



GBC

# GENERAL BINDING CORPORATION

**William N. Lane II**

**JMartinez2406**

# BACKGROUND AND REVENUE



GBC

- ❖ William N. Lane II (CEO) and two business partners found GBC in 1947
- ❖ GBC maintains its headquarter in Northbrook, Chicago, USA
- ❖ Second Headquarter located in Aylesbury, Buckinghamshire, England
- ❖ GBC has significant manufacturing site in Europe, and Asia.
- ❖ Employees all locations 36,000 (Actual)
- ❖ Main Headquarter 200 employees (Actual)
- ❖ No public.

## REVENUE

1. First year sale \$250,000
2. 2003 annual sales were around \$700 millions
3. 2005 GBC would merge with ACCO with combined revenue of \$2,000,000,000
4. 2009 GBC reported \$ 100,000,000
5. 2011 Revenue 700 millions.

# HISTORY

GBC

- ❖ 1950 Creating sale and distribution networks in Europe, Mexico, Canada, Venezuela and Brazil.
- ❖ 1952 Expand operations in by opening another manufacturing plant in Canada.
- ❖ 1954 GBC established a manufacturing subsidiary in Switzerland.
- ❖ 1958 the European economic community established a 30 percent tariff on goods produce in Switzerland.
- ❖ 1960, GBC introduced the Combo binding.
- ❖ 1960 GBC become one of the first foreign companies to set up operations in Japan.
- ❖ 1962 Ventured into lamination business with purchase of Virginia laminating, a designer and manufacturer of lamination machines.
- ❖ 1969, Gbc purchased webtrom corp. a marker of specialty presses used for printing tags and labels

# HISTORY



GBC

- ❖ 1978, GBC founder ,chairman and CEO William lane II died. The Lane family retained control of 57% of the company and Wlilliam Lane III was name Chairman. Same year sales hit the \$100 million mark but began to slip around in 1981, due to economic recession in the United State.
- ❖ 1984, Ruudolf Grua was hired to replace John Preschlack as a president and CEO.
- ❖ 1984, Grua spend \$1.4 million for research and development of new binding, lamination system and shredders.
- ❖ Sales in 1984 rose 13 percent to \$165 million; net earnings soared to \$6.4 million
- ❖ 1985, GBC established a Telemarketing center at corporate headquarters in Northbrook Illinois.
- ❖ 1987, with sales of more than \$200 million
- ❖ 1985 GBC entered into an agreement with VeloBind, Inc., of Sunnyvale California.
- ❖ 2001 Dennis Martin came aboard as chairman, president, and CEO.
- ❖ 2005, under the new leadership GBC Merged with ACCO to form the world's largest supplier of brand office products.

# PRODUCT: magnapunch-2



1. **Punch Capacity:** Up to 40 sheets at a time or up to 40,000 sheets/hour\* (\*Sheet capacity based on 20 lb. paper; depends on punch pattern being used).
2. **Productivity:** Up to 49,000 sheets per hour
3. **Weight:** 97 lbs
4. **Interchangeable Die Sets:** Yes
5. **Method of Operation:** Foot pedal or tabletop trigger switch
6. **Binding Cycle Speed:** Half-Second punch cycle.
7. **Adjustable paper alignment guide:** yes
8. **Die sets:** Up to 13 different punch pattern die sets may be purchased.
9. Price: \$4,984.00
10. <http://www.youtube.com/watch?v=E0uHgEU6OOo>
11. <http://www.qbceurope.com/qbc/en/qb/p/1158/4400730/-magnapunch-2-0.aspx>
12. Renz corporation.
13. <http://www.renz-germany.de/katalog/product-details/p/semi-professional-line/dtp-340-m/>

