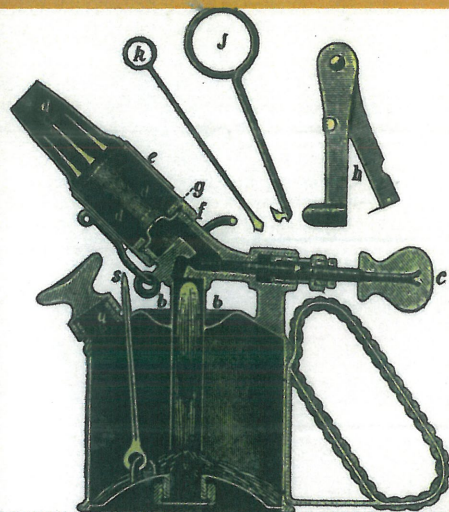


Primus-Sievert



years



AB BÄNCO STOCKHOLM SWEDEN

No. 633

FOTOGEN PARAFFIN
PÉTROLE KEROSENE
1 liter

PRIMUS

MADE IN SWEDEN

مصنوع في بلاد السويد

सोवत में बनाया गया

سويدي



Machines, oil

In the summer of 1881 a German machine salesman came to Stockholm and obtained all the papers he needed to start a business in Sweden. The following year, 1882, was the new firm's first year of operations. The salesman was Max Sievert and the reason he chose to set up his firm in Sweden was because he already had established business connections with Swedish companies.

Swedish industry was passing through a period of intensive development in the 1880s and Max Sievert judged the future prospects for his sales activities to be extremely good. His judgement was sound. The company got off to a good start and in its very first year of operations Max Sievert was able to expand the staff with his brother Georg. In the following year another brother, Ernst, was also employed in the firm.

Max Sievert was born in 1849 in Zittau where his father was a pastry-cook. He started work as a machine salesman at an early age, first with his elder brother Paul and later, in 1875, on his own in Berlin. Right from the outset he concentrated his activities on export markets, including Russia and Scandinavia. His machine-supplying firm was the foundation of an industrial enterprise in which he continued to act in an executive capacity until his death in 1913.

Georg Sievert soon took over the main responsibility for running the machine-supplying firm as Max Sievert devoted more and more of his time to the other companies in the Group.

Ernst Sievert worked for several years in the machine-supplying firm but later became head of the factory manufacturing electric cables which Max Sievert had started.

The premises of the machine-supplying firm were situated in Brunkebergstorg in Stockholm.



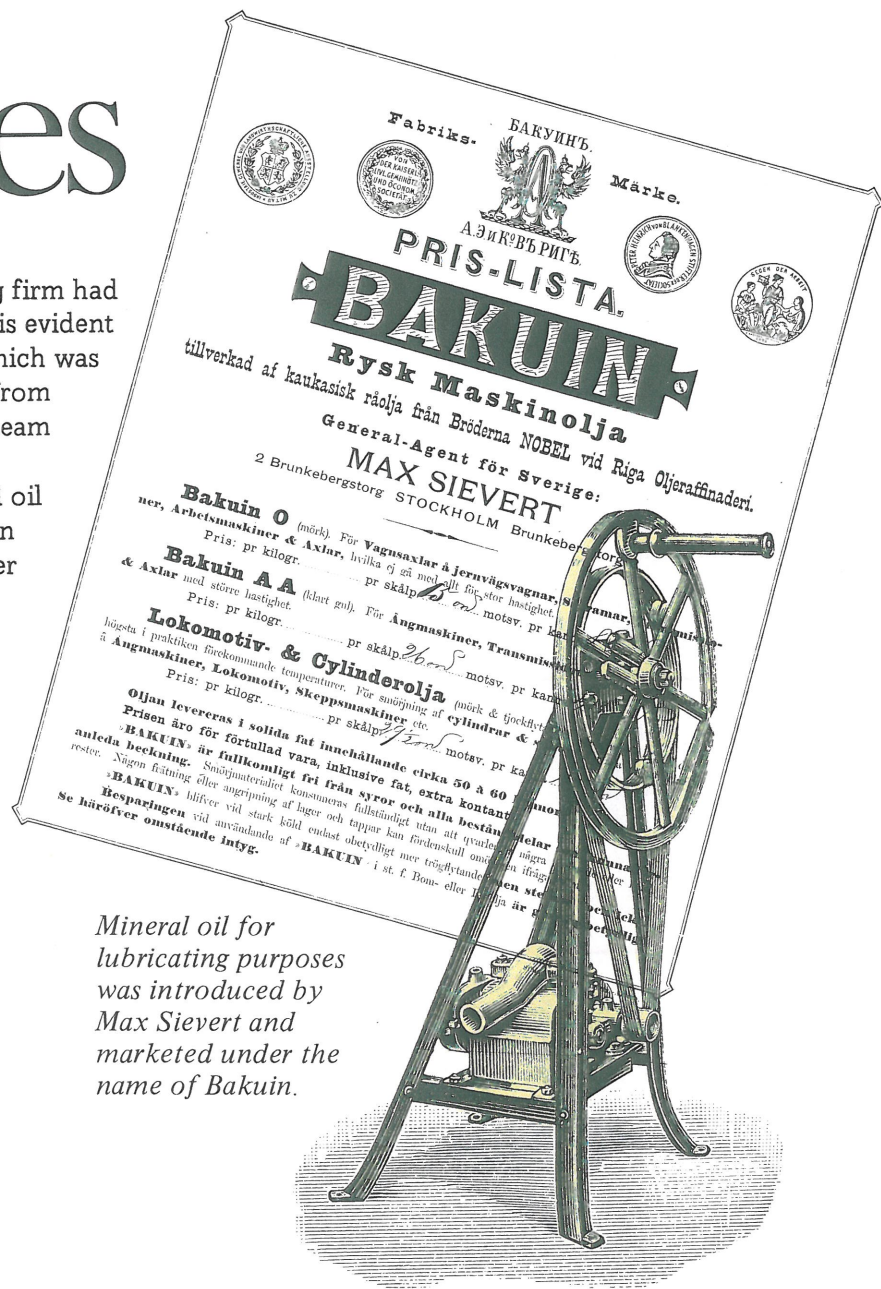
and cables

Right from the outset the machine-supplying firm had an extremely broad range of merchandise, as is evident from the well-made catalogues, the first of which was published in 1888. The firm sold everything from letter balances to drills for lathes to planes, steam engines, pumps and railway materials.

It was Max Sievert who introduced mineral oil as a lubricant, which had a profound effect on lubrication technology. It was marketed under the name of Bakuin and quickly superseded the vegetable and animal oils that were previously used.

Max Sievert also started manufacturing materials testing products. The company was called AB Alpha and it grew into a major manufacturing concern. The wire factory that Max Sievert founded – Sieverts Kabelverk – also grew into a large-scale industrial enterprise. Both of these factories were transferred to Telefon AB L.M. Ericsson in the late 1920s.

To begin with, Max Sievert sold only imported goods but later took up the sale of Swedish-manufactured products in both domestic and export markets. One of these products, the "blowlamp", was to be of major importance to the development of the machine-supplying firm.



Mineral oil for lubricating purposes was introduced by Max Sievert and marketed under the name of Bakuin.

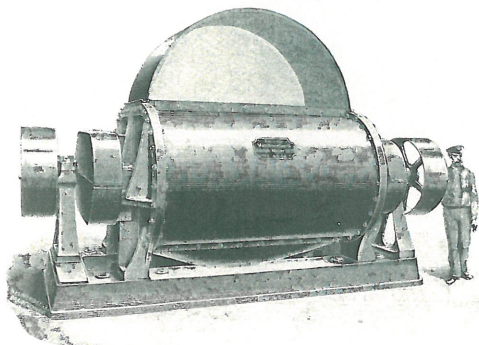
MAX SIEVERT, STOCKHOLM.

TELEGRAFADRESS: SIEVERT, STOCKHOLM. RIKSTELEFON 229.

ROOT'S BLÅSMASKINER

från

Aerzener Maschinenfabrik, Adolph Meyer, Aerzen.



50r



Smedjor, Gjuterier, Skeppsvarf,
Mekaniska verkstäder, Mållerier, Bryggerier,
Kemiska fabriker, Grufvor etc.

Max Sievert's catalogue contained machines and tools of every imagineable kind.

