



Geigy *Duplex*

Family Overview

Styles

Geigy Duplex VIP Light
Geigy Duplex VIP Light Italic
Geigy Duplex VIP Regular
Geigy Duplex VIP Italic
Geigy Duplex VIP Medium
Geigy Duplex VIP Medium Italic
Geigy Duplex VIP Bold
Geigy Duplex VIP Bold Italic
Geigy Duplex VIP Black
Geigy Duplex VIP Black Italic

Separate PDF

Geigy
Geigy Mono

Supported Scripts

Latin Extended

File Formats

Opentype CFF, Truetype, WOFF, WOFF2

Design

Robert Huber (2023–2024)

Contact

General inquiries:
service@lineto.com

Technical inquiries:
support@lineto.com

Sales & licensing inquiries:
sales@lineto.com

Lineto GmbH
Lutherstrasse 32
CH-8004 Zürich
Switzerland

www.lineto.com

About the Font

For the development of the variable version of LL Geigy, designer Robert Huber ventured into the realm of duplexed fonts, also known as ‘uni-width’: Typefaces that have proportional characters, but whose spacing and kerning does not change.

With conventional fonts, the metrics and kerning values change across different weights and styles, with the spacing variations resulting in text reflow when switching weights or axes. LL Geigy Duplex is variable font based on the duplex model, where each individual glyph occupies the same amount of space across the entire weight and style range, from Light to Black, and from Roman to Italic.

This concept dates back to the early 20th century, particularly during the hot metal typesetting era, where duplex fonts made printing processes more efficient. Uniwidth typefaces were used to enable typesetters to easily switch between lighter and bolder weights, or between roman and italic styles, without reflow of text – which, at the time, was not automatic as it is in today’s layout software; it would have required the re-setting of whole paragraphs of text.

The design process of LL Geigy Duplex Variable required an in-depth study of all glyph widths, proportions, metrics, and kerning across Geigy’s entire weight range. Drawing, metrics, and kerning were thoroughly analyzed and adapted from the original Geigy fonts, resulting in a typeface that flawlessly performs in both static and animated contexts.

The elimination of layout shifts when changing font weights offers a significant advantage in applications where weights are frequently switched, such as screen-based interfaces where text or buttons may transition from light to bold or from upright to italic when hovered. The gradual variable format, in particular, lends itself well to animated type applications, where sophisticated optical effects can be achieved.

LL Geigy Duplex Variable combines one or two gradual axes (weight and slant) within one file, connecting to type history by addressing the mechanical demands of early 20th-century typesetting while adapting this concept for the 21st century.

Layout Features

Case Sensitive Forms	[Secret] May–July «Hello» ¿Adónde?	[SECRET] MAY–JULY «HELLO» ¿ADÓNDE?	Stylistic Set 01: Single-Storey a	Catalyst	Catalyst
Standard Ligatures	flat office	flat office	Stylistic Set 02: Closed C, c	Chemicals	Chemicals
Tabular Lining Numbers	1.7.1982 6.2.1824	1.7.1982 6.2.1824	Stylistic Set 03: Alternate K, k	Kommunikation	Kommunikation
Arbitrary Fractions	14 1/6 × 2 3/8 160 1/9 4 2/3 ÷ 9 5/6	14 1/6 × 2 3/8 160 1/9 4 2/3 ÷ 9 5/6	Stylistic Set 04: Alternate R	P. MÜLLER	P. MÜLLER
Contextual Multiplication Glyph	2 × 3 35 × 76 cm	2 × 3 35 × 76 cm	Stylistic Set 05: Alternate S, s	Sickness	Sickness
Superscript	North ¹ , East ²	North ¹ , East ²	Stylistic Set 06: Alternate 2	2 ² / ₅ Dosage	2 ² / ₅ Dosage
Subscript	H ₂ O	H ₂ O	Stylistic Set 07: Alternate Registered	Ciba® Acaralate®	Ciba® Acaralate®
Ordinals	1 ^a 1 ^o	1 ^a 1 ^o	Stylistic Set 08: Alternate Arrows	→ Irgapirina ← ↘ Analgesico	→ Irgapirina ← ↘ Analgesico
			Stylistic Set 09: Alternate Currencies	10\$ + 30¢ 13 661,60W	10\$ + 30¢ 13 661,60W
			Stylistic Set 10: Contextual f, t	Identification	Identification
			Stylistic Set 11: Tabular Fractions	14 1/6 × 2 3/8	14 1/6 × 2 3/8

80 Points

Analysis
Bio-
TECHNIC

55 Points
SS04
Alternate R

Diagnosis
Enzymes
Formulations
GENERIC

45 Points

Hormones
Immunization
INSULIN

32 Points

Licence
Manufacturing
Mutagen
NUTRACEUTICAL

25 Points

Oncology
Pharmaceuticals
Receptor
Side-Effects, Symptom
TACHYCARDIA

LL Geigy Duplex VIP Light

16 Points

All three Swiss companies prospered and continued to diversify in the decades after World War II, though Sandoz earned an unwelcome notoriety in the 1960s when one of its inventions, a potent hallucinogen called LSD, became a favourite illicit drug in the United States and Europe. In 1970 Ciba and GEIGY MERGED TO FORM CIBA-GEIGY AG, AND IN 1996, IN THE MIDST OF A WAVE OF CONSOLIDATIONS AND

