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[Andy Braithwaite](#), 23 November 2017

Fellowes Italy has introduced a VIP club for its top independent office products dealer customers to try and boost sales and cement loyalty in the channel.



Fellowes Italy has introduced a VIP club for its top independent office products dealer customers to try and boost sales and cement loyalty in the channel.

The company launched the initiative at the Big Buyer trade show, which is currently taking place in the Italian city of Bologna, following the success of a similar project in Spain.

Fellowes Italy has identified its top 100 independent resellers and is offering them free annual membership to its VIP club. Benefits include website evaluation, the availability of product specialists, and a number of e-learning, marketing and e-mail marketing tools and resources.

Speaking to **OPI**, Managing Director Paolo Leonardi said that resellers that qualified for the club had to have a certain level of spend with Fellowes and participate in its programmes, etc.

The initiative would appear to be a good way for Fellowes to strengthen its ties and loyalties with dealers against a backdrop of the integration of ACCO and Esselte in Italy which will result in a much stronger competitor for the vendor.

Neither ACCO nor Esselte are exhibiting at Big Buyer, but **OPI** understands that the combined entity is to be headed by the current Esselte Italy management team.

It was a good first day at Big Buyer for Fellowes and Leonardi: at the end of the day, he accepted the first prize for the overall product of the year at the Big Buyer Top Design Award for the company's sit-stand workstation.

On Thursday night, Leonardi and his sister Monica are hosting a party for Fellowes' partners and customers in Italy as part of the Fellowes 100th anniversary celebrations.

Bologna, Italy

Tags: Big Buyer, Bologna, Italy, loyalty programme, Fellowes

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