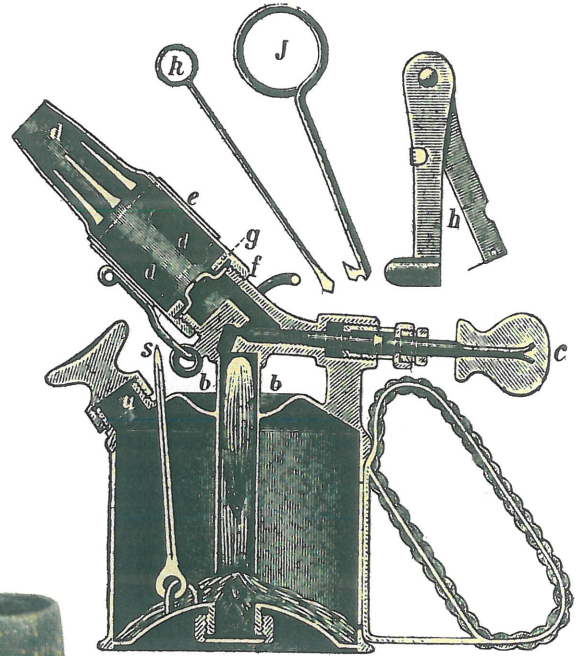


The blowlamp – an ingenious invention

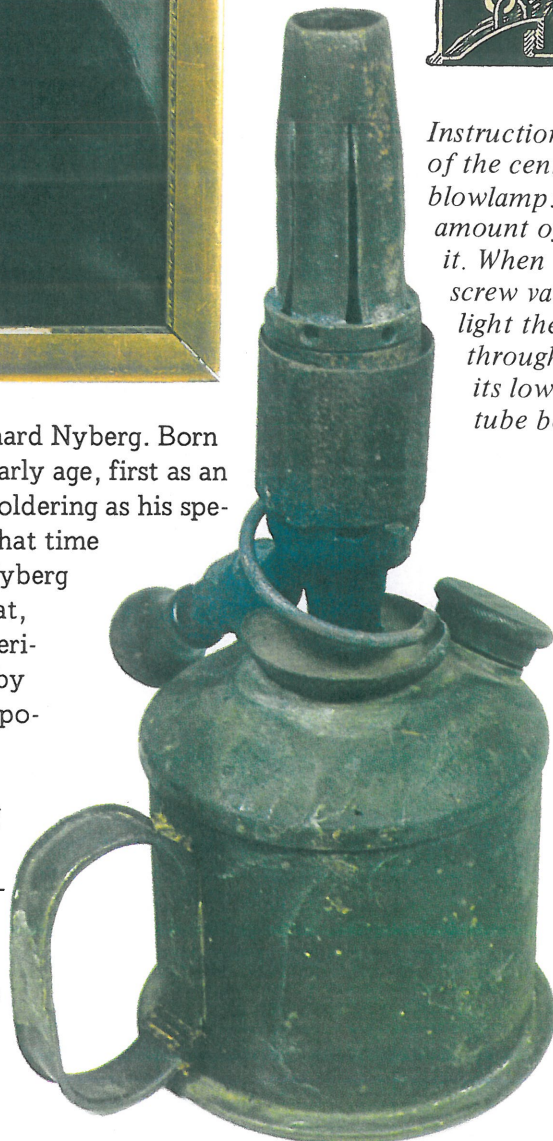


The inventor of the blowlamp was Carl Richard Nyberg. Born in Arboga in 1858, he began working at an early age, first as an apprentice and later as a factory hand with soldering as his speciality. The biggest problem of soldering at that time was the primitive heating devices used and Nyberg began turning his mind to new sources of heat, chiefly for hard soldering or brazing. He experimented at home in the kitchen at night and by 1882 had completed his first prototype, a vaporization torch for petrol which was called a soldering lamp or blowlamp. The first blowlamps were manufactured by Nyberg himself in a rented two-room apartment. It was not until some years into the 1890s that his company had stabilized sufficiently to allow him to purchase a site and build a factory on it.

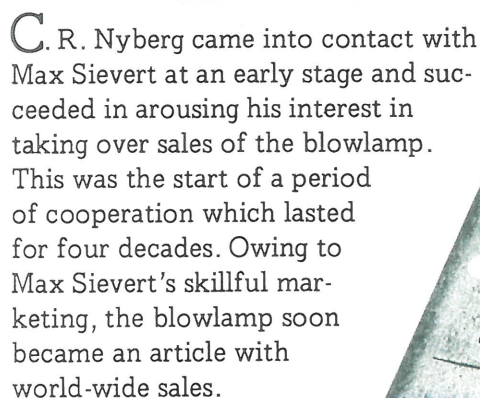
The design of the blowlamp was ingenious – present-day blowlamps are not all that different in shape and certain design details to the very first model made in 1882.



Instructions dating from around the turn of the century describe how to use the blowlamp: "Close valve c. Pour a small amount of spirit into bowl b and light it. When the lamp has warmed up, screw valve c slightly to the left and light the gas flowing out of the burner through openings d. Hold sleeve in its lowest position until the burner tube becomes hot."



One of C.R. Nyberg's very first blowlamps is preserved in the Museum of Science and Technology in Stockholm.

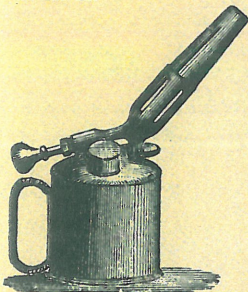


Some early models of Nyberg's blowlamps – from the Sundbyberg local Arts-and-Crafts museum. At left is a receipt from 1883 which shows that C.R. Nyberg had sold two blowlamps to Max Sievert for Sw. cr. 16. In the mid-1880s they began to formalize their business dealings by drawing up detailed contracts.

C.R. Nyberg was a man of many and varied pursuits who conducted experiments in widely diverse fields. One of his designs was a propeller and for several years he was engaged in aeronautical experiments. His aircraft, called "The Fly", was powered by a steam engine and never left the ground — which prompted a cartoonist to lampoon him: "Fly, ugly Fly, fly!"

Nybergs pat. Gasoljelödlampa

kan enligt Hr Civilingenjören Otto Fahnehjelm's intyg bättre än någon annan lampa användas vid lödningen af metaller. Den är äfven mycket lämplig att användas vid lödning af t. o. m. 1 tum's breda bandsågar, då messing kan användas att löda med, vid rengöring af tillbeckade maskiner, för uppvärmning af större och mindre lödkolfvar m. m.



Denna lampa ger en mycket het låga, som framskjuter med stor fart 4 å 5 tum framom brännaren samt är i renhet och hög temperatur likstild med en gas-glasblåsarampa, hvarför Hr professor V. Eggertz säger i sitt intyg, att den är mycket lämplig för åstadkommande af de högsta värmeåreder, hvilka erfordras på kemiska laboratorier såsom förbränning af grafit m. m.

Lampen är tillverkad af stark blankslipad messing och rymmer omkring 300 kub.-cm. ($\frac{1}{4}$ kanna) samt brinner vid fullt pådrag ungefär 2 timmar. För erhållandet af en lägre temperatur påsättes en liten plåthuf omkring brinnaren, då samtidigt gaspådraget minskas.

Af erhållna intyg må följande meddelas:

Efter att mera än ett år hafva använt vid vår fabrik några exemplar af Hr C. R. Nybergs patenterade gasoljelödlampor lemna vi på begäran med nöje följande intyg:

Lödlampor är sinnrikt och praktiskt inrättad, ger en rökfri låga, som kan efter behag regleras från mycket svag till ytterst stark; lämpar sig synnerligen väl till lödning såväl med slaglod som tenn, äfvensom till åtskilliga andra ändamål såsom metall-lackering m. m. Vidare är den att rekommendera för den anseliga ekonomiska besparing som vinnas, i det bruket af samma ställer sig mångdubbelt billigare än spritlampor och äfven betydligt billigare än lysgas.

Stockholm den 11 Juni 1883.

L. M. ERICSSON & C:o.

Priset för lödampor med uppstående eller lutande brännare är nedsatt från 15 till 12 kronor.

Om efter 10 dagars användning lampan skulle befinnas mindre lämplig, återtages den, hvarvid 1 kr. erlägges för fraktkostnader m. m.

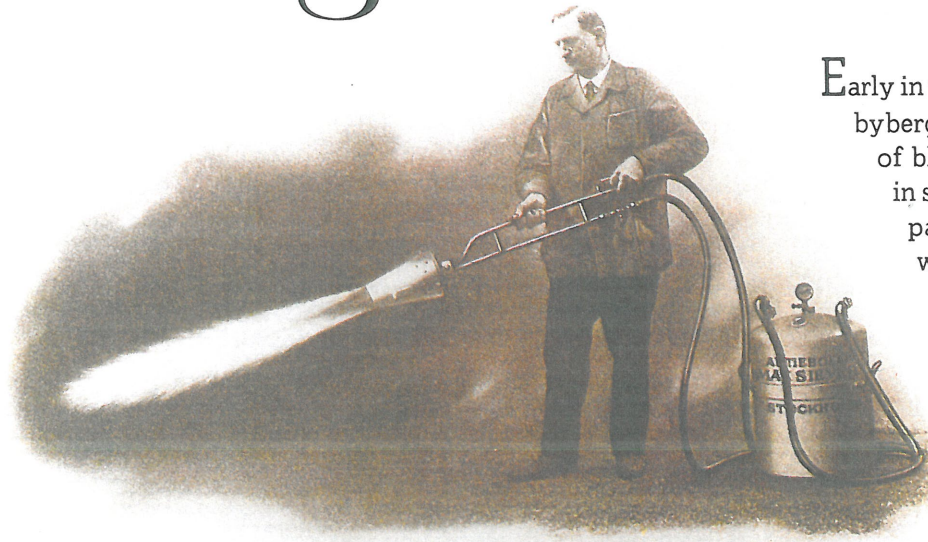
OBS. Öfver 400 äro utsålda under loppet af ett år.

C. R. NYBERG, Stockholm, Luntmakaregatan 60.

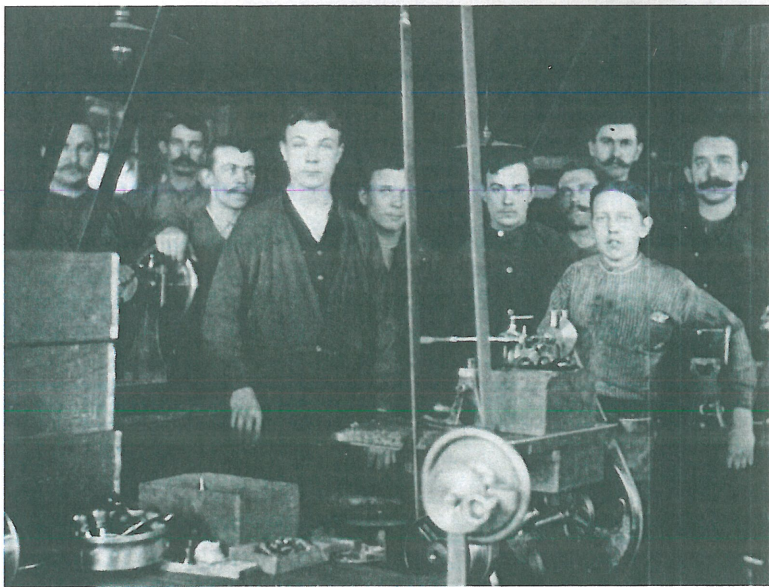
Advertisement in a technical magazine of 1883 – Nyberg presents his patented blowlamp and reproduces a commendatory certificate from L.M. Ericsson.



