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TRIPLE AWARD WIN FOR FELLOWES BRANDS™ AT EOPA EVENT INCLUDING VENDOR OF THE YEAR

Fellowes Brands™ have been named Vendor of the Year for the second consecutive year at the annual European Office Products Awards Event, which was held in Amsterdam, 8th March. The company was also recognized for marketing and product innovation, winning the Marketing Initiative Award for the Keep It Confidential Campaign and the Product Design award for the AeraMax Professional AMII Air Purifier.

This is the third time in 4 years that Fellowes Brands has been awarded the prestigious Vendor of the Year Accolade – The EOPA judging panel recognised Fellowes as a company that provides huge support for its reseller partners, especially in terms of marketing. Fellowes was also praised for being very proactive and excellent at building relationships. Importantly, the judges felt that Fellowes is a company that is continuously on the lookout for new and innovative products and categories.

In addition to the top Vendor award, Fellowes also won the Marketing Initiative of the Year Award for the Keep It Confidential Campaign with the World's Toughest Shredders, a campaign designed to raise awareness of the need to protect data and destroy unwanted documents securely by shredding. The judges commented that the pan European campaign was comprehensive and generated great results across many different marketing elements from landing page clicks to video views and data capture, exceeding its objectives and delivering an outstanding ROI.

Completing the trio of awards, Fellowes AeraMax Professional AMII Air Purifier received the 2017 Product Design award recognizing not only the great design and product concept but also Fellowes commitment health and wellness in the office environment to the next level with the introduction of an air purifier for small spaces. AeraMax™ Professional commercial grade air purifiers were also recognized as Innovation of the Year in 2016, reflecting Fellowes strength in creating new opportunities based on consumer needs.

Fellowes EMEA president, Michel Van Beek commented “It is always a great honour and a reflection of the dedication and hard work of everyone connected with Fellowes Brands to be recognized by EOPA, but to win 3 awards including Vendor of the Year for the second year running is truly rewarding for us all. The fact that we are celebrating our 100th Anniversary this year makes the awards even more significant and on behalf of everyone at Fellowes Brands, I would like to thank our customers and consumers for their continued support of the Fellowes brand.”

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About Fellowes Brands™

Fellowes Brands™ offers an extensive range of products to equip the home and workspace, including paper shredders, air purifiers, binders, laminators, desktop accessories, mobile accessories and record storage solutions. Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes Brands 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.