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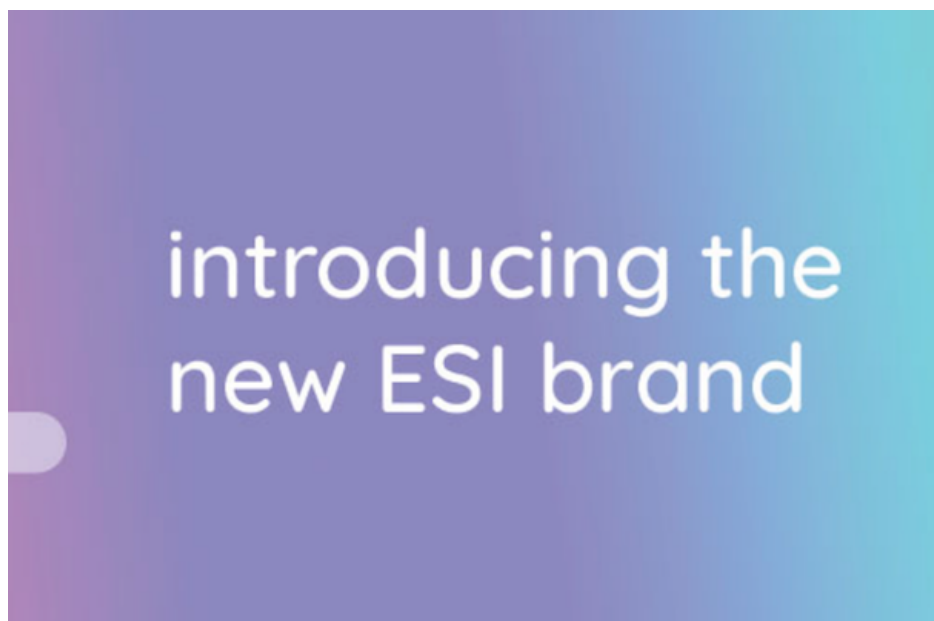
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ESI brand gets a makeover

Joshua Allsopp, 21 May 2018

Workplace wellness solutions company ESI has undergone a corporate rebrand.



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ESI, a manufacturer of ergonomic and health-related products, was acquired by OP vendor Fellowes in [November last year](#). Since then, it has been looking to emphasise its new identity as a firm focused on movement-inspired products. It concluded that an elevated corporate brand strategy was the best way to tap into new trends and adapt to an evolving market.

ESI's new image includes a redesigned logo, visual identity, [website](#) and showroom.

Developed in partnership with US-based strategic design consultancy Peopledesign, the the new ESI brand identity looks to highlight the vendor's core capabilities for a growing customer base that aspires to a healthy work environment.

Fellowes CEO John Fellowes commented: "Today, we offer opportunities to propel you forward at work, at home and in between. Our solutions must be flexible, active and health-focused. We felt it is imperative for the ESI brand to reflect and promote how we are delivering business today and will deliver in the future."

"Due to ESI's rapid growth over the past several years, we had come to a point in our journey where we wanted to take a close look at our brand and what it represented," said ESI President Mark Rhoades, adding: "We engaged many stakeholders – end users, customers, dealers, reps, employees – throughout the process while we rediscovered who we are as a company and what the ESI brand should mean going forward as we continue our record growth."

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05 June 2018 - 07 June 2018
Royal Horseguards Hotel, London

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10 June 2018 - 13 June 2018
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11 June 2018 - 13 June 2018
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