



# Around The World

## Swallow, the oldest brandname in the world?

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This article is about the brandname “Swallow,” which was first registered in 1894 in Sweden by the Uddevalla Tandsticksfabrik. At that moment, Swallow became a worldwide known brandname and was introduced in the Netherlands in 1895 by the firm Attema & Co. The layout of these matchlabels was never changed, even when the company was sold to Swedish Match; they always used the same match label with the same text. These labels were from 1898 until the end of 1970s.

After that period, production was changed from labels to complete boxes (skillets). After some years of production, they produced various different sizes of boxes and then there were 4 different types in four colors:

- Red for small box type. - Green for normal box type. - Orange for bigger type of boxes.
- Brown for the household boxes.

All layouts for these type of boxes were the same, and there was only a difference in size.

At the end of the 1980s, they started to put different types of advertising on their boxes.

Here are the dates of issue with the type of advertising:

1987 – silver swallow 1987 – set of 8 boxes with theme: Make a trip with swallow

1988 – silver matchstick

1989 – Railway museum

1990 – Swallow Broche

1992 – set of 6 boxes with theme: Let the birds live

1992 – set of 3 boxes with theme: Greencheck

In 1993, they kept the same layout of the boxes but only changed the color. All the types of boxes were now colored red.

1993 – Green check

1994 – set of 10 boxes with theme: Rebus

1995 – set of 2 boxes with theme: Fly with Swallow to the sun

1995 – set of 2 boxes with theme: Win a 3 day trip to Disney Paris

1997 – Win a kitchen

1997 – set of 4 boxes with theme: Herb plants

1997 – set of 4 boxes with theme: Garden plants



At the end of the millennium, they changed the complete layout of the boxes to a totally modern layout; this changing of the layout was the first in more than 100 years.

Source: Zwaluw worldwide, 1894-2000 an overview, made by “Studie en Documentatie groep Lucifersetiketten” the Netherlands, januari 2000.