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[Joshua Allsopp](#), 20 October 2017

The arrival of the new EU General Data Protection Regulation (GDPR) presents a big opportunity for shredder sales.



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At least that's according to manufacturer Fellowes. It has launched a pan-European online marketing campaign to highlight the importance of shredding physical documents to keep personal data secure, in the hope of driving sales for its resellers. It also includes GDPR-focused support and training for dealers of its machines.

The company said: "The arrival of the GDPR on 25 May 2018 will mean significant changes to companies' obligations in connection with personal data, but it could also mean a much-welcomed sales opportunity for the OP industry."

Earlier this month, research by Fellowes revealed [widespread confusion around GDPR](#) among UK businesses.

Tilburg, Netherlands

Tags: data protection, EOS, GDPR, shredders, Fellowes

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Feature: Private matters

The biggest overhaul of European Union data privacy laws will come into force next year. OPI's Michelle Sturman takes a look at some of the most important aspects.

Fellowes reveals data law confusion

Research commissioned by OP vendor Fellowes has revealed the widespread confusion around the impending changes to EU data protection laws.

NEMO launches GDPR scheme

UK dealer group NEMO has launched a new accreditation scheme to help its members get ready for the upcoming EU data protection regulations.

Epson launches partner programme

Printer manufacturer Epson America has launched a comprehensive platform to support partners and products.

Stegmaier rejoins HSM

Shredder manufacturer HSM has strengthened its European management team with the appointment of Bruno Stegmaier.

Record attendance at RemaxWorld 2017

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Bong Q3 profit improves

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SOS looks to expand warehouse

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Toshiba America buys MPS dealer

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