13 Points

Meanwhile in Basel, in 1859, Alexander Clavel took up the production of fuchsine in a silk dyeing factory, before selling the factory to Bindschedler & Busch in 1873. Three years later, the company has a commercial presence in Germany, France, England, Italy, Russia and the US. By 1884, Bindschedler & Busch had transformed into a joint-stock company and was renamed Gessellschaft fur Chemische Industrie Basel or "CIBA" FOR SHORT. CIBA'S FIRST PHARMACEUTICAL SUBSTANCES WERE ANTISEPTIC VIOFORM AND ANTIRHEUMATIC AGENT SALEN IN 1900. THE ROOTS OF SANDOZ

10.5 Points

The roots of Sandoz date back to 1886, when chemical company Kern & Sandoz was established in Basel by Dr Alfred Kern and Edouard Sandoz. By 1895, the company had produced its first pharmaceutical substance: antipyrine, which was a fever-controlling agent. In 1917, Professor Arthur Stoll created Sandoz's pharmaceutical department and research began. A year later, Stoll isolated ergotamine FROM ERGOT AND THE SUBSTANCE WENT ON TO TREAT MIGRAINE HEADACHES. IT WAS INTRODUCED ONTO THE MARKET AS GYNERGEN IN 1921. IN 1918, ALL THREE

8.5 Points

In 1938, Geigy decided to increase its focus on healthcare and established a pharmaceutical department. Antirheumatic drug Butazolodin (phenylbutazone) was the company's first product in 1949. By 1958, Geigy successfully entered the psychotropic MARKET, MARKED BY THE INTRODUCTION OF TOFRANIL (IMIPRAMINE). A YEAR LATER, THE COMPANY INTRODUCED THE

first long-lasting diuretic, Hygroton (chlorthalidone) for the treatment of high blood pressure, followed by antiepileptic Tegretol (carbamazepine) in 1963. The abbreviation "Ciba" was formally adopted as the company name in 1945 (although people had been calling it this FOR YEARS). IN 1963, CIBA INTRODUCED A BREAKTHROUGH PRODUCT FOR THE TREATMENT OF IRON AND ALUMINIUM OVERLOAD

6.5 Points

In 1970, Ciba and Geigy merged to form Ciba-Geigy Ltd. Ten years later, a biotechnology unit was established. In 1981, the first transdermal delivery system, Scopoderm TTS (hyoscine hydrobromide) was introduced for travel sickness. Ciba-GEIGY ESTABLISHED CIBA VISION IN 1987 AND IN 1994, ITS FORMED A STRATEGIC PARTNERSHIP WITH BIOTECHNOLOGY COMPANY

Chiron. While Ciba and Geigy became one, Sandoz continued to advance its pharmaceutical business, introducing anti-allergic drug Zaditen (ketotifen) in 1977, followed by immunosuppressants Sandimmun (cyclosporine) in 1982 and Neoral (cyclosporine) in 1994. IN DECEMBER 1996, SANDOZ AND CIBA-GEIGY MERGED TO FORM NOVARTIS IN ONE OF THE LARGEST CORPORATE

mergers in history. Sandoz remained as a subsidiary of Novartis and today develops, manufactures and markets generic drugs. Today, Sandoz employs over 23,000 people in 130 countries, with global headquarters based in Holzkirchen, Germany. Dr Daniel VASELLA WAS THE FIRST CEO OF THE NEWLY MERGED COMPANY. VASELLA WAS HIRED BY SANDOZ BACK IN 1988 AND REMAINED THERE

80 Points

Asthma
Bacteria
CARE

55 Points

Dosage
Epilepsy, Ethic
Fungicide
GENOMICS

45 Points

Hemostasis
Hygiene
INOCULATION

32 Points

Leukemia
Lipid, Metabolism
Microbial
NUTRITIONAL

25 Points

Organic Recipe
Painkillers
Phlebotomy, Resistance
Spectrometry
TRANSPLANTATION

LL Geigy Duplex VIP Light Italic

16 Points

After World War I, demand for agro-chemicals, photographic products, plastics and other chemical specialties began to increase rapidly, and production facilities in Klybeck were working at full capacity. In the period between World War I and World War II, Ciba in particular continued to expand its
RANGE OF HIGHQUALITY DYE SPECIALTIES. IT HAD RECOGNIZED THAT, IN THE FACE OF INCREASINGLY

13 Points

Despite some difficulties encountered during World War II, such as diminishing coal supplies from Germany, Basel's industry was in excellent shape in 1945. The companies had invested their profits in modernizing production and now had practically the only functioning plants in Europe. With the boom that began after the end of the war, they benefitted accordingly. The goods produced in Basel were superior in quality and in great demand internationally. Only the capacity and the limited availability of raw materials held the

10.5 Points

Paul Nickler remembers this period well. When he started his apprenticeship as a laboratory technician at Ciba in 1947, Klybeck still looked rural compared to today. There were already modern production buildings, yet in between there were allotment gardens and even farms along the Wiese river. And then there were the old, shabby huts along the Rhine, where aniline dyes were produced on open wooden
BOILERS UNTIL THE 1950S. A DIRTY BUSINESS, AS NICKLER RECALLS: "THE DYE PRODUCTION WAS DOWN BY THE RHINE, WHERE THEY PRODUCED RED AND

8.5 Points

Alexander Clavel had laid the foundation for these successes in 1864 with the first dye factory in Klybeck. For a long time thereafter, until the first decades of the 20th century, dyes remained the most important and lucrative business segment for companies such as Ciba, Geigy and Sandoz. By the start of World War I, the world market for textile dyes was
almost completely divided between German and Swiss companies, with Germany producing the bulk of the synthetic dyes. When German exports were blocked after the outbreak of the war, demand for Basel dyes rocketed. So it is not surprising that the three large chemical companies in Basel were able to significantly increase their sales during

