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## **Fellowes Brands Acquires Action- Sports Photography Innovator Optrix, Inc. Partnership Seeks to Create a New Standard in Mobile Innovation**

Doncaster, October 24th, 2014: Fellowes Brands, which owns Fellowes UK, has announced the acquisition of Optrix, Inc., a California-based innovator in the fast-moving action-sports photography category.

Optrix, Inc. was created in 2010 when founder John Willenborg, an avid motocross racer, was without his action-sports camera before an event. He quickly improvised and secured his iPod® to the front of his bike with duct tape. Willenborg was able to create a high-quality video and share instantly on social media and thus the concept behind Optrix was conceived.

The Optrix system centers around a waterproof iPhone® case to which various accessories can be mounted and interchangeable lenses added to enhance and customize the camera function. The system enables users to capture video or photo experiences in a variety of highly active environments such as surfing, snowboarding or zip lining. In addition, the Optrix system, leveraging existing iPhone® technology, also allows consumers to post seamlessly to social media seconds after photos or videos are captured.

The acquisition of Optrix brings a pivotal new dimension to Fellowes' existing mobile accessories arm and builds upon the trend of consumers using a smartphone as their primary camera device. The increased functionality of Optrix offers a compelling solution that allows consumers to utilize their existing smartphones to capture their everyday adventures. However, most consumers are not aware it exists.

To expand the awareness and availability of Optrix, John Fellowes, CEO of Fellowes Brands states, "We are planning to use our worldwide capabilities in marketing, logistics, and product development, as well as our distribution partners to expose the Optrix system to consumers. At £99.99 for the base kit, which includes the waterproof mountable case and two professional grade lenses, the Optrix system is the strongest value in the marketplace for the functionality provided."

Fellowes will integrate Optrix into its Body Glove® mobile accessories division and launch into Europe early next year. Further information about Optrix is available at [www.optrix.com](http://www.optrix.com).

## **About Fellowes**

Fellowes Brands offers an extensive range of products to equip the home and workspace, including paper shredders, air purifiers, binders, laminators, desktop accessories, mobile accessories and record storage solutions. Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes Inc employs more than 1,200 people throughout the world and has operations in 20 countries. Fellowes products are now readily available in over 100 countries across the globe. For more information, visit [www.fellowes.com](http://www.fellowes.com).

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