

Office Space's red Swingline stapler a cult icon?

I am surprised, to say the least, that until recently, [Swingline](#) did not have a red stapler in their catalogue. Check [this slashdot article](#) for a few links regarding the relatively new addition. It has quickly become Swingline's top seller, despite the fact that it costs twice as much as the identical black model. That's marketing for you.

The biggest surprise to me? I had no idea people wanted so badly to be more like Milton.

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