

# **Fellowes**

**「MAXIMISING THE WORKPLACE HEALTH  
& ERGONOMICS SALES OPPORTUNITY」**



## The opportunity

Despite the tremendous growth of the market over recent years, many businesses are still not using ergonomic products to protect their staff. **The sales opportunity is huge - and the best way to unlock its full potential is to proactively promote a 'Prevention Is Better Than Cure' message.**

Using appropriate ergonomic products is a pro-active way of reducing the risk of an individual developing workstation related pain or injuries. The Fellowes unique 4 Zone Approach® shows organisations how to adapt their workspaces around employees' needs and the way they work. The result of which is improved health, comfort, productivity and reduced absenteeism. By promoting the 'Complete Workstation Solution' you will be offering the best advice to remove risk and opening up opportunities for additional sales.

Factoring in remote and home working is key. As the trend continues to grow this gives you the opportunity to covert add on sales where investment may have originally only been made for those working in the office 5 days a week.



Annual Ergonomic Product Sales within the office products channels are estimated at:

# £18m

Sales figure estimate based on UK SMB and corporate purchasers

# 65%

of employees

at the average company are suffering with some level of work-related back pain, neck pain or other musculoskeletal complaints

*This week in FM January 2023 and hse.gov.uk statistics 2022/23*

# 6.6m

working days per year

lost due to work-related musculoskeletal disorders, with each person taking an average of 13.9 days per week

*This week in FM January 2023 and hse.gov.uk statistics 2022/23*

Over 25% are suffering from bad working habits

# More than 1 in 4

workers suffer:

strained eyes **27%**  
stiff neck **27%**  
sore or aching back **26%**  
and headaches **25%**

*Fellowes NWOW Survey 2021*

# Key customer questions

What is your approach to ensuring staff are following the correct ergonomic practices when working from the office, at home and remotely?

Do you have a process or protocol that is followed here when someone reports discomfort or an injury?

Do you have a health and wellbeing policy or guidelines in place?

Are you concerned about the levels of absenteeism or sick leave?

Do you want to encourage increased productivity or employee engagement?

Do you carry out workstation risk assessments?

Can we review current contract list to include ergonomic products?

Has your customer ordered new furniture recently? This can be an opportunity for ergonomic accessories.

# Who should your customers target?



**HR Managers, Wellness & Wellbeing Directors**

More business days are lost from sickness absence due to musculoskeletal causes than any other condition. Human Resource Managers focus on employee health and wellbeing and are normally responsible for implementing the corporate Wellbeing Strategy.



**Health & Safety & Facility Managers**

Business is constantly changing, and there is an increasing number of people working from home, on the move, or across several office locations. As employers have a responsibility to look after the health of their workers, wherever work takes them, Workstation Risk Assessments are just as important for these employees. Health & Safety Departments should be aware of this legal requirement.



**Line Managers**

Line Managers have the responsibility to ensure their employees have a 'fit for purpose' workstation. However, most of them do not feel confident or knowledgeable enough within this area.\* Over half of European employees are still not informing their Line Manager about specific workstation related ailments, this puts the onus on Line Managers to ensure a proactive approach.



**Company Directors**

There is evidence that without suitable risk assessments, the costs to the employer in lost productivity outweighs the investment in wellbeing and ill-health preventative strategies. Employees work harder and are more motivated when their employers demonstrate an interest and investment in their wellbeing.

## The importance of ergonomic products on staff and the bottom line

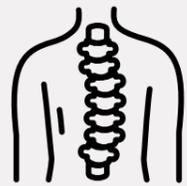
### IT'S THE LAW

to carry out workstation risk assessments!

For employees working from home as well as in the office. (And anywhere in between)

# 60%

of employees who work from home said that their company's contribution to the purchase of **ergonomic equipment** was **insufficient**



