



Wulff Ltd's history is a Cinderella story. Everything started with the will of the precise and polite worker, "the good young man" Thomas Fredrik Wulff, who founded Wulff Ltd in 1890.

Thomas Wulff worked 1890s in his uncle's Gustad Wilhelm Edlund's publishing company as a librist. At Edlund's the young man learned manners, an outlook on life, and strength of will. He wanted to find himself a new branch of business that would give him an opportunity to stand on his own feet. So in October 1890 Thomas Wulff opened the doors of his small paper store on Fredrikinkatu. From then on Wulff's history has been on the rise. Only nine months after the opening day Thomas had to move his business to bigger premises on Eerikinkatu.

The paper business was successful and the business thrived. An demonstration of Thomas Wulff's great business skills took place seven years later when Wulff's flagship store moved to Esplanadi 11. Because the store was located in the corner of two major avenues, people started calling it the "Wulff's Corner". Even today the corner goes on with the same name amongst the people who were there to experience the era.

The management of the company stayed in the hands of the family all the way to Thomas Wulff's grand child Harry Fr. Wulff who was the managing director until 1975. In 1987 the ownership of the company changed when Sponsor Ltd. acquired Wulff, and in 1992 Mercantile Group Ltd became the owner of the corporation. In 2002 Wulff was again bought by one of the top companies in the office business in Finland, Belton-Group Plc.

In 2008 Wulff's brand grew stronger and got additional coverage when Belton-Group Plc changed its name to Wulff-Group Plc. Besides Wulff Ltd., today 23 group companies are growing and developing the Wulff brand. Now the prestigious Wulff brand has gained the position as the most famous office product business brand in Finland.

The year 2010 is an anniversary year to the old Wulff, because on August 23 it has been 120 years since the company was founded. It grew from a small, modest store to a big corporation that serves its clients in several ways and also internationally. Even though it has been a long journey from the days of the oil lamp and the "Wulff's Corner" store to the modern times of email and web stores, one of Thomas Wulff's most important thoughts carries on: "At Wulff the clients are served in the best way possible".