6.5 Points

But the irritating dust from aniline dye production was only one problem. Working in these huts without ventilation or protective clothing was also very unhealthy, and the wastewater ended up in the Rhine, which was common and perfectly legal at the time. It wasn't until much later, in the 1970s, that ecological aspects and a consistent safety mindset began to take
hold in the companies, as retired chemist Giovanni Bonavia recalls. "We tried to respect the problems and concerns of the population. And because you had odor emissions here and there, it was decided to hire a so-called sniffer team. People walked around the area, recorded their observations, also took measurements and always reported their results."
The expansion of dye production led to the opening of a large, state-of-the-art dye production building in 1956 on Klybeckstrasse where the streetcar stop is still called Ciba to this day. The so-called Building 90 was one of the first multistory buildings on the Klybeck site. Right next to it, in the heart of Klybeck, stood what was then Switzerland's tallest construct.

Raloxifene

>99% (albumin)

$C_{26}H_{29}NO$

20 mg tablets

80 Points
SS03
Alternate k

Alkaloid
Basel
CLINICAL

55 Points

Drug
Expertising
Facility
GUIDELINES

45 Points

Herbicides
Innovative
LABORATORY

32 Points

Monitoring
Nolvadex (20 mg)
Oncology
PRESCRIPTION

25 Points

Receptor, Radio
Sansert
Tumor, Transplantation
Venipuncture
XENOBIOTIC

16 Points
SS04
Alternate R

Thus, the quarter century after the end of World War II, i.e. until the merger of Ciba and Geigy in 1970, can be described as a period of exceptionally high growth rates. The sales of the Basel chemical and pharmaceutical companies rose from the millions to the billions of Swiss francs. Despite SOME DIFFICULTIES ENCOUNTERED DURING WORLD WAR II, SUCH AS DIMINISHING COAL SUPPLIES FROM

13 Points

But the growth of the Basel industry was not limited to new dye ranges. With the invention of Araldite in 1946, Ciba took an important step in synthetic resins, and after the discovery of the insecticide DDT in 1939, sales development also accelerated at Geigy, to name just a few examples from the diverse activities of the companies. Thus, the quarter century after the end of World War II, i.e. until the merger of Ciba AND GEIGY IN 1970, CAN BE DESCRIBED AS A PERIOD OF EXCEPTIONALLY HIGH GROWTH RATES. THE SALES OF THE BASEL CHEMICAL AND PHARMACEUTICAL COMPANIES ROSE

10.5 Points

And then there were the old, shabby huts along the Rhine, where aniline dyes were produced on open wooden boilers until the 1950s. A dirty business, as Nickler recalls: "The dye production was down by the Rhine, where they produced red and green dyes. They were poor guys. They were always covered in dyes, which didn't come off even after they showered." But the irritating dust from ANILINE DYE PRODUCTION WAS ONLY ONE PROBLEM. WORKING IN THESE HUTS WITHOUT VENTILATION OR PROTECTIVE CLOTHING WAS ALSO VERY UNHEAL-

8.5 Points

A Ciba publication from the 1950s described the diverse world of dyes as follows: "Most of it is used for dyeing and printing textiles... but our dyes are also used for leather, paper, hides and furs, wood and glass fibers, aluminum and plastics, inks, VARNISHES AND SOAPS, AND EVEN FOR COLORING FOOD." THE SAME BROCHURE ALSO LISTS A LONG SERIES WITH A TOTAL OF

81 different dye assortments, each of which in turn included dozens of shades. There were, for example, Neolane dyes for wool, Oxanal dyes for oxidized aluminum, or Coprantine dyes for textile printing. All were based on different chemical structures and COMPLEX DYEING PROCESSES. MAX BITTERLI EXPERIENCED THIS BOOM AND INNOVATION PHASE DURING HIS

6.5 Points

It wasn't until much later, in the 1970s, that ecological aspects and a consistent safety mindset began to take hold in the companies, as retired chemist Giovanni Bonavia recalls. "We tried to respect the problems and concerns of the population. AND BECAUSE YOU HAD ODOR EMISSIONS HERE AND THERE, IT WAS DECIDED TO HIRE A SO-CALLED SNIFFER TEAM. PEOPLE WAL-

ked around the area, recorded their observations, also took measurements and always reported their results." The expansion of dye production led to the opening of a large, state-of-the-art dye production building in 1956 on Klybeckstrasse - where THE STREETCAR STOP IS STILL CALLED CIBA TO THIS DAY. THE SO-CALLED BUILDING 90 WAS ONE OF THE FIRST MULTISTORY

buildings on the Klybeck site. Right next to it, in the heart of Klybeck, stood what was then Switzerland's tallest construct. The snow-white and 120-meter-high chimney had already been completed a year earlier. These two striking structures represented THE IMPORTANCE THAT DYE AND CHEMICAL PRODUCTION HAD NOT ONLY FOR CIBA AND THE KLYBECK AREA, BUT ALSO FOR THE

80 Points

Atabrine
Biotech
CAPSULE

55 Points

Dispensary
Esidrix
Formulation
GASTRIC

45 Points

Haldol
Isocarboxazid
LARGACTIL

32 Points

Marplan, Mutagen
Nutraceutical
Ophthalmology
PALUDRINE

25 Points
SS05
Alternate S, s

Receptor, Resistance
Side-effects
Thrombosis, Tofranil
World Health Organization
ZYMOGEN