PRODUCTS: **Velobind 9707102**

**GBC**



## **BINDING SPECIFICATIPONS**

1. Binding capacity up 3 to 750 sheets (based on 20 lb) 3" thick.
2. Punch 22 sheet per lift.
3. Min. document size 8.5" and Max size 14"
4. Machine weights 60 lbs
5. Auto punch selector lets you choose between three different punching options: Punch button, automatic sensor, or foot pedal.
6. Office use and commercial use.
7. **Price \$ 4,706.00**
8. <http://www.gbceurope.com/gbc/en/gb/p/451/9780170/gbc-velobind-system-3-binding-machine-eu.aspx>

# PRODUCT: Thermal Binding T400



## **GBC Thermal Binding T400.**



1. Document Support rail - Aids multiple binding Document support and integral cooling tray; bound documents can be left to cool to avoid confusion with 'work in progress.
2. Cover Size Guide - To ensure you use the correct size thermal cover.
3. Audio and Visual 'Cycle Complete' signal
4. Binding capacity up to 400 sheets (80gsm) - Using 40mm covers
5. Binding Channel - Extra wide to enable one large or multiple document binding.
6. Adjustable heat settings for perfect thermal binding results.
7. Auto shut down feature for extra safety.
8. Variable timer.
9. Binding cycle 40-120 seconds.
10. Office use only.

11. <http://www.gbceurope.com/gbc/en/gb/p/1976/4400410/-thermabind-t400-thermal-binder.aspx>

- a) Cold Lamination (luster, matte, glossy, floor graphic for indoor and outdoor, erasable etc.
- b) Encapsulation
- c) Mounting (gator board, Foam board, sintra, plexi, coroplast, aluminum.



**LAMINATION MACHINE 1260 WF**

**GBC**



**GBC**

## **PRODUCT:** Lamination Machine 2064 WF



1. **Speed:** 2-15 fpm (both directions)
2. **Weight:** 1,650 lbs.
3. **Dimensions:** (inches & cm) 39" x 218" x 18" (W x D x H)
4. **Warranty:** 90 days labor & 1 year parts
5. **Safety Certification:** C/UL listed
6. **Cold and hot Lamination:** Yes
7. **Film Type:** Arctic, Octiva, AccuShield
8. **Film Thickness:** Up to 10 mil
9. **Film Shafts:** 2: unwinds, 3: rewinds
10. **Open Throat :** Up to 1
11. **"Maximum Sheet Size:** Up to 64" wide
12. **Core Diameter:** 3
13. **Price** \$19,940.80

14. <http://www.gbconnect.com/productdetail.aspx?pid=3600263>
15. <http://www.youtube.com/watch?v=5DuMPMnleyI>

★ Permanent Printable vinyl with luster lamination.

★ This graphic has 7 panels; the size for each panel is 48" x 160".

★ The installation is on wood.

★ It takes about 2.:30 to 3 hours.



**GBC LAMINATION MACHINE.**



# GBC



- **Print, with matte lamination and mount on Gator board.**
- **It can be laminated with different type of lamination and different types of boards**



GBC

# GBC EXecutives

Dennis Martin - Chairman of the Board  
David D Campbell - Chief Executive Officer  
Neal V Fenwick - Chief Financial Officer  
Tony Giuliano - Treasurer  
Steven Rubin - Secretary  
Thomas O'Neill - Vice-President  
Michael Burzawa-Engineer

GBC merged to ACCO corporation in March 2005

# COMPETITORS

## Royal Sovereign

Royal Sovereign corporation has laminator machines, but the machines don't have the same features as GBC machines. The RSC-140iHW is a high quality for cold lamination and for some mounting material boards such as foam board, gator board, coroplast, and 1/16 to 1/8 sintra, but it has a few disadvantages from GBC laminator machines. It's true that the top roller has heat up to 122 F\* which it helps to cure faster after lamination to acquire a clear image, but it can't do encapsulation by sealing the top and bottom surface. Because the machine needs to be heated top and bottom roll up to 200 to 220 or at least a single side thermo lamination. The second issue is that the rollers are too narrow to give enough pressure during mounting image onto thick sintra or thick plexi. The purpose to use sintra is for more durability and can be used indoor or outdoor because it's made up from plastic but all depends what type of printable material is applied. Plexi is one of the best materials to use for marketing products and at the same time it will give the customers satisfaction with fancy decoration and durability. Plexi can be combined with Duratran material images which is transparency. When we apply light from the back, it looks sort of reflecting image.

