



BIG INTERVIEW

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FOCUSED ON EXCELLENCE



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Special Issue
TECHNOLOGY SOLUTIONS

BUILDING CAPABILITIES THROUGH CENTERS of EXCELLENCE

How Fellowes, a four-generation family business is energizing global growth through best in class capabilities

In the wake of its centennial year, Fellowes Brands has been pursuing objectives that embrace its heritage and also build opportunities to better serve its customers. With the goal of being 'THE brand on the move in health and productivity solutions', Fellowes has cultivated Centers of Excellence teams which further its people's potential, product innovation, brand impact and global operations.

"It's fun to see our teams working together in fresh ways and bringing new value to the marketplace. We have great people at Fellowes who love being challenged. This has helped us continually evolve and grow as a company."
– **John Fellowes**, *President & CEO, Fellowes Brands*

THE FELLOWES FELLOWS

Fellowes' greatest asset is its people who are committed to a culture of integrity, teamwork, passion, service and continuous improvement. Going back to its first employees, Fellowes has always worked to instill its culture through the convictions and values of the Fellowes family. Founder Harry Fellowes put in motion a spirit of service in 1917 – starting with himself. Even in his later years, Harry never saw himself as a recipient of the business, but a partner in creating value for his people and the marketplace. To this day, his legacy lives on through the family and many people of Fellowes Brands all over the globe.

"It is a special place to work with a strong and positive culture.

We intentionally work to cultivate an environment of trust at Fellowes where people can pursue their potential through serving others. Because people enjoy our culture, we are able to retain great performers. This year, 56% of our employees have been with Fellowes for over 10 years."

– **Lisa Bretones**,
Vice President, Global Human Resources

Fellowes
Doncaster, UK

INNOVATION IN MOTION

This past year Fellowes installed a 6,500 square foot Innovation Center in its Chicago-based headquarters to provide greater bandwidth and speed for its expansive product development strategy. Over the past decade, Fellowes has methodically internalized all of its product development functions including mechanical, electrical and industrial engineering. Investments in new electronics, testing, rapid prototyping and fabrication equipment have further enhanced the capabilities of a global product development group. Currently, 98% of all design and engineering processes are in-house.

"By channeling the passion and insight from various teams into one primary location, we have been able to cultivate creative collaboration, broader core capabilities, and flexibility. Because of this we are able to capture more opportunities that are created by the changing world around us."

– **Ron Stephens**, *Vice President, Global Product Development & QA*



BUILDING A BOLD BRAND VOICE

Fellowes' current advertising campaign has been founded on its greatest strengths, over 100 years of trust built by a family business and its relentless commitment to quality and consumer value. Fellowes' main goal is to communicate an authentic message which accurately represents Fellowes and what its customers can expect. Supporting this, Fellowes' in-house agency has been able to develop its messaging from a unique perspective, as it is experiencing and contributing to the Fellowes culture daily. In recent years, brand awareness and equity has been strengthened through U.S. national TV, radio, billboards, public relations efforts and digital and social campaigns.

"By utilizing all of our skillsets and performance capabilities internally, we are able to dynamically drive our communications. We effectively leverage our capabilities so that our success becomes our customer's success." – **Jeff Dryfhout**, Vice President, Global Branding



Fellowes Innovation Center ▶

"We are a 100-year-old start-up, with Centers of Excellence to drive our momentum moving forward."

- John Fellowes



GLOBAL IMPACT

The investment in Centers of Excellence is paying off on a global scale. The Innovation Center has enhanced the pace at which new products are developed and launched, giving Fellowes a competitive advantage in the global marketplace. New HR initiatives are building Fellowes as a preferred employer internationally, and the brand strength of Fellowes continues to thrive through robust marketing communications.

"I firmly believe this is a result of the collective efforts of best-in-class teamwork. The following values, I am convinced, are essential to create success and add value to those we serve: commitment, drive, passion and the power of a passionate mentality. Our exceptional results in FY19 are a testament to exactly that and why we continue to excel."

– **Michel Van Beek**, President EMEA/Asia Pacific



Fellowes Lotus RT Sit-Stand Workstation ▶

Fellowes
Brands. | FAMILY BUSINESS
SINCE 1917