LL Geigy Duplex VIP Italic

16 Points
- SS06
Thin Bracket,
Slash, Bar

The same brochure also lists a long series with a total of 81 different dye assortments, each of which in turn included dozens of shades. There were, for example, Neolane dyes for wool, Oxanal dyes for oxidized aluminum, or Coprantine dyes for textile printing. All were
BASED ON DIFFERENT CHEMICAL STRUCTURES AND COMPLEX DYEING PROCESSES. MAX BITTER-

13 Points

“When I joined in 1957, reactive dyes had been developed that were high-quality and washfast, which was not the case before with direct dyes.” But the growth of the Basel industry was not limited to new dye ranges. With the invention of Araldite in 1946, Ciba took an important step in synthetic resins, and after the discovery of the insecticide DDT in 1939, sales develop-
MENT ALSO ACCELERATED AT GEIGY, TO NAME JUST A FEW EXAMPLES FROM THE DIVERSE ACTIVITIES OF THE COMPANIES. THUS, THE QUARTER CENTURY

10.5 Points

This growth was recorded in all areas of Ciba, Geigy and Sandoz. And sales also continued to rise through the acquisition of new businesses. In the late 1950s, for example, Ciba expanded its business areas with Ilford photochemicals and Mettler-Toledo electronic equipment. The international presence was also steadily expanded. While Sandoz had 19 foreign subsidiaries in 1956, it owned 40 just 10 years
LATER IN 1966. BUT THERE WERE ALSO DIFFERENCES BETWEEN THE BASEL COMPANIES. AT CIBA AND SANDOZ, FOR EXAMPLE, IT WAS INCREASINGLY THE PHARMA-

8.5 Points

These products played a major role in enabling Geigy to surpass Ciba sales in 1968. Between 1956 and 1966, Geigy’s sales rose from 511 million to 2 billion Swiss francs, and by 1968 they had already reached 2.7 billion. The merger of Ciba and Geigy in 1970
THEN BROUGHT RENEWED VIGOR TO THE INCREASINGLY DIFFICULT DYES AND CHEMICALS BUSINESS, AS MAX BIT-

terli recalls: “The merger was really positive, because it enabled the two companies to make good progress in wool and synthetic fiber dyes.” However, just a few years after the merger, the golden age of the Basel “chemical” industry was definitely
COMING TO AN END. AS A RESULT OF INCREASINGLY FIERCE GLOBAL COMPETITION AND DECLINING MARGINS

6.5 Points

Ciba-Geigy is the largest chemical company in Switzerland. But since the country offers only a limited market and lacks many essential raw materials, Swiss chemical companies have been forced to enter foreign mar-
KETS; AND IN ORDER TO COMPETE SUCCESSFULLY, THEY HAVE HAD TO LEAD THE WORLD IN CERTAIN TECHNOLOGIES.

In the early years of the twentieth century, the world’s strongest chemical industries were in Germany, the United States, and Switzerland. German companies, fearful of losing their leading position to rapidly advancing American firms, openly collu-
DED AND COORDINATED BUSINESS STRATEGIES. AFTER WORLD WAR I THE GERMAN COMPANIES FORMED A CARTEL, THE

notorious IG Farben. In order to remain competitive with the Germans, the three largest Swiss chemical companies, Ciba Ltd., J.R. Geigy S.A., and Sandoz Ltd., formed a similar cartel called Basle AG. This trust lasted from 1918 to 1951. By 1970, however, market
CONDITIONS LED CIBA AND GEIGY TO MERGE, FORMING ONE OF THE WORLD’S LEADING PHARMACEUTICAL AND SPECIALTY CHEMICAL

$C_{10}H_{16}N_6S$
252.34 g·mol
Urticaria
[E-selectin]

80 Points

**Atromid
Buta-
ZOLIDIN**

55 Points

**Cardiovascular
Depressant
Experimental
FACILITY**

45 Points

**Hormones
Illness
LICENCED**

32 Points
SS01
Single-Storey a

**Monoclonal
Neurotransmitter
Pathology
RADIOLOGY**

25 Points

**Recurrence
Regulation, Sandoz
Synthesis
Ultrasonography
WELLNESS**

LL Geigy Duplex VIP Medium

16 Points

Novartis is a full member of the European Federation of Pharmaceutical Industries and Associations, the Biotechnology Innovation Organization, the International Federation of Pharmaceutical Manufacturers and Associations, and the Pharmaceutical Research and Manufacturers of America. Novartis is the third most valuable pharmaceutical company in Europe, after Novo Nordisk and

13 Points
SS02
Closed C, c

Sandoz is the generic drugs division of Novartis. Before the 1996 merger with Ciba-Geigy to form Novartis, Sandoz Pharmaceuticals (Sandoz AG) was a pharmaceutical company headquartered in Basel, Switzerland (as was Ciba-Geigy), and was best known for developing drugs such as Sandimmune for organ transplantation, the antipsychotic Clozaril, Mellaril Tablets and Serenil Tablets for treating psychiatric disorders, and Cafergot tablets and Torecan suppositories for treating migraine headaches. The chemiefirma Kern und Sandoz was founded in