Large-scale industry



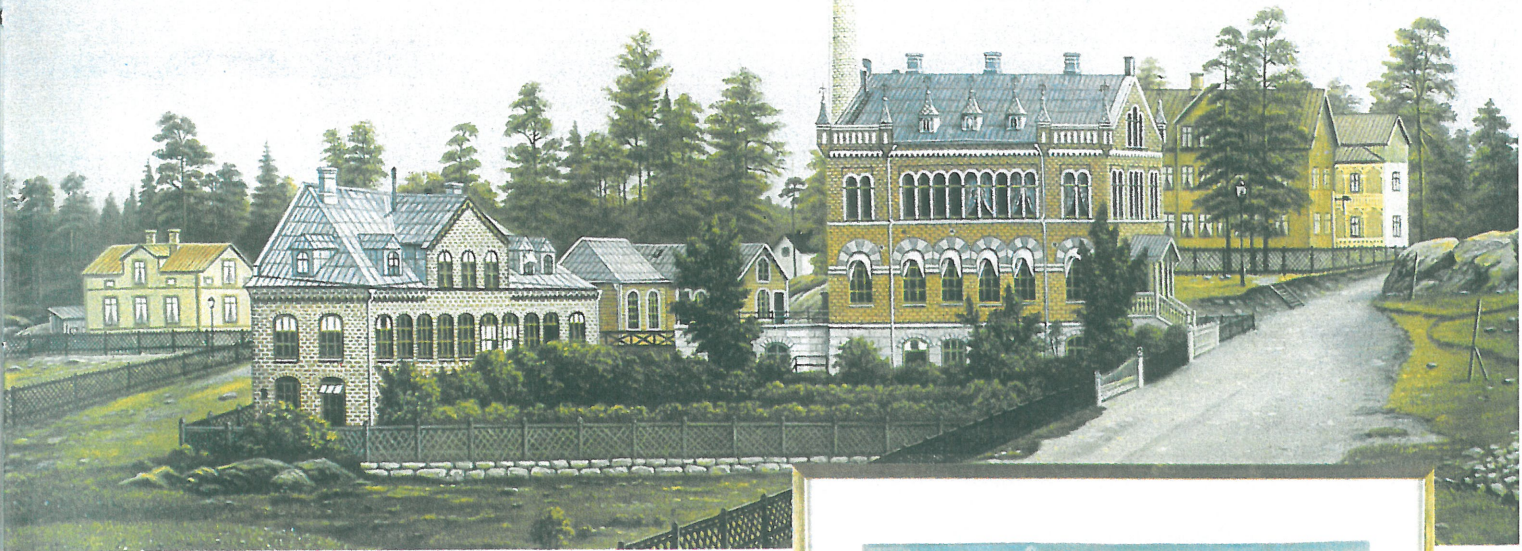
Early in the 1890s C.R. Nyberg purchased a site in Sundbyberg and built a factory there for the manufacture of blowlamps. The factory premises were extended in several stages and gradually occupied the greater part of the whole block. The company was run with a patriarchal hand by Nyberg, at least until 1906 when it was turned into a limited company. Nyberg had the ability to pick good assistants, including J.E. Brissman, who was in charge of the finances, and foreman N.V. Lindh. Without their assistance Nyberg with his numerous interests would probably have found it difficult to keep his extensive business a going concern.



Interior views of Nyberg's blowlamp factory in the first decade of the 20th century. The painting of the factory dates from the turn of the century.



in Sundbyberg



Contemporary accounts indicate that working conditions were good at Nyberg's blowlamp factory. Although he could be temperamental and demanding at times, he was also often considerate and understanding and was held in high esteem as a business leader. Being a Nyberg employee was even associated with a certain amount of status — his workers were often referred to as "Nyberg's snobs".



Top: Nyberg's blowlamp factory looked like this at the turn of the century. Above: The same factory a few decades later.

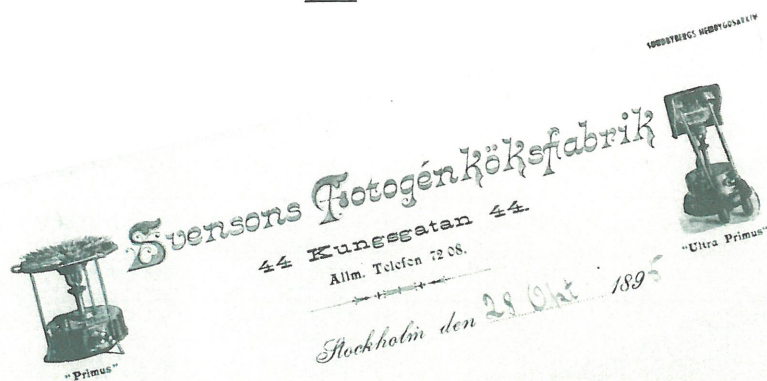


Nyberg's business expanded rapidly. This was mainly due to Max Sievert's efforts on the sales side. The above picture is from 1893. The employees, who even then consisted of an impressive number of factory workers, are posing in front of the newly-built factory.

In 1908 C.R. Nyberg celebrated his 50th birthday. He is seated here surrounded by flower arrangements and personnel (right).



Competition hardens



To begin with, only blowlamps were manufactured at Nybergs Lödlampsfabrik. But when paraffin stove manufacturers, including Primus, began to incorporate the blowlamp in their product range, Nyberg considered himself free to begin manufacturing paraffin stoves as well. J.V. Svensson reacted to this and wrote to the effect that Nyberg's stove "Viktoria" infringed on his patent — shown at left.

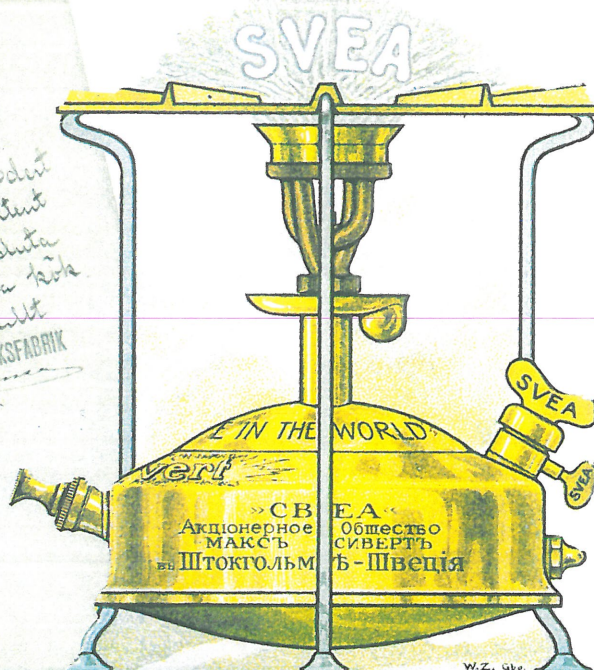


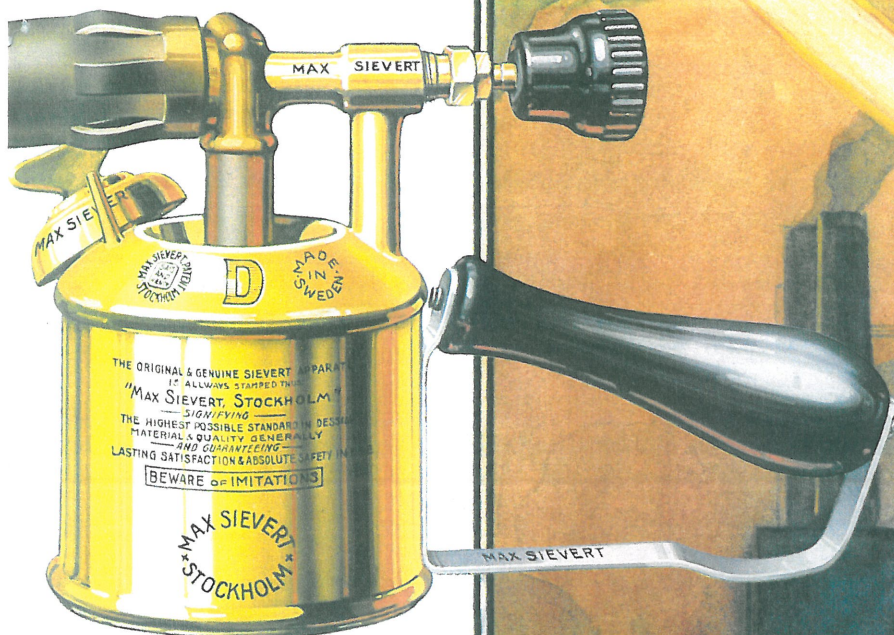
To. You C. R. Nyberg Sundberg!

Jag får härmed meddela att Edert Viktoria-kök nr 2 inkränkter på mitt patent nr 3044 m. H. svarar på den dets torde skäta med tillverkning och försäljning av nämnda kök. Svenskens Fotogénköksfabrik

