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Fellowes, Inc. Announces Most Significant Innovation in the Shredder Category in the Last 25 Years

The New AutoMax™ Line Offers the First Truly Walk Away Shredding Experience

ITASCA, Ill. (March 6, 2014) – Fellowes, Inc., the category leader and inventor of the personal shredder, announced today the new AutoMax™ line of hands-free shredders – the industry’s first truly walk away shredding experience.

Fellowes AutoMax shredders, including the 300C and 500C models, offer hands-free Cross-Cut shredding through an exclusive combination of technologies that save employees valuable time so they can get back to business.

- Patented SureFeed Technology™ ensures reliable automatic shredding for large jobs up to 500 sheets including staples, paper clips, CDs, DVDs and junk mail.
- JamGuard System™ prevents shredding interruptions for jam-free operation.
- SmartLock™ engages with each shred cycle to protect confidential information from prying eyes.

“We, at Fellowes, are thrilled to bring the new AutoMax line to market after logging several years of research and development to ensure a consistent and reliable performance every time,” said Nancy Heaton, Director of Global Marketing, Business Machines, Fellowes, Inc. “These products truly meet the demands of today’s businesses through revolutionary features that increase work productivity and offer the peace of mind that comes with knowing confidential information is immediately destructed.”

National headlines have placed the spotlight on data security in recent years. Incidences of data breaches rose a dramatic 30 percent in 2013 over 2012, according to the Identity Theft Resource Center. And with the Ponemon Institute reporting the cost of a single data breach incident averaged \$5.4 million last year, the proper storage and destruction of confidential information has quickly become one of the most important issues facing today’s organizations.

But as the importance of data security increases - so do the number of security options - such as off-site shredding companies.

“We know that as more hands touch confidential information, the risk that data will fall into the wrong hands also grows,” said Heaton. “The new AutoMax line ensures data is securely destroyed onsite with

the added bonus of cost savings as off-site shredding companies can cost up to 55 percent more over a three-year period.”

Since inventing the personal shredder in 1990, Fellowes has remained at the forefront of technology development, maintaining a proven track record of customer satisfaction, averaging 4.4 out of 5 stars across the line of commercial, small/home office and household shredders.

The AutoMax line is available for purchase through office supply catalogs and online. For more information on Fellowes' line of shredders, visit www.fellowes.com/AutoMax.

About Fellowes, Inc.

Fellowes, Inc. offers an extensive range of products to equip the home and workspace, including paper shredders, air purifiers, 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 20 countries. Fellowes products are now readily available in over 100 countries across the globe. For more information, visit www.fellowes.com.

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