



Double Win at BOSS Industry Awards 2021

Fellowes is celebrating a double win at the prestigious BOSS Industry Awards 2021, which were held at the Kimpton Clocktower Hotel, Manchester on Thursday 25th November.

Fellowes has been awarded the Brand Manufacturer of the Year and New Product of the Year trophies at the annual event, which recognises and celebrates individual, team and business success across the UK office products industry.

Presented to manufacturers that have run successful brand awareness or marketing campaigns, the Brand Manufacturer of the Year award was given to Fellowes for its 'New Way of Working' campaign.

The New Way of Working succeeded as a result of Fellowes putting the right products in place and ensuring a strong stock and supply situation in response to the events of 2020. This was matched by a powerful digital marketing campaign, accompanied by tools and assets to help resellers grow sales throughout the year, all of which was integral to Fellowes achieving outstanding results in the first quarter of 2021.

Fellowes has won the New Product of the Year award for its LX Series Shredders. As the company's most advanced shredder range, each model has been carefully designed to integrate into any workspace, from corporate offices to home offices.

Darryl Brunt, UK and Ireland Sales and Marketing Director, Fellowes Brands, said: "To win one award is a tremendous achievement, but to land two is incredible. It's testimony indeed to the agility, dedication and all-round excellence of Fellowes' outstanding team in the UK. We're very proud of our new line of LX Series shredders, so it's great that industry peers and the judges thought the same by voting it New Product of the Year.

"As for being crowned Brand Manufacturer of the Year, that really is the icing on the cake as the top award for recognising every single team that has contributed to our success - from marketing and sales to supply chain and distribution, and everything in between."

More information on the BOSS Awards is at <https://bossawards.co.uk/>