10.5 Points
- SS02
Alternate C, c

After the merger, other Ciba-Geigy and Sandoz businesses were sold, or, like Ciba Specialty Chemicals, spun off as independent companies. The Sandoz brand disappeared for three years, but was revived in 2003 when Novartis consolidated its generic drugs businesses into a single subsidiary and named it Sandoz. Novartis divested its agrochemical and genetically modified crops business in 2000 with the spinout of Syngenta in partnership with AstraZeneca, which also divested its agrochemical business. The new company also acquired

8.5 Points

The First World War broke out in August 1914, and one month later the German government banned exports to Britain and its allies. The British naval blockade began to restrict German trade with non-belligerent nations, particularly the United States. Moreover, some British-made intermediates were no longer available in Germany. The German industries quickly integra-

ted their activities to assist the Kaiser's war effort, especially self-sufficiency programs, and in 1916 the two communities of interests merged. Two years later the three largest Swiss firms, Ciba, Geigy and Sandoz, formed their own Interessengemeinschaft, the Baseler IG. Country; this included very little synthetic indigo. During 1907, Kalle of Biebrich became

6.5 Points

Novartis was created in 1996 through a merger of Ciba-Geigy and Sandoz. Novartis and its predecessor companies trace roots back more than 250 years, with a rich history of developing innovative products. From beginnings in the production of synthetic fabric dyes, the companies that eventually became Novartis branched out into

producing chemicals and ultimately pharmaceuticals. The history of Novartis traces the converging destinies of three companies: Geigy, a chemicals and dyes trading company founded in Basel, Switzerland in the middle of the 18th century; Ciba, which began producing dyes in 1859; and Sandoz, a chemical company founded in Basel in 1886. These com-

panies shared a common trait which lives on at Novartis: a passion for creating and marketing new products that contribute to human progress through advances in science, health and chemistry. Building on this heritage, today Novartis focuses its innovation prowess on addressing the unmet needs of patients worldwide. Novartis

80 Points

***Acid
Reflux
BASUDIN***

55 Points

***Cytology
Dispensing
Excretion
HYDROLYSIS***

45 Points

***Imipramine
Insidon®
LIPOPHILIC***

32 Points

***Mutagen
Nutraceutical
Peptide
PERTOFRANE***

25 Points

→ *Subcutaneous*
↘ *Thorazine*
→ *Venipuncture*
↘ *Virology*
→ *XEROSTOMIA*

16 Points
SS05
Alternate S, s

In 1888, the chemist T. Sandmeyer joined Geigy. He had previously investigated Green’s primuline, a colorant that was not protected by a patent. Sandmeyer established the constitution and the method of preparation, which was immediately scaled-up in the Geigy factory. ALMOST SINGLE-HANDED, SANDMEYER WAS RESPONSIBLE FOR A STRING OF SUCCESSES,

13 Points

The La Fuchsine monopoly had forced several French chemists and firms to move to Switzerland where that country’s fledgling dye industry began to flourish from around 1862. The first Swiss firms to manufacture coal tar dyes were dyers, dye merchants and distillers in Basel who entered the field in 1860 This included Alexander Clavel, a Frenchemigre who set up what in 1884 was to become the Gesellschaft FUR CHEMISCHE INDUSTRIEBASEL (CIBA). J.J. MULLER-PACK ORIGINALLY SOLD DYEWARES ON BEHALF OF THE GEIGY FAMILY, AND BEGAN THE MANUFACTURE OF MAUVE AND

10.5 Points

The aniline dyes manufactured in Basel were exported from the very beginning, initially to France, and then later to the UK and Germany too. In addition to European customers, North American and Asian customers bought dyes from Basel from the 1870s. To begin with, distribution was undertaken by independent trading companies, but was increasingly taken over by subsidiaries as time went on. BASEL’S CHEMICAL COMPANIES OPERATED FOREIGN PRODUCTION SITES AND REGIONAL OFFICES FROM A SURPRISINGLY EARLY STAGE. WHAT PROMPTED THEM

8.5 Points

Geigy had decided as far back as 1891 to set up a French production site. One year later, the company rented a vacant factory building in Maromme, close to the textile center of Rouen. In 1894, it purchased the building. It was a very modest production plant: up until THE OUTBREAK OF THE FIRST WORLD WAR, IT EMPLOYED ONLY FIVE TO SEVEN PEOPLE MANUFACTURING EXTRACTS. IT WAS again Durand & Huguenin who established a factory in the Alsatian town of Hüningen, on the border with Switzerland, in 1886. Following the Franco-Prussian War of 1870–1871, large parts of Alsace were annexed by Germany. The journey between the Hüningen PRODUCTION SITE AND THE COMPANY HEADQUARTERS WAS EXTREMELY SHORT. TEN YEARS LATER, THE 4,300 SQUARE METER

6.5 Points

Geigy purchased a plot in nearby Grenzach in 1897 and built the first production, office and machinery buildings there over the following two years. Production began at the end of 1898. There were numerous reasons for this investment: first, the FACILITIES AT ROSENTHAL WERE OUTDATED. THE SITE WAS BECOMING INCREASINGLY BOXED IN BY RESIDENTIAL STREETS, and residents were being disturbed by noise and odors. Thirdly, the Grenzach site was connected to the German railroad network. The foreign location of this production facility had little significance until the outbreak of the First World War. BEFORE THAT, THE BORDERS IN THE BASEL REGION WERE PERMEABLE, MEANING LABOR AND CAPITAL COULD CIRCULATE freely. Grenzach considered itself a suburb of Basel, like the Swiss towns of Muttensz and Birsfelden. In 1890, Geigy rented a site with production buildings in Karavayevka, close to Moscow, and began to manufacture dyewood extracts THERE. THE COMPANY ALSO SOLD ANILINE DYES FROM BASEL THROUGH THIS SUBSIDIARY. GEIGY LATER ENTERED INTO A

