

Celebrating 75 years of Novus staplers:

## Pioneering success

**Lingen, April 2024. Novus Dahle GmbH is celebrating a special anniversary in 2024: first developed by Erwin Müller in 1949 and continually enhanced since then to include numerous innovative functionalities, our wide range of high-quality Novus staplers has been in production for 75 years. Over time, the Novus brand has expanded to become a reliable provider of high-quality office products and a “worklife expert”. What has remained unchanged through the years is our unequivocal desire to innovate, our determination to broaden our horizons and break new ground.**

In 1945, senior engineer Erwin Müller establishes a metalworking factory in Lingen, a small town in the agricultural region of Emsland. The entrepreneur, who worked in development at Mannesmann before and during the war and has extensive experience of processing galvanised sheet steel, sees the perfect opportunity to start his own company in the post-war phase. Although sourcing machines and materials is difficult, he succeeds in procuring metal goods for resale. Working with his wife Ursula, Müller initially sells egg whisks, desk calendar stands, then letter racks and other accessories. Using bartered goods such as bacon and bread ration stamps, he acquires the first machine for his production facility: a used lathe. In 1946, Müller starts manufacturing office supplies initially in the form of perforators; his first letter perforator goes into production in 1947. But Müller sees no great potential for development in perforators and decides instead to focus on the stapler sector.

### **1949: Stapler production begins**

In 1949, Müller develops and manufactures his first hooded staplers. While staple presses – such as the Primus briefly produced by Müller (1948–1949)

– are widely available on the market, they are unpopular because the process is cumbersome and prone to failure. The hooded stapler represents an absolute innovation: it works smoothly and reliably, is easy and convenient to use, and produces a firm but removable fastening. And the built-in staple magazine puts an end to the constant search for staple refills. Lux, *“the stapler that has established itself surprisingly quickly thanks to its beautiful design and elegance”*, according to the original advertising brochure, is released in 1949 and *“improved further, based on the experience acquired in the interim”* soon after, *“so that the ideal design has now been achieved.”* The device is also renamed to Novus *“to prevent any confusion with similar names”*.

### **1953: “Press the button” for a breakthrough**

The spring loading mechanism developed by Erwin Müller, advertised with the catchphrase “Press the button”, is what ultimately lays the foundation for a success story: the mechanism causes the staple drawer to spring open when the user presses a button on the top of the hood, allowing the insertion of an entire bar of staples. In 1952, Müller applies for a patent on his innovation. 1953 brings the breakthrough with the NOVUS 53, a stapler featuring this sophisticated functionality: at the 1953 spring fair in Hanover, the product is a huge hit in the office supplies sector. In the 1960s, the stapler is renamed to NOVUS B 6, a name under which it has remained a core part of the Novus range to this day with over 6 million units sold.

### **Setting a market standard**

Today, the staplers developed by Erwin Müller 75 years ago are considered the market standard, simply because they offer such excellent functionality and ease of use. Novus regularly introduces new innovations in stapling technology, such as the automated release on the NOVUS B 7A stapler (patent application filed in 1990) or the world’s first flat clinch stapler with rotatable anvil for switching between permanent and temporary stapling (patent application filed in 1998). The company’s office equipment range also includes stapling pliers, staples and perforators.

### **Expanding our stapling expertise**

The stapling expertise developed by the Novus brand is useful not only in the office, but also on construction sites and in workshops, and so Novus has been selling tackers for the skilled trades since 1950. Today, our high-quality cordless, hand and electric tackers as well as other fastening tools are found in hardware stores and at specialist construction retailers under the brand name “Novus Tools”. And their design is award-winning: the completely new Novus cordless tacker J551/0, for example, won the coveted IF Design Award in 2024 for its outstanding design.

### **Growing product portfolio**

Over the years, the company adds a wide range of items in all performance classes to help create organised office spaces focused around people and their needs: in 2002, the Novus “More Space System” division begins producing efficient workplace systems consisting of flexible monitor holders, storage modules and high-quality designer desk lamps to make working more comfortable. Tailored solutions for ergonomic, secure and appealing checkout areas round off the Novus More Space System portfolio. Also in 2002, the company acquires the traditional Dahle brand. Dahle’s portfolio comprises its well-known, typically blue guillotines, high-quality cutting devices, powerful document shredders at all security levels, and useful presentation accessories for conferences and meetings.

### **German engineering**

All Novus products are developed at the company’s headquarters in Lingen (Ems), ensuring that German standards of quality are met from the outset. Manufacturing takes place both in Lingen and at the company’s production facilities in Czechia (Raspenau) and China (Chuzhou).

## Tradition meets innovation

“From our first stapler to today’s ‘worklife expert’ – that’s an evolution we can rightly be proud of. It’s the combination of tradition and innovation that makes the Novus brand so successful”, says Frank Indenkämpen, managing director at Novus Dahle. “But we aren’t resting on our laurels; we work constantly to stay competitive by delivering new products and cutting-edge ideas.”

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## About Novus Dahle

Novus Dahle GmbH supplies products and system solutions to help people work more comfortably and more efficiently. The specialist in innovative office technology is synonymous with high-tech devices and “German engineering” and guarantees sophisticated, high-quality products. Novus Dahle is a subsidiary of the emco Group based in Lingen, Germany. The internationally operating corporation has 1,300 employees worldwide and an annual turnover of 150 million euros.

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## Images and captions



In 2024, the Novus brand celebrates 75 years of Novus staplers. Seen here is one of the earliest Novus staplers, the Mirus. String shelves, today considered design classics, have also been on the market for 75 years – just as long as Novus staplers.



Erwin Müller with his invention, the hooded stapler with spring loading mechanism



The Primus staple press is the predecessor of the staplers developed by Erwin Müller that are now the market standard.



The Lux, later Novus (1949–1952), is the first stapler with a hood – developed and produced by Erwin Müller.



One of the earliest Novus staplers is the Mirus, which was produced from 1949–1953.



The first Novus stapler with “Press the button” technology, the spring loading mechanism invented by Erwin Müller: the classic NOVUS B 6 (called NOVUS 53 at the time)



A selection of historic Novus staplers from the 1950s and 1960s

*Left shelf:*

*Top (left to right): Primus (1948–1949), Mirus (1949–1953), rear: Novus staples Novette No. 111 in original packaging Bottom: NOVUS 53 with original packaging.*

*Right shelf:*

*Top: NOVUS B 4 (1962–1968), middle: NOVUS B 32 (1967–1980) with original packaging.*