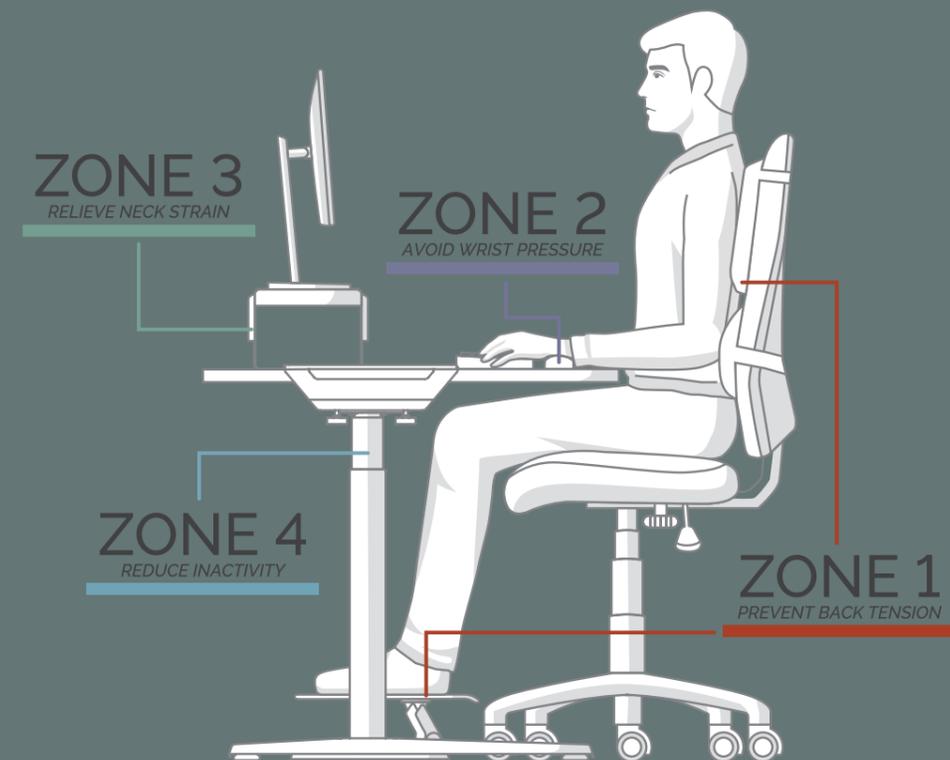
Musculoskeletal disorders are the most common occupational illnesses

More than 600 million working days are lost due to work related ill health each year in Europe, and around 40-50% of these will be for musculoskeletal disorders according to the European Agency for Safety and Health at Work.



## Introducing the Fellowes® 4 Zone Approach® to Workspace Wellbeing

Created to address the common issues relating to comfort and workspace design. This easy to follow guide is based on EN ISO 9241-5 and EU Directive 290/70, and breaks down the main aspects of the workstation into manageable sections, providing advice and tips on how each zone can be established ergonomically to create a healthier and happier workspace.



## Understanding and investing in ergonomics can help your customers to:



Gain efficiency



Reduce sick leave



Increase productivity



Improve employee wellbeing

Remain compliant with the law: EC directive 90/270/EEC

**The Zones pinpoint health hazards and promote good posture across four key areas, for healthy working best-practice whether in a corporate office, home office or mobile office work environment.**

- A few easy adjustments to your customer's workstation can make a huge difference to their daily routine.
- Increasing comfort, health, performance and productivity.

**Help customers discover how they can prevent bad working habits and risks to ensure they stay productive and engaged in their work with the Fellowes 4 Zone Approach® and range of ergonomic workstation solutions.**

# The benefits of Back and Foot Supports?



## ZONE 1

PREVENT BACK TENSION



### The Problem

Sitting in a chair without proper support can cause poor circulation, back discomfort or fatigue.

### The Solution

Check your posture. Always ensure you have suitable back and foot support whilst seated to achieve the best working position.

# The benefits of Wrist Supports?



## ZONE 2

AVOID WRIST PRESSURE



### The Problem

Typing on a keyboard or laptop for long periods can cause pain and discomfort to your wrists and hands.

### The Solution

Provides support to your wrists ensuring your forearms are horizontal and wrists are in a neutral position.



**Professional Series Ultimate Back Support**

Built in Microban protection fights the growth of harmful bacteria for the lifetime of the product.

8041801



**Professional Series Mesh Back Support**

Mesh back support with padded features for additional support.

8029901



**Office Suites™ Mesh Back Support**

Mesh back support gently moulds to your body's contours.

9191301



**Photo Gel Wrist Supports**

**Photo Gel Wrist Supports**

Built in Microban® Protection keeps your wrist support cleaner.

9653401 - Mousepad support Chevron

9653601 - Keyboard support Chevron

9179301 - Mousepad support Sandy Beach

9179401 - Keyboard support Sandy Beach



**Penguin® Ambidextrous Vertical Mouse**

Vertical design encourages a more ergonomic position whilst mousing to avoid wrist strain.

9894901 - Small (Wireless)

9894701 - Medium (Wireless)

9894501 - Large (Wireless)



**Breyta Foot Rest**

Portable design that is easy to carry, set up, adjust and store away - ideal for hybrid working environments.