[Xylazine]
Clinical data
C₁₉H₂₄N₂
Prescription Pill

80 Points

Aspirin
Basel
CROP

55 Points

Dispensary
Ethical
Glucocorticoid
HOSPITAL

45 Points
SS07
Alt. ®

Hypersensitivity
Irgalane®
Isocarboxazid

32 Points

Lymphocyte
Medomina, Mutagen
Nutraceutical
OTOLARYNGOLOGY

25 Points

Pharmacogenetics
Preludin
Receptor, Symptomatic
Siostéran
TACHYPHYLAXIS

16 Points

The USA became Geigy's second most important market after Germany early on. From 1900, American customers were buying goods worth well over 1 million Swiss francs a year, imported via New York. Geigy products were sold through a retail company. In 1903, the newly founded Geigy ANILINE & EXTRACT COMPANY, A SUBSIDIARY OF GEIGY BASEL, TOOK OVER DISTRIBUTION. THE YOUNG

13 Points

The dyes manufactured in Basel were distributed by branches in Boston, Philadelphia, Providence and Atlanta in the USA, and Toronto in Canada. In 1904, Geigy set up a mixing plant at an existing factory site in New Jersey, reducing freight costs considerably. The company set up production facilities for extracts, which could be produced far more profitably in New Jersey than in Basel thanks to the low cost of raw materials. THE BASEL-BASED CHEMICAL COMPANIES HAD TO IMPORT COAL TAR AND THE PRIMARY PRODUCTS AND INTERMEDIATES DERIVED FROM IT, AND DID SO ALMOST EXCLUSIVELY FROM

10.5 Points
- SS01
Single-Storey a

The Basel companies specialized their dyestuff production during the interwar period. They focused on a wide range of high-value products, particularly patented specialties. This enabled them to offset losses from older classes of dyestuffs, where foreign competitors dominated. The Basel chemical industry also moved into new areas: it no longer only produced dyestuffs and MEDICATIONS, BUT ALSO TEXTILE AUXILIARY SUBSTANCES, TEXTILE FINISHING PRODUCTS, PLASTICS, COSMETICS AND PESTICIDES. THE BASEL CHEMICAL

8.5 Points

A predecessor company of Novartis first dealt with malaria in the 1810s. Among the colonial products sold by Hieronymus Geigy was cinchona, which had been known to be effective against malaria since the 17th century. Originally from South America, THIS REMEDY WAS USED TO TREAT "STOMACH ILLNESSES AND FEVER". IN 1824, QUININE WAS ISOLATED FROM CIN-

chona. The Geigy company was among the first buyers of this new pure substance, whose advantage was that it enabled standardized treatment and more precise dosage for malaria patients. A number of measures have been taken with the aim of reducing CASES AND INDEED EPIDEMICS OF MALARIA. ONE SUCH MEASURE WAS THE DRAINING OF MARSHLAND, WHICH

6.5 Points

The quarter century following the end of the war was a phase of enormous growth for the pharmaceutical industry in all western industrial nations. The Pharmaceuticals Divisions of CIBA and Sandoz became their strongest business segments. BETWEEN 1945 AND 1960, CIBA INCREASED ITS SALES IN THIS AREA FROM AROUND 100 MILLION SWISS FRANCS TO OVER

500 million. These high growth rates can be attributed to various factors: on the demand side, rising prosperity and the expansion of the health insurance sector were crucial. In the USA, the most important sales market for medicines, THE NUMBER OF PEOPLE INSURED INCREASED TEN-FOLD BETWEEN 1940 AND 1960, FROM JUST OVER 12 MILLION TO MORE

than 120 million. On the supply side, increasing public and private research investment boosted the rate of innovation throughout the sector. From the late 1940s onwards, the number of medicines launched each year rose considerably. THE INDUSTRY INTRODUCED A BROAD SPECTRUM OF ALLERGY MEDICATIONS, SEDATIVES, CARDIOVASCULAR MEDICINES, PSY-

80 Points

Anxiety
Breast
CANCER

55 Points

Common
Doses
Evaluation
FEVER

45 Points

Gastrointestinal
Hypertension
IMMUNIZATION

32 Points

Inflammatory
Malaria Prevention
Nephrology
PATHOGENESIS

25 Points

Rheumatology
Recurrence, Solubility
Subcutaneous
Triglycerides, Ulcers
WITHDRAWAL

16 Points

On April 10, 1970, CIBA and Geigy signed a charter describing the tasks of the institute, which was named after the Basel-based physician and physiologist Friedrich Miescher, the man who discovered nucleic acid. These tasks included training young scientists and conducting basic biomedical RESEARCH. RIGHT FROM THE START, THE FMI PLACED GREAT EMPHASIS ON ACTING OUT ITS ROLE AS A

13 Points

Both CIBA and Sandoz were expanding thanks to their pharmaceutical business. The spectacular rates of growth recorded by Geigy, however, were all due to its highly successful agrochemicals, which achieved terrific sales, especially in the USA. Between 1956 and 1966, group sales had risen from 511 million Swiss francs to almost 2 billion Swiss francs. In 1967, the company caught up with CIBA in TERMS OF SALES, AND FIGURES SURGED TO 2.7 BILLION SWISS FRANCS IN 1968. AT THE BOARD OF DIRECTORS MEETING OF MARCH 28, 1969, GEIGY CHAIRMAN LOUIS

