 Swingline #4 stapler

- First stapler to carry the “Swingline” name
- “Open Channel” staplers which used frozen wire staples
- Bottom release mechanism allowed stapler to be used for tacking

1950 Swingline Tot 50 (The original mini stapler)

1952 Swingline #27 Stapler (Original)

- Featured the Ramhead (mechanism to move staples forward – a design used with most modern staplers)

1956 Electric Staplers Introduced

1963 / 1964 Swingline Tacker Series

- A cost effective and popular tool, the Tacker quickly became as essential to the family tool box as the hammer

1967 Swingline Plier (handheld stapler)

- A handheld stapler designed for high demand occupations such as grocers, supermarkets, florists and carryout restaurants

1970 Swingline 747 Desk Stapler

- The most popular stapler ever introduced, this extremely durable stapler was designed for offices

1982 Swingline Executive Desk Stapler

- The high end, high capacity stapler for the demanding executive

1999 Swingline TOT® Grip Mini

- A revised version of the TOT, this stapler is available in a variety of translucent colors

2000 Swingline Paper Punches

- Swingline innovation meets paper punches resulting in a series of innovative product introductions including the Swingline lever handle punch and the notebook punch

2001 Light Touch Heavy Duty Punch

- Swingline combines improved leverage design and professional fashion in a top of the line heavy-duty paper punch