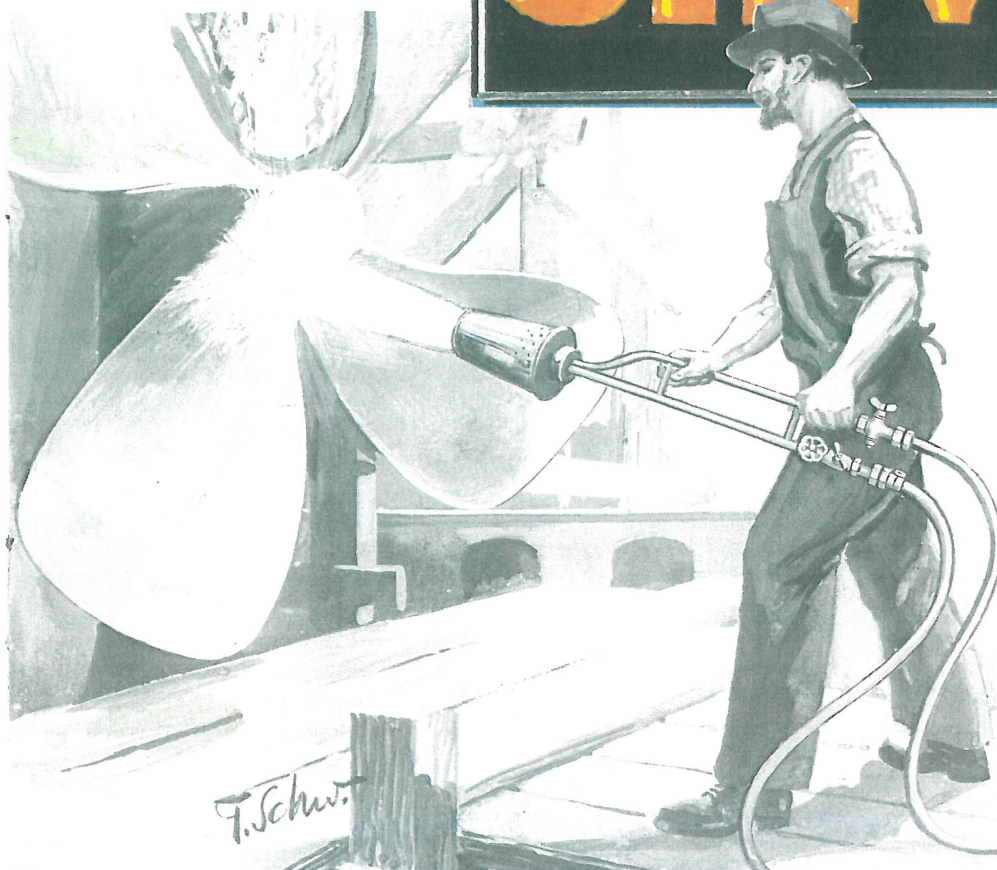
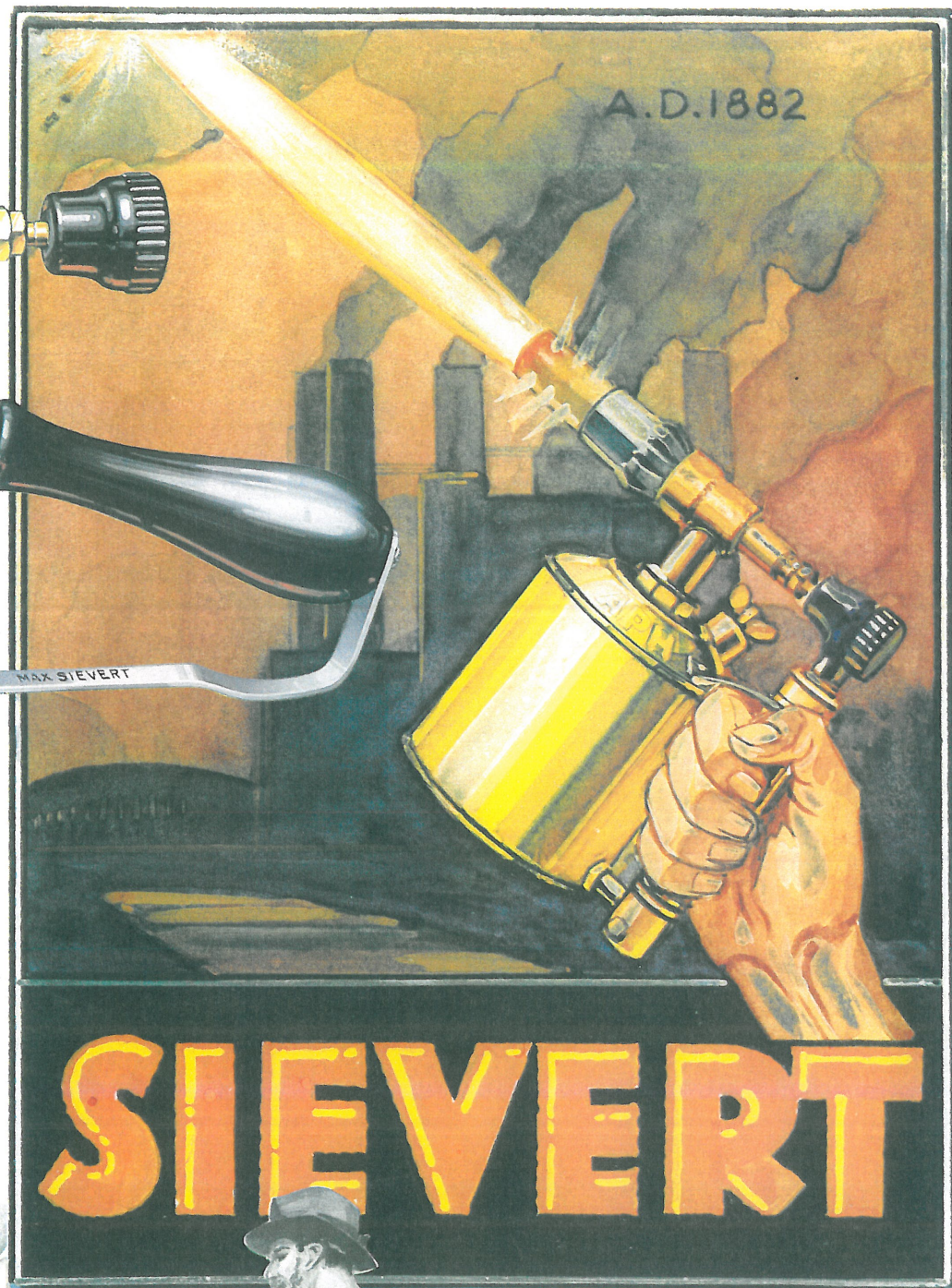
Ol. Svensson har jag angitt del.

C. R. Nyberg





Nyberg's "Viktoria" was a failure. A later and improved model, which he called "Svea" was marketed by Max Sievert and achieved world sales, at least if the advertising card reproduced at bottom left is to be believed. In terms of volume, however, the biggest product was still the blowlamp, which was manufactured in a variety of models and sizes.



Nyberg remained as a business leader until 1922 when the blowlamp factory was taken over by AB Max Sievert. It was Georg Sievert's son, Hans Georg Sievert, who had the task of modernizing the somewhat run-down factory.



It was so



Primus and Sievert manufactured and marketed roughly the same products. Competition was at times bitter, as other paraffin stove manufacturers entered the field both in Sweden and in other countries. Great importance was therefore attached to advertising and this is how Sievert went about marketing a new product – a radiant heater designed as a kind of paraffin stove with a reflector.



