

The Evolution of the Fuller Brush Sales Force



- 1906 Alfred C. Fuller founds the Capitol Brush Company with an initial investment of \$375. He worked out of his sister's basement in Boston, Massachusetts, making the brushes at night and sales calls during the day. Later that year, he hired the first employees, a brush maker and a salesman. By the end of the year, he had engaged two dozen men as dealers.
- 1908 The first female Fuller representative is employed – Alfred's wife, Evelyn, who out sold him her first day, and almost every day thereafter, for the next 2 years.
- 1909 The business becomes a national corporation after an ad calling for salesmen, placed in the Syracuse Post-Standard, yields scores of applications resulting in the hiring of 260 dealers.
- 1912 Alfred hires Frank S. Beveridge to help recruit college students. Beveridge remains with Fuller until 1929, when he left to begin one of The Fuller Brush Company's competitors, Stanley Home Products.
- 1914 World War I begins, creating a demand for specialized brushes.
- 1915 A nationwide system of distribution centers is established. The Fuller "Handy Brush" was developed as a door-opening gift.
- 1918 Fuller District Managers convene in Hartford, Connecticut, for the first annual meeting.
- 1919 A national appeal for salesmen appears in *Everybody's Magazine*. More than 7,000 responses are received in one month.
- 1928 The first national dealer convention was held in Troutdale, Colorado.
- 1932 A new catalog becomes the official calling card of Fuller representatives.
- 1940's Forty million Fuller brushes go to clean the weapons of the armed forces during World War II.
- 1942 Under the direction of Alfred's son, Howard, Fuller begins to sell quality luxury hairbrushes with a 5-year guarantee.
- 1943 Howard Fuller becomes president of The Fuller Brush Company. New product lines are introduced, a total of 200 items, ranging from a basic stock of brushes to toiletries, vitamins and household chemicals.

- 1948 The “Fullerettes”, a sales team of women, is formed to sell a new line of cosmetics and hairstyling products.
- 1956 Fuller product line expanded to 340 products, including aerosols, detergents, chemicals and more. The product brochure becomes a catalog with a print run of 5 million by 1957.
- The sales force is made up of 7,000 full-time dealers. At that time, Fuller would only sign up those who made their living selling Fuller products.
- 1960’s The number of female Fuller representatives is on the rise – more women are joining the work force to supplement the family income.
- 1968 Sara Lee Corporation, then operating as Consolidated Foods Corporation, bought Fuller Brush from the Fuller family.
- 1972 The manufacturing operations for Fuller Brush were moved from Hartford, Connecticut, to the present location in Great Bend, Kansas.
- 1986 Fuller tests the first mail-order catalog. The program is successful.
- 1987 1.5 million catalogs are mailed four times a year. Fuller now makes more than 500 different brushes. Other Fuller business includes contract work for Boeing, IBM, Pratt Whitney, McDonald Douglas, and the Federal government.
- 1994 CPAC, Inc. purchases The Fuller Brush Company including the Consumer (door-to-door sales force), Commercial, Special Brush and Contract divisions of the Company. CPAC, Inc., based in Leicester, New York, is an acquirer, developer and licensee of brand names and manufacturer of specialty chemicals for the cleaning and personal care, and imaging markets.
- 1997 Fuller Brush is recognized as “Outstanding Business of the Year” by the Great Bend, Kansas, Chamber of Commerce.
- 2004 Fuller Brush renews its commitment of being in every home in America through taking its products direct to the consumer through traditional retail channels of distribution.
- 2006 Fuller Brush celebrates its 100th Anniversary. Today, with visionary leadership, diversified markets, and attention to the ethics and values still relevant in 2006, Fuller Brush remains a symbol of American quality.