



FELLOWES TO LAUNCH NEW ERGONOMICS CAMPAIGN

Sit Up to A Smarter Way of Selling With Fellowes

4th April 2011, Doncaster, UK: Fellowes, the leading manufacturer of business machines & organisational solutions is launching a new pan-European marketing initiative designed to drive understanding and awareness of the benefits of ergonomic products in the workplace.

"Sit Up To A Smarter Way of Working" will launch in March/April 2011 and aims to educate both computer users and business managers on the risks of poor posture and the associated costs both to health and business which could be avoided by applying simple ergonomic principles and cost-effective solutions in the workplace.

Fellowes commissioned independent research to understand attitudes and understanding of ergonomics across Europe and the results of the study will be launched at the start of the campaign. In the in-depth research reveals some astonishing facts and highlights the real cost of poor ergonomics in the workplace from both a health and financial/productivity perspective.

To help get Europe working smarter, Fellowes are also introducing a new ergonomic expert, designed to highlight the key benefits of good posture and make the science of ergonomics simple and straight forward. Professor Ergo is the 'face' of the new campaign and brings with him a lighter, brighter way to help communicate the benefits of workstation assessments and workplace ergonomics in a more appealing, informative and user-friendly way.

Fellowes Europe Senior Marketing Manger for Office Productivity, Louise Shipley commented "Our research showed just how vulnerable and unaware employees and business as a whole are when it comes to understanding how poor posture can affect your health, your productivity and ultimately organisations profitability.

Sit Up To A Smarter Way of Working is designed to help both computer users and businesses create a workstation and an environment which suits the way people work and gives them the

necessary support and comfort needed to avoid painful injuries and stay productive. Professor Ergo brings a refreshing face to the world of workstation ergonomics and brings a new approach to the market.”

The fully integrated campaign includes a range of support tools for customers and education materials for consumers to help make ergonomics in the workspace a must for all computer users and businesses. Central to the initiative is a dedicated web site featuring a personalised workstation assessment, interactive Ideal Office tool and video plus tips, guidance and free downloads. The campaign website www.ergo.fellowes.com will be available in 7 languages, will launch on the 1st April 2011

To get involved in the campaign or for further information, email Professor Ergo at profergo@fellowes.com or speak to your regular Fellowes contact.

Press Contacts

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About Fellowes

Fellowes, Inc. offers an extensive range of products to equip the workspace, including paper shredders, binding & laminating machines and accessories, trimmers & guillotines, workspace accessories and record storage solutions.

Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes, Inc. employs more than 1,100 people throughout the world and has operations in 14 countries in addition to a vast distribution and export network. For more information, visit www.fellowes.com