



MEET THE NEW SMEAD BRAND

For more than 100 years, Smead has brought a spirit of innovation and integrity to keeping businesses and home offices organized. The new brand identity is rooted in Smead's heritage, innovation, and people – the three key drivers that define Smead. Our new tagline Est. 1906 indicates Smead's legacy and how we embody the past, embrace change and seek out new challenges, reinventing ourselves with a fresh- and forward-looking approach to the market.



OUR MISSION

An unrivaled commitment to success through
innovative, crafted goods and solutions
to enhance everyday life.



01

Craftsmanship & Quality

Products are made with intentionality and bound with purpose.



02

People

An altruistic purpose of having an endless commitment to its employees, customers, and community.



03

Innovation

From the invention of the bandless envelope to premium filing solutions, Smead continues to evolve its products for the modern worker.



04

Heritage

Family-owned and operated through four generations.