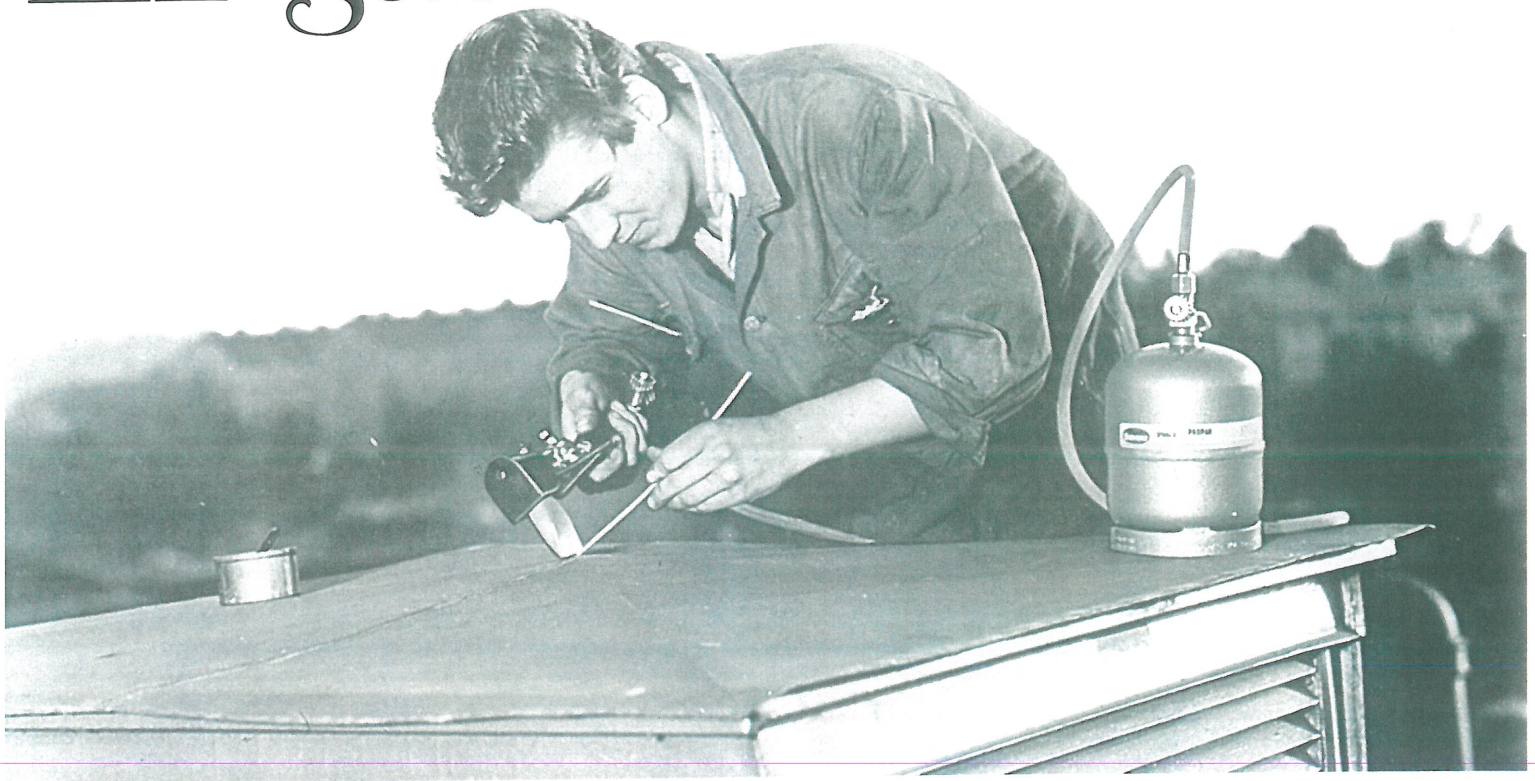
long ago



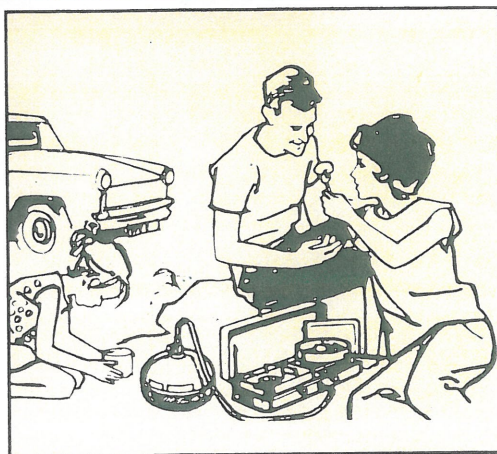
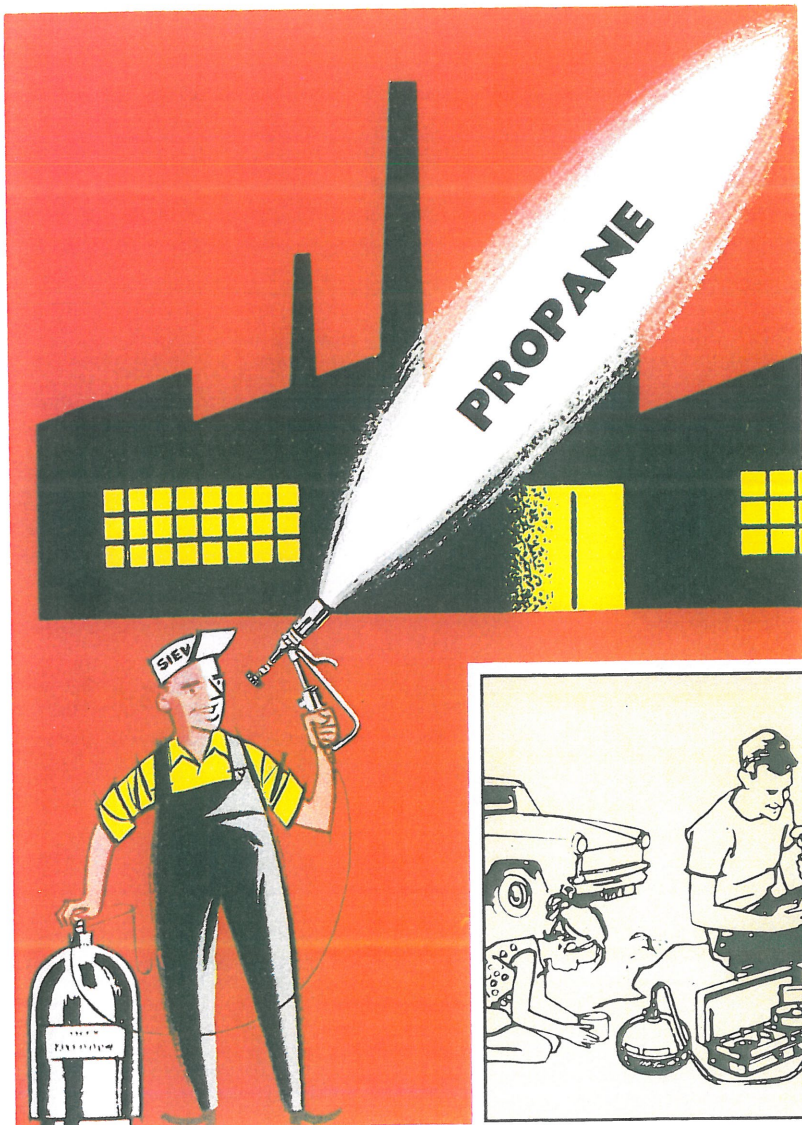
The paraffin stove found its way to consumers via ironmongers and general stores. Considerable numbers of stoves were sold over the counter by rural shopkeepers – similar to this reconstructed general store in the Ransäter Arts-and-Crafts Museum. The handy stove occupied a place of honour in millions of homes, as it was effective and fairly easy to use. The illustration below is also from the Arts-and-Crafts Museum in Ransäter.



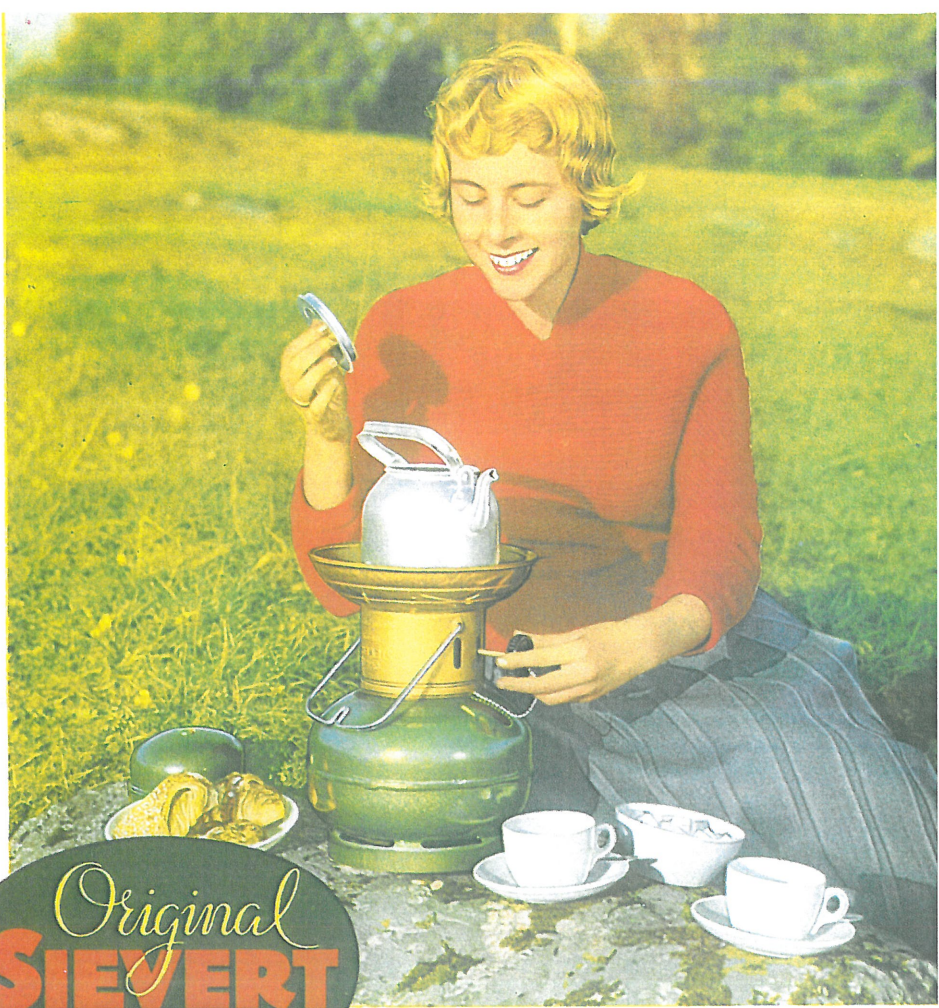
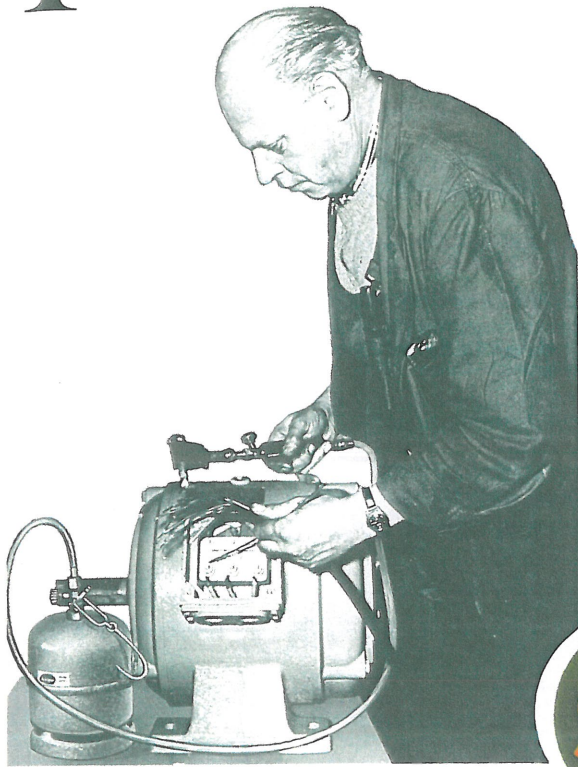
LP gas now enters the



In the 1930s interest centred on a new fuel – "bottled gas" or LPG (Liquefied Petroleum Gas) – and a stove designed to run on LP gas was constructed at AB Max Sievert in 1938. Development work stopped during World War II but was resumed in the late 1940s. To AB Max Sievert it was natural for development work to be concentrated at first on blowlamps for LP gas operation. By 1952 a range of blowlamps, chiefly for industrial use, was ready. This signalled the start of extremely rapid development – LP gas turned out to have many advantages over paraffin – and Max Sievert also built up a range of products for the camping sector.



