



For Immediate Release

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## **Fellowes Bulldog Stars in 2012 Shredder Marketing Program**

***New campaign includes television advertising starring iconic dog***

[Click here to view the ad campaign](#)

**(Itasca, IL - January 16, 2012)** Even in situations that cause typical paper shredders to jam or break down, Fellowes® paper shredders keep on chewing through your toughest shredding tasks.

That's the key message behind a new ad campaign from Fellowes, which features the company's latest foray into television advertising as well as a host of other integrated tactics designed to promote the brand and its lineup of shredder products to a wide range of business markets.

In addition to the television spot, the campaign also features a 15 second preroll video, 30-second radio spot, print advertising in the *Wall Street Journal* and on their iPad and iPhone apps, and billboards in several major U.S. airports.

"We've expanded the breadth of our integrated marketing communication plan in 2012 to reach even more potential business buyers," noted John Fellowes, Executive Vice President at Fellowes, Inc. "And we're especially excited to expand into television, with the goal of improving Fellowes brand awareness and driving more business to our valued customers."

### **About Fellowes**

Fellowes, Inc. offers an extensive range of products to equip the workspace, including paper shredders, binders, laminators, desktop 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 15 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)