10.5 Points

The Basel chemical industry had been internationally active in sales and production for some time, and now it also began to cross national borders in its research and development work. From the 1950s onwards, CIBA massively expanded its US research and development activities in Summit (New Jersey, USA). In India, it opened a basic research center for dyestuffs and PHARMACEUTICALS IN GOREGAON NEAR MUMBAI IN 1963. IN LATE 1959, GEIGY PURCHASED A LABORATORY BUILDING FOR ORGANIC CHEMISTRY,

8.5 Points

The dynamic growth of Geigy led to the foundation of a group-wide "publicity department" in 1941, which was renamed as the advertising department in 1966. The turning point was the launch campaign for the industrial moth-proofing agent Mitin in 1939. For THE FIRST TIME IN ITS HISTORY, THE COMPANY – WHICH HAD SPECIALIZED IN DYESTUFFS UNTIL THE 1920S – WAS FACED

with the challenge of appealing not just to industrial customers but also to private households. An agency was commissioned, but the advertising slogan it came up with failed to hit the mark with the public. This unsuccessful campaign prompted the conclusion THAT THE COMPANY NEEDED ITS OWN ADVERTISING SPECIALISTS, AND THE EMERGENCE OF INTENSIVELY MARKETED GEIGY

6.5 Points

SS03

Alternate K, k

To avoid the danger that internal advertising experts (in contrast to external agencies) would sooner or later fall into a routine and become blinkered, Rudin always kept things fresh in his department: his team employed young, talented GRAPHIC ARTISTS, DESIGNERS, EDITORS AND FILMMAKERS, AND ALSO USED THE SERVICES OF FREELANCE PHO-

tographers and artists for certain tasks. The studio at the firm's headquarters maintained close ties with the Basel General Vocational School in particular, promoting a lively exchange between design training and practice. This was an IMPORTANT FACTOR IN TURNING BASEL INTO A POOL OF TALENT WHICH HELPED SPREAD SWISS GRAPHIC DESIGN AROUND

the world and give it international recognition. The development and quality of graphics and advertising at Geigy resulted mainly from astute HR policies, and not from prescribed design guidelines. In the three decades from 1941 to 1970, OVER 50 DESIGNERS WERE EMPLOYED INTERNALLY OR AS FREELANCERS AT THE BASEL HEADQUARTERS. A FURTHER TWO

C 64,03 %
Chlorpromazine
C₁₇H₁₉ClN₂S
EU: Rx-only*

80 Points

**Asses
Cimeti-
DINE**

55 Points

**Dyestuffs
Enteric
Glucocorticoid
HEALTH**

45 Points

**Hormonal
Injection
ISOENZYMES**

32 Points

**Life-Saving Pill
Metabolite
Neurotransmitter
Peptide**

25 Points

**Radiology
Receptor, Recurrence
Stimulant
Vector, Vesicle
WOUND**

19,4 Points

In 1972, Ciba-Geigy launched the product Ludiomil. It contained a new substance called maprotiline, a tetracyclic indicated for treating various types of depression. It helps to restore high-quality sleep and reduces anxiety, although it is not EMPLOYED SPECIFICALLY IN THE TREATMENT OF PANIC

16,2 Points

After treatment of 150 patients, however, an antidepressive effect became apparent. In September 1957, Kuhn presented the findings of his clinical tests at the second World Congress of Psychiatry in Zurich. One year later, imipramine, under the name Tofranil, became the first antidepressant to be launched. It was soon established GLOBALLY AS A WELL-TOLERATED STANDARD TREATMENT FOR ENDOGENOUS DEPRESSION OR MELAN-

14 Points

Before the launch of Tofranil, depression patients had to spend long periods in clinics and were often treated with electroshock therapy, as the only options were to stimulate or sedate them; it was impossible to restore their overall equilibrium and NORMALIZE THEIR MOOD. WITH AN EFFICACY RATE OF OVER 80 PER CENT, TOFRANIL

12 Points
SS10
Contextual f, t

The research on psychological changes carried out in the 1930s only bore fruit after the Second World War. In 1952, surgeon Henri Laborit discovered by chance that the molecule chlorpromazine alleviates shock caused by surgery and improves the mood of postoperative patients. Consequently, PSYCHIATRISTS BEGAN TO USE CHLORPROMAZINE TO TREAT UNSETTLED PATIENTS. IT WAS THE FIRST IN THE CLASS OF MEDICINES KNOWN

10,4 Points

Based on these experiences, further research by Geigy led to the discovery of another substance with significant potential: chlorimipramine. It was presented to psychiatrists at a congress in 1961, and met with great acclaim. After five-year trials in renowned clinics, the new tricyclic was brought onto the market in 1966 under the NAME ANAFRANIL. IN ADDITION TO DEPRESSION, THIS MEDICINE IS USED TO TREAT CONDITIONS SUCH AS OBSESSIVECOMPULSIVE DISORDER, PANIC ATTACKS, AGORAPHOBIA, CERTAIN TYPES OF BEDWETTING IN