picture

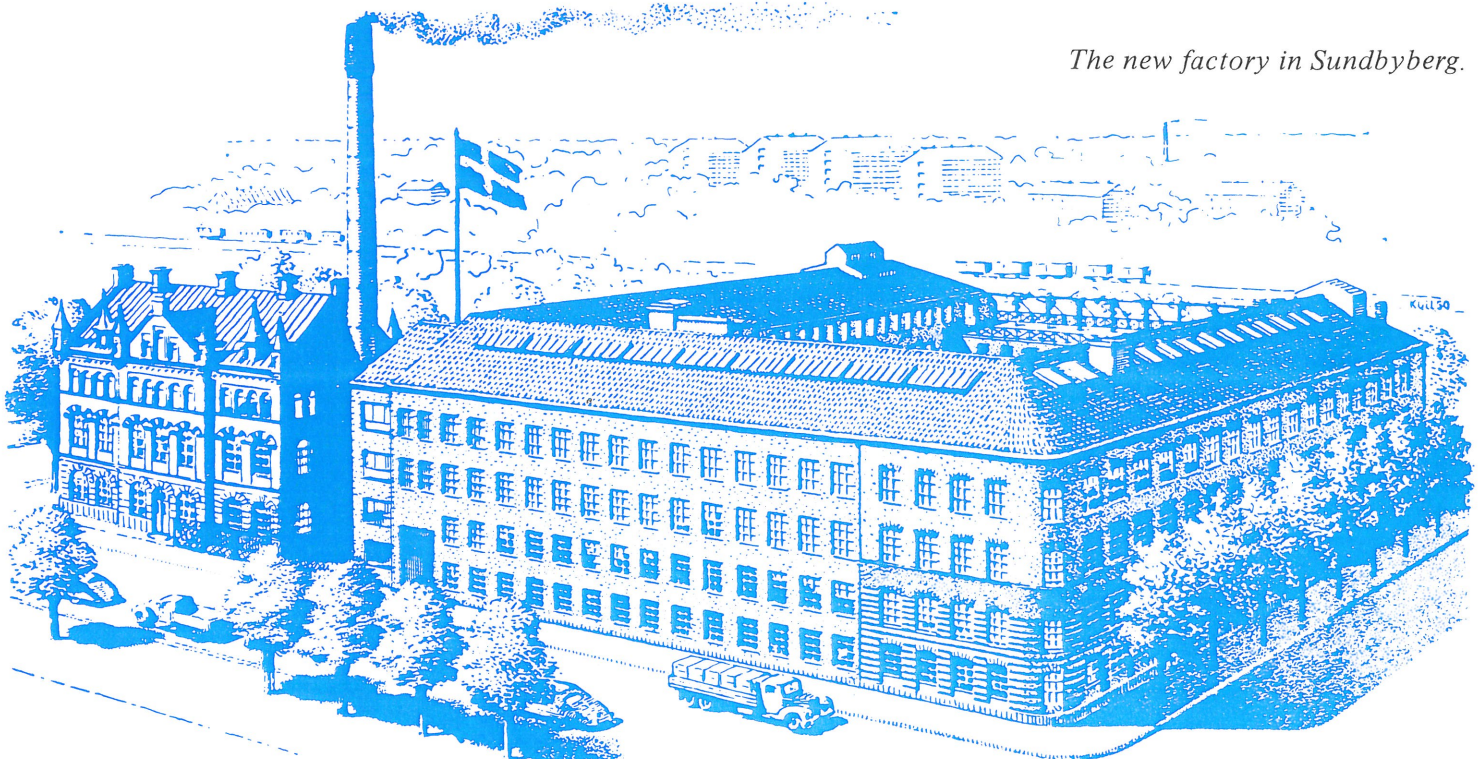


Original
SIEVERT

925

Working methods at the blowlamp plant in Sundbyberg had been improved between the wars and new machinery had been acquired, but the premises were still the same as in C.R. Nyberg's time. At the end of the war plans were ready for a conversion of the premises and work on this started in 1946. This was a

trying time since production in the workshops had to continue all through the period of construction. The conversion was not finished for several years but in the end the company had a modern factory with practical workshop premises.



The new factory in Sundbyberg.



During the 1950s Primus and Sievert manufactured roughly the same kinds of products for LP gas operation. Their orientation differed somewhat as Sievert concentrated mostly on blowlamps for industry while Primus was more interested in the camping sector, manufacturing different types of LP gas stoves, lanterns and radiant heaters, etc.

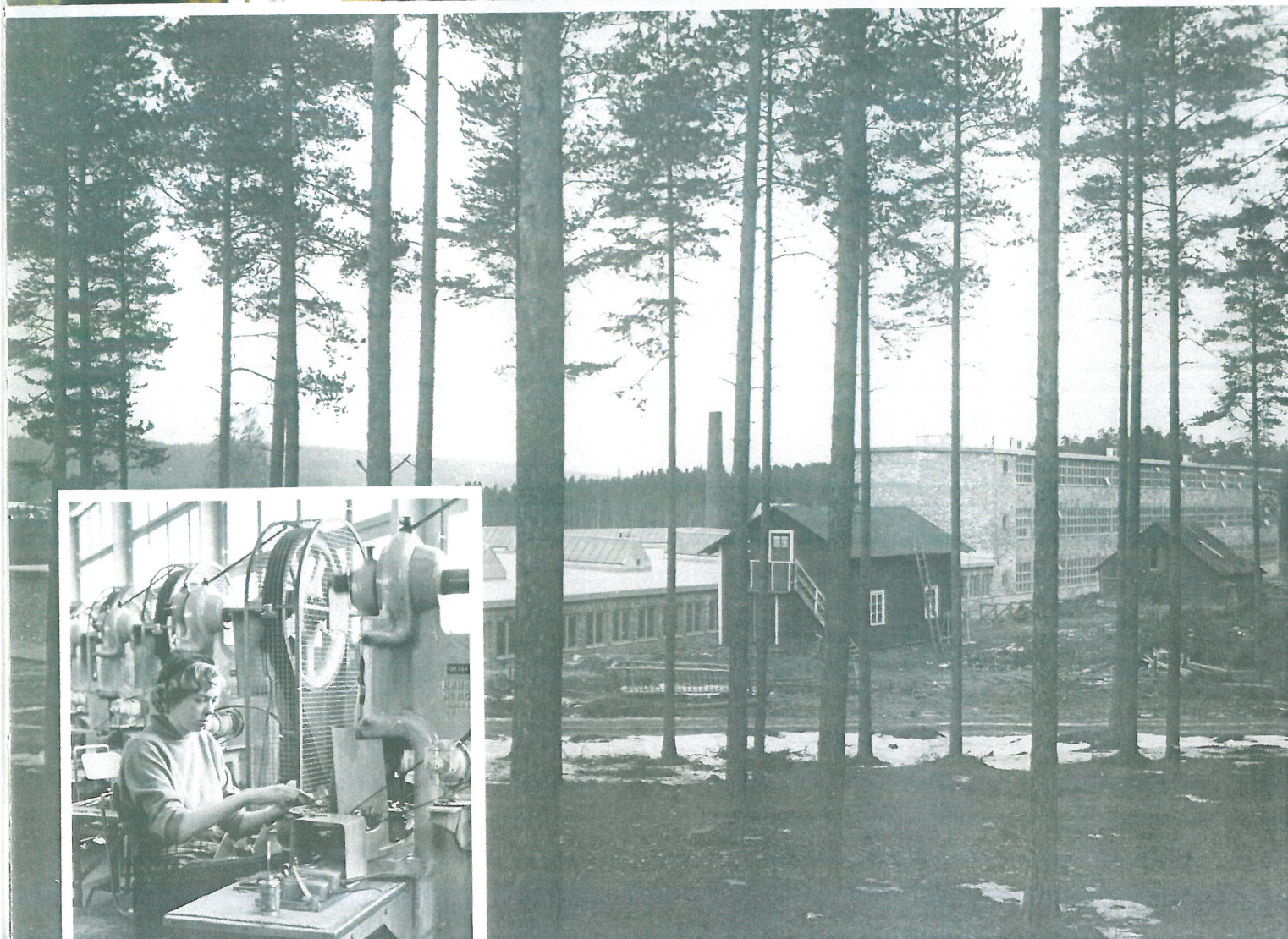
The Primus factory on Lilla Essingen had become outdated by the end of the 1940s. However owing to a planned highway, the Essingen highway, there was no possibility of expanding the factory. Management was forced to look around for other premises. In Hagfors a factory became available in 1950. Primus leased the plant, converted the premises and in 1954 took over the factory altogether.

The Bahco Group, of which Primus was a member, had taken over a forge in Flen at about the same time. In 1955 a factory was built next to the forge and Primus moved into the plant in 1956. The factory on Lilla Essingen had by then closed down.

Paraffin stoves continued to be manufactured for a while in Hagfors but LP gas appliances gradually took over more and more of the production facilities until paraffin stove manufacture was finally discontinued in 1962. AB Optimus acquired the rights to produce and market the paraffin stoves.

The Hagfors factory in the mid-1950s (right).

Appliances for camping



Sales throughout

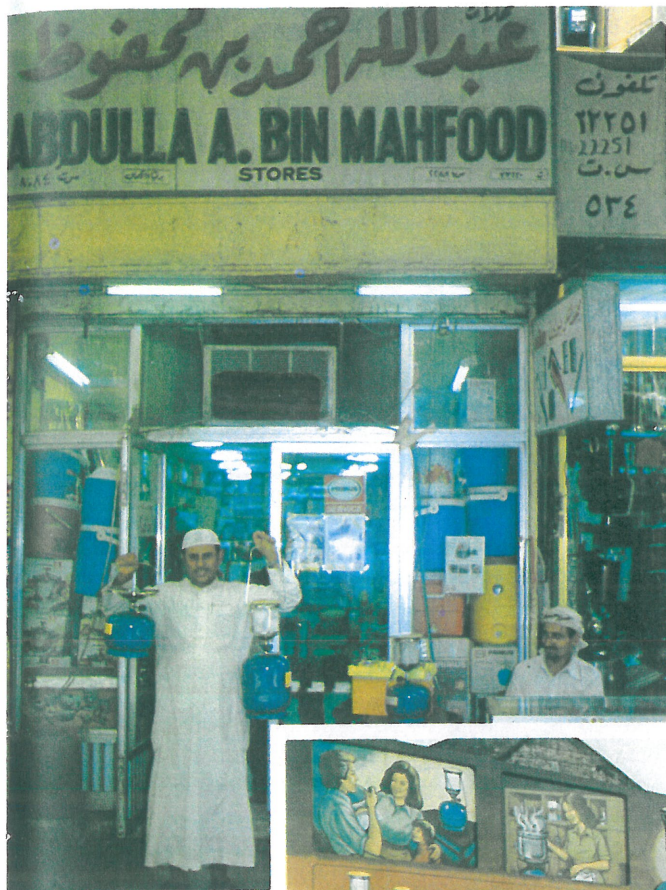


Primus-Sievert has agents and dealers in a very large number of countries throughout the world. In Britain, Primus-Sievert has its own subsidiary company, Primus-Sievert UK Ltd.