Fens

**Renz corporation** has a nice binding machine with different die sets, but it doesn't have a few sophisticated features as the GBC binding machine. First, the punching capacity from Renz is 20,000 per hour and GBC is 40,000 using the same operator. Second the Magnapunch 2.0 has the digital innovation that it helps for more productivity and less waste. The features are, edge sensor means if that paper is misaligning, the machine will not punch the paper until the operator fixes the problem that can be done in a second. Before the operator used to take some time to set the die machine but now the operator just needs to change the die and type the desired size on the screen. Price \$4,595.00



**GBC**

FOR SMALL OR BIG PRINTER SHOPS BUSINESS.

GBC manufactured device for office use, and for small and big commercial business.

<http://www.youtube.com/watch?v=Z80uQecJUxk>

<http://www.youtube.com/watch?v=wppqi2L6p98>



The company's key products include the following:

**Office products:** Staplers, Staples, Punches, Ring binders  
Trimmers, Sheet protectors, Hanging file folders, Clips and fasteners, Data binders, Dry-erase boards, Dry-erase markers, Easels, Bulletin boards, Overhead projectors, Transparencies, Laser pointers, Screens,

**Document finishing solutions:** Binding, Lamination and punching equipment, Binding and lamination supplies, Report covers, Archival report covers, Shredders, Time management products,

**Computer-related office products:** Security locks, Power adapters, Input devices such as mice and keyboards, Laptop computer carrying cases, Hubs and docking stations, Ergonomic devices and technology accessories

### Brands:

GBC, Kensington, Quartet, Rexel, Swingline, Wilson Jones, Marbig, NOBO, Day-Timer, ACCO, Derwent, East light, Academic, Amcal, Apollo, Cambridge, Day Dream, Day Timer, Five Star, Grafon, Hilroy and more.



## ACCO Brands Corporation:

Public: Yes

Revenue: \$1,318,400,000

Gross Profit: \$83,000,000

Net Profit: \$ 17,000,000

**Robert J. Keller**

Chairman and Chief Executive Officer.

**Boris Elisman**

President and Chief Operating Officer.

**Neal V. Fenwick**

Executive Vice President and Chief Financial Officer.

**Christopher Franey**

Executive Vice President and President, ACCO Brands International and Kensington.

**Neil McLachlan**

Executive Vice President and President, Emerging Markets.

**Thomas H. Shortt**

Executive Vice President and President, Global products.

**Thomas W. Tedford**

Executive Vice President and President, U.S. Office and Consumer products.

**Mark C. Anderson**

Senior Vice President, Corporate Development.

**David L. Kaput**

Senior Vice President and Chief Human Resources Officer.

**Richard Nelson**

Vice President, Corporate Communications

**Thomas P. O'Neill, Jr.**

Senior Vice President, Finance and Accounting and Chief Accounting Officer.

**Jennifer Rice**

Vice President, Investor Relations.

**Pamela R. Schneider**

Senior Vice President, General Counsel and Corporate Secretary

*Corporate Governance  
management*







## INFORMATION SITES

<http://www.gbceurope.com/gbc/en/gb/o/1/about-gbc.aspx>

<http://www.gbcoffice.com/gbc/us/us/s/2541/about-us.aspx>

[http://en.wikipedia.org/wiki/General\\_Binding\\_Corporation](http://en.wikipedia.org/wiki/General_Binding_Corporation)

<http://www.accobrand.com/acco/us/us/s/2399/our-company.aspx>