80 Points

Agents
Blood
CYTOXAN

55 Points
SS02
Closed C, c

Dialysis
Endocrinology
Fungicid
GLUCOSE

45 Points

Hemostasis
Immunity
LYMPHATIC

32 Points

Microbiology
Neurotransmitter
Otolaryngology
POTENTIATION

25 Points
SS08
Alternate
Arrows

→ **Sterility**
↘ **Tachycardia**
→ **Urology**
↘ **Vesicle, Vitamin**
→ **ZOONOSIS**

19,4 Points

Due to remarkable physico-chemical similarities, it was possible to define crucial basic structural requirements for a new substance. When, during the development phase in 1966, this drug proved to be poorly tolerated by rats and dogs – AS HAD ALSO BEEN THE CASE WITH CLINICALLY ACTIVE

16,2 Points

From 1953 to 1964, Geigy led the market for antirheumatics with its product Butazolidin (from phenylbutazone, which was discovered in 1946). When US pharmaceutical group Merck presented the one hundred times more active indomethacin in 1964, Geigy began the search for a new, highly active and well-tolerated ANTI-INFLAMMATORY. FIRST, GEIGY CHEMISTS COMPARED KNOWN NON-STEROIDAL

14 Points

Tolerability studies in healthy volunteers and the subsequent clinical trial confirmed the substance's activity and tolerability. Giba-Geigy launched the product in Japan and Switzerland under the brand name Voltaren in 1974. Since then, it has become ESTABLISHED IN OVER 140 COUNTRIES AS A RELIABLE MEDICATION FOR MANY

12 Points

In the recession of the 1970s, both Giba-Geigy and Sandoz sought new ways of spreading risks rationally. The two companies examined numerous diversification options. In 1971, Sandoz entered the fitness business, acquiring a majority stake in John Valentine. The EXECUTIVE COMMITTEE SAW IN THIS PROJECT "THE ONLY IMMEDIATELY REALIZABLE DIVERSIFICATION OPPORTUNITY" FOR THE PHAR-

10.4 Points

The pharmaceutical business proved to be largely resistant to economic fluctuations. Giba-Geigy and Sandoz survived the recessions of the 1970s relatively unscathed. The oil crisis did not hit the corporations as a whole particularly hard, although energy costs did rise considerably. Only the industrial divisions – dyestuffs, chemicals, PLASTICS, ADDITIVES AND PIGMENTS – FACED SERIOUS PROBLEMS WITH THE SUPPLY OF RAW MATERIALS. THE STRENGTH OF THE SWISS FRANG ALSO TOOK ITS TOLL ON BUSINESS: BETWEEN 1973 AND OCTOBER 1978,

Anti-Protozaine

Quinacrine

C₂₃H₃₀ClN₃O

4-Diamine

Technical Information

Latin	Afrikaans	Koyra Chiini	Soga
	Albanian	Koyraboro Senni	Somali
	Asturian	Langi	Spanish
	Asu	Latvian	Swahili
	Basque	Lithuanian	Swedish
	Bemba	Lower Sorbian	Swiss German
	Bena	Luo	Tachelhit
	Breton	Luxembourgish	Taita
	Catalan	Luyia	Tasawaq
	Chiga	Machame	Teso
	Cognian	Makhuwa-Meetto	Turkish
	Cornish	Makonde	Upper Sorbian
	Croatian	Malagasy	Uzbek
	Czech	Maltese	Volapük
	Danish	Manx	Vunjo
	Dutch	Meru	Walser
	Embu	Morisyen	Welsh
	English	North	Western Frisian
	Esperanto	Ndebele	Yoruba
	Estonian	Northern Sami	Zarma
	Faroese	Norwegian Bokmål	Zulu
	Filipino	Norwegian	
	Finnish	Nynorsk	
	French	Nyankole	
	Friulian	Oromo	
	Galician	Polish	
	Ganda	Portuguese	
	German	Prussian	
	Gusii	Quechua	
	Hungarian	Romanian	
	Icelandic	Romansh	
	Igbo	Rombo	
	Inari Sami	Rundi	
	Indonesian	Rwa	
	Irish	Samburu	
	Italian	Sango	
	Jola-Fonyi	Sangu	
	Kabuverdianu	Scottish Gaelic	
	Kabyle	Sena	
	Kalaallisut	Serbian	
	Kalenjin	Shambala	
	Kamba	Shona	
	Kikuyu	Slovak	
	Kinyarwanda	Slovenian	

Open Type Features	aalt	Access All Alternates	ss04	Stylistic Set 4 (Alternate R)
	calt	Contextual Alternates	ss05	Stylistic Set 5 (Alternate S, s)
	case	Case-Sensitive Forms	ss06	Stylistic Set 6 (Alternate 2)
	ccmp	Glyph Composition/ Decomposition	ss07	Stylistic Set 7 (Alternate Registered)
	clig	Contextual Ligatures	ss08	Stylistic Set 8 (Alternate Arrow)
	dlig	Discretionary Ligatures	ss09	Stylistic Set 9 (Alternate Currency)
	frac	Fractions	ss10	Stylistic Set 10 (Contextual f, t)
	locl	Localized Forms	ss11	Stylistic Set 11 (Tabular Fractions)
	nalt	Alternate Annotation Forms	ss12	Stylistic Set 12 (Thin Brackets, Slash, Bar)
	numr	Numerators	ss19	Stylistic Set 19 (Swiss Franc)
	onum	Oldstyle Figures	ss20	Stylistic Set 20 (Multiply)
	ordn	Ordinals	subs	Subscript
	ornm	Ornaments	sup	Superscript
	salt	Stylistic Alternates	zero	Slashed Zero

Codepage Please refer to the Technical Document

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