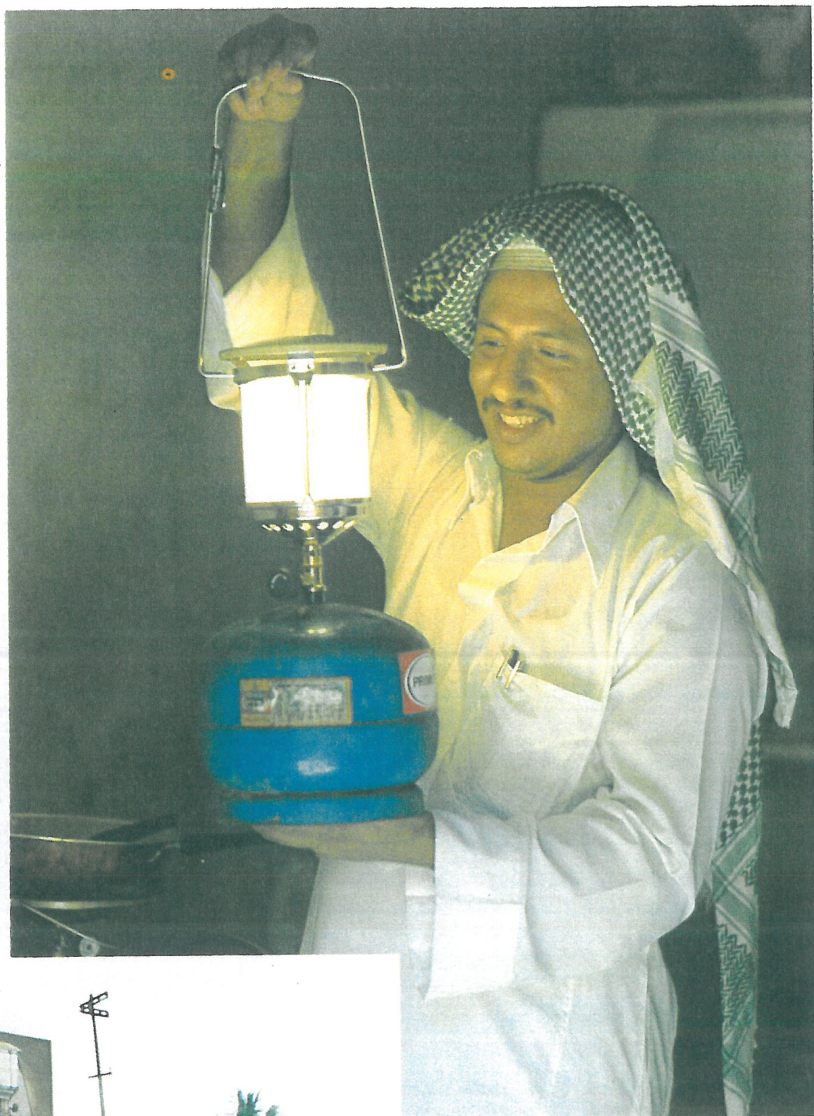
Dealer in Venezuela (top). African girl with gas cylinder (left). Dealer in Canada (below).



the world



Shop in Saudi Arabia (above).
Billboard Sign in Jakarta, Indonesia (right).



Sales of lanterns in Saudi Arabia (above). Sales and service conference in Libya (below).



The factories abroad

The worldwide operations of Primus-Sievert embrace a number of assembly plants in various parts of the globe. Licenced manufacture takes place in the United States, Canada, Australia, Indonesia, Japan, Mexico and Kenya.

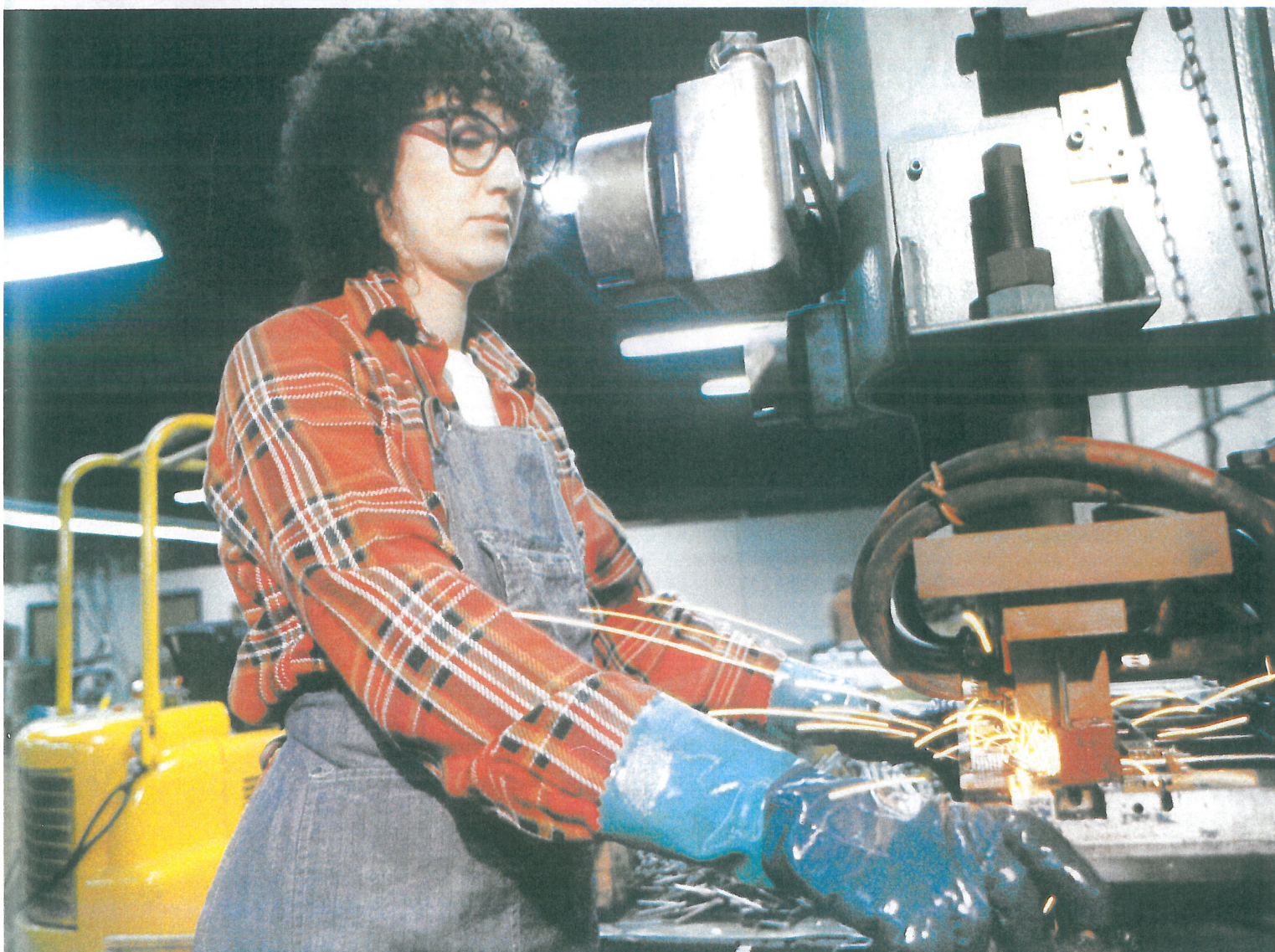
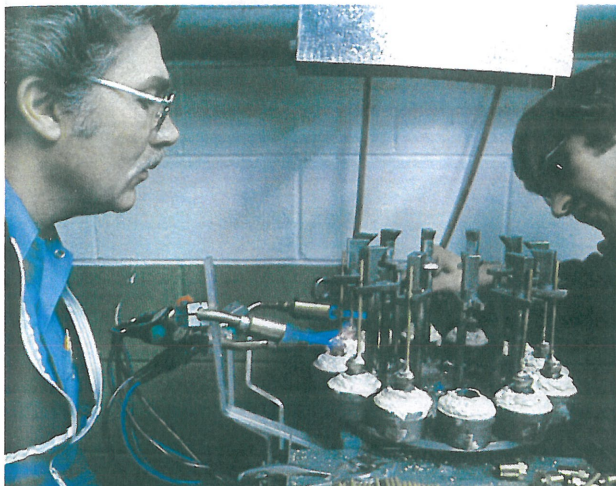


Gas cylinder manufacture in Kenya (above). Grill assembly in Australia (left and below).





All the photographs on this page are interior scenes of a manufacturing plant in the U.S.



Appliances for soldering and brazing





A goldsmith in Stockholm using a Sievert torch.

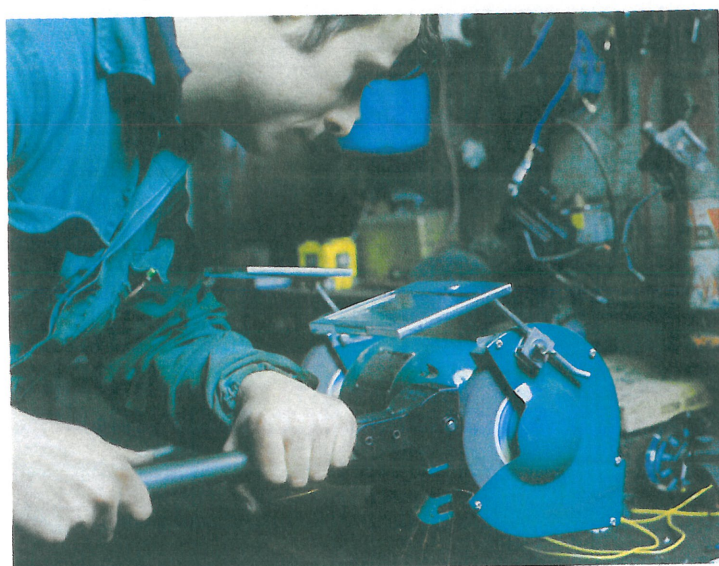


Soldering with a Primus torch (above). A Sievert grinding wheel dresser (below) – a product that has been sold by Sievert for many decades.

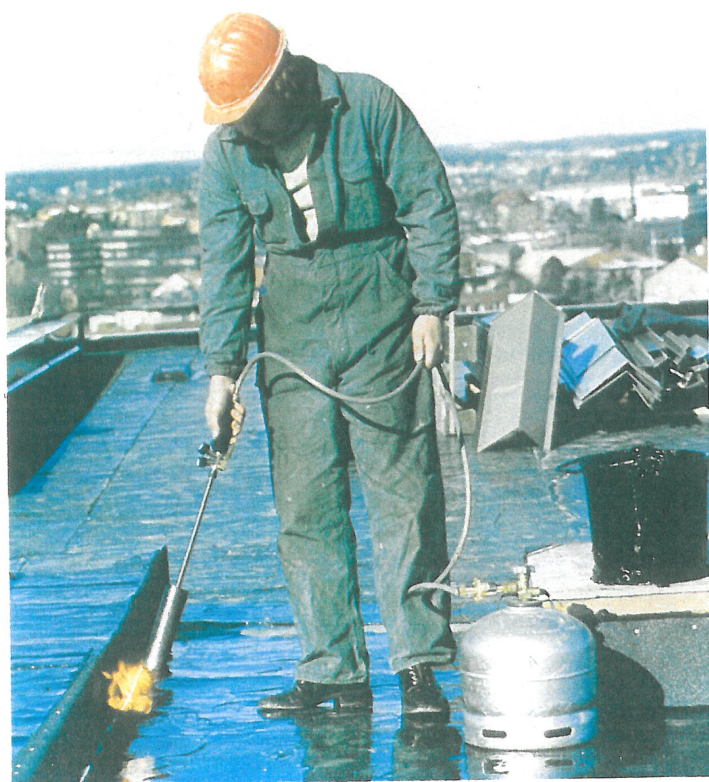
Heating tools are a Primus-Sievert speciality. Production embraces many different tools and accessories for the home handyman and for professional use. Primus-Sievert heating tools are marketed all over the world and internationally enjoy the widest distribution, which is attributable in the main to their high quality.

Included in the commodity group designated heating tools are products designed for waxing skis, as used by the national Swedish downhill and crosscountry skiing teams.

A silversmith in Singapore melts silver using a Sievert torch (left). Roof covering (below).



Olympic gold medallist Thomas Wassberg waxes his skis (below).



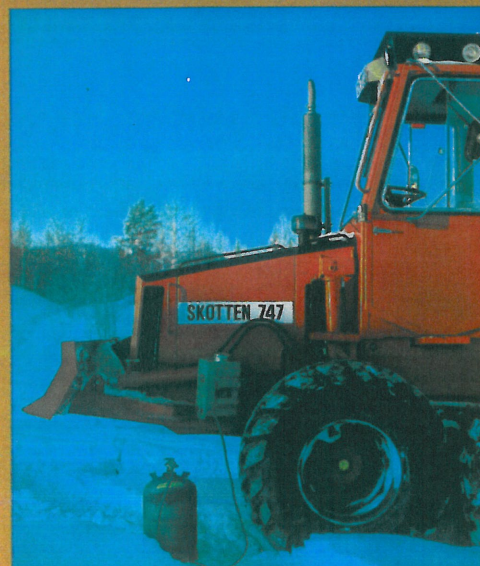
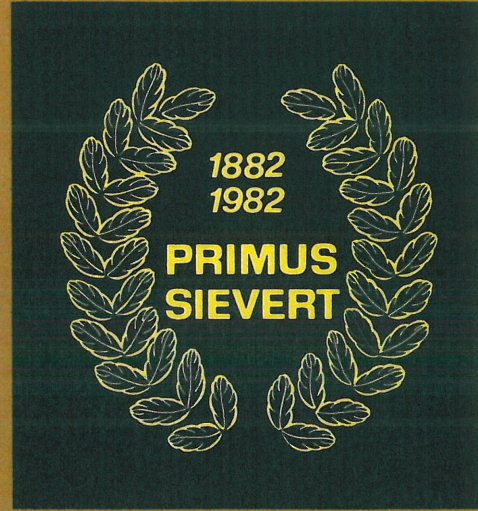
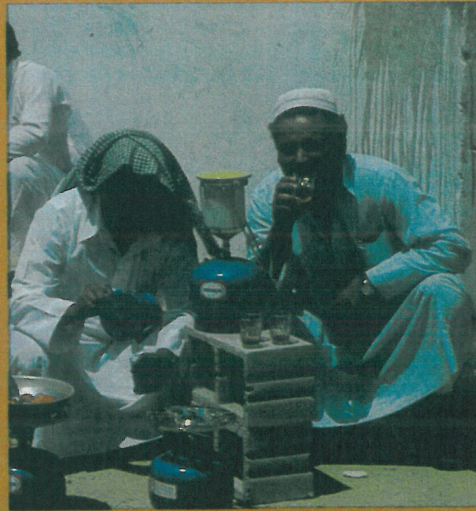
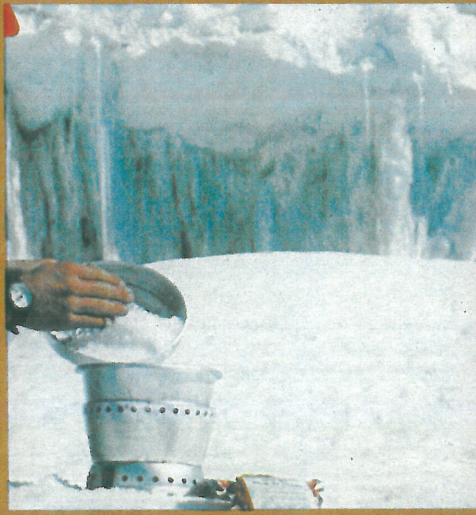
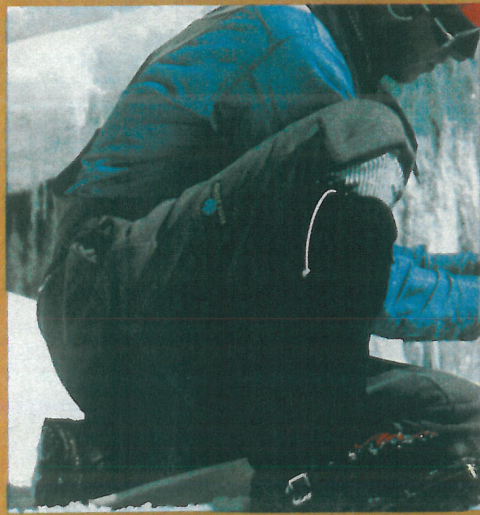
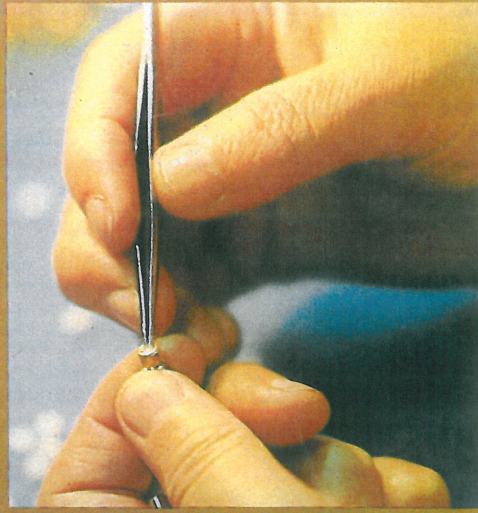
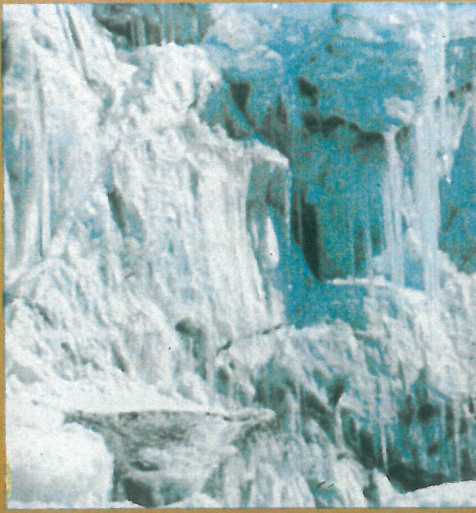
An anniversary
 is also an occasion for looking ahead
 and thinking about how to make the best use
 of the inheritance our predecessors have left us. Primus-
 Sievert has always operated internationally. We presently export
 our products to some 100 different countries, which account for
 90 per cent of our total sales. We are also an international company
 in the sense that our shareholder is Svenska Esso AB and this makes
 us a member of the widespread international Esso family. Research
 and development are the backbone of our activities. Every year we
 allocate a large portion of our sales revenue to development work.
 In this way we continue in the pioneering spirit of the 1880s when
 the Primus stove and the Sievert blowlamp were invented. Product
 development has naturally been influenced by our international
 orientation. Our present-day product range is the result of ideas
 and impulses from all corners of the world. Over the years we have
 accumulated a wealth of know-how and experience that few other
 companies in our line of business can match. No doubt the Primus-
 Sievert of tomorrow will be active outside the conventional LP
 gas sector but future manufacture of LP gas products will continue
 to be our principal line of business. LP gas has obvious advantages.
 It is clean, it has a high calorific value and it is extremely easy to
 use. With a high degree of probability it will strengthen its position
 as an extremely useful type of energy. International forecasts also
 indicate that the supply of LP gas will greatly increase. We there-
 fore have every reason to look forward to a continued rise in the
 demand for products designed to run on LP gas. Our most valuable
 asset in work for the future is of course all the people – and all
 the know-how they have inherited and developed further over the
 years – who fundamentally comprise the Primus-Sievert company.

This fact, coupled with the network of outstanding pro-
 fessional distributors and dealers the world over
 with whom we have the pleasure of doing
 business, causes us to view the
 future with confidence.

The material for this publication comes mainly from
 the Primus-Sievert archives. We would like to extend
 our warmest thanks to the employees and former
 employees who have contributed to it and also to the
 Museum of Science and Technology, Stockholm, the
 Sundbyberg Museum of Arts-and-Crafts and to Rex
 Features, London, who kindly placed the contents of
 their picture files at our disposal.

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