100016562 - Black

100016563 - White



**Office Suites™ Microban® Adjustable Foot Rest**

**Office Suites™ Microban® Adjustable Foot Rest**

Built-in Microban® protection fights the growth of harmful bacteria.

• Platform size 44.5 x 33.4cm

8035001



**Standard Foot Rest**

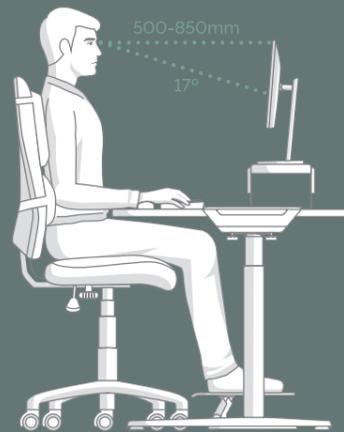
Free-floating platform allows legs to stretch for increased circulation.

• Platform size 42.5 x 30cm

4812101

## The benefits of Screen Risers?

### ZONE 3 RELIEVE NECK STRAIN



#### The Problem

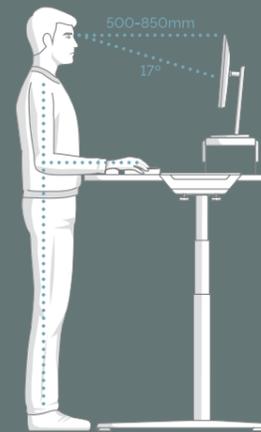
Leaning forward and tilting your head up or down to see your computer screen can place strain on your neck and back.

#### The Solution

Achieve comfortable viewing. Ensure your eyes are in line with the top of your screen and documents are positioned in-line or easy to see. Tilting the screen upwards slightly can also help achieve a more neutral posture.

## The benefits of Sit-Stand Workstations?

### ZONE 4 REDUCE INACTIVITY



#### The Problem

Sedentary working increases health risks such as heart disease, obesity, cancer and diabetes.

#### The Solution

Introduce movement. Regular changes to your working position helps you work better and feel better.

### Start a healthy cycle of motion

Sit for 20 minutes, Stand for 20 minutes



#### Breyta™ Laptop Stand

Folds flat for easy storage or on the move, perfect for agile working.

- Max. Screen Size 14"
- Weight Capacity 4kg

100016558 - Black  
100016559 - White



#### Breyta™ Laptop Carry Case

2 in 1- laptop storage/carry case featuring built-in laptop riser. Designed for Hybrid working.

100016564 - Black  
100016565 - White



#### I-Spire Series™ Laptop Quick Lift

Foldout front legs to optimise screen positioning.

- Max. Screen Size 17"
- Weight Capacity 4kg

8212001 - Black  
8210101 - White



#### Designer Suites™ Laptop Riser

4 angle height adjustments to raise the laptop screen to optimal viewing level.

- Max. Screen Size 17"
- Weight Capacity 11.3kg

8038401



#### Breyta™ Monitor Stand

Compact, portable design, ideal for hybrid working.

- Platform size 23.8 x 31.9cm
- Weight Capacity 15kg

100016560 - Black  
100016561 - White



#### Platinum Series monitor arm

Powerful flexibility with dual USB connectivity to keep devices within easy reach.

8043301 - Black Single  
8056401 - Silver Single  
8056201 - White Single



MICROBAN

#### Lotus™ Sit-Stand Converter

Two work surfaces offer generous, useful space to hold all of your essential desk accessories.

0007901 - Black  
0009901 - White



#### Levado™

- Incorporate movement. Stay productive, stay active.
- Change positions easily and effortlessly with the Feather-Lift™ LED control paddle and programmable memory settings

9747001 - White  
9708601 - Silver

# Why Fellowes?



## 5 Year Warranty

On all ergonomic accessories\*

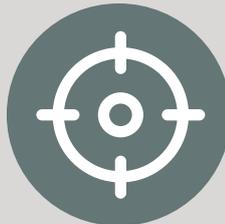
Warranty varies on Monitor Arms,  
but are a minimum of 3 years.



## Fit For Purpose

Products have been tested by Fira, to comply with ergonomic requirements set out in the European Health and Safety Legislation:

EN ISO 9241-5.



## Market Leading Selection Tool

Our registered 4 Zone Approach® is a best-in-class selector tool for helping end-users identify the right ergonomic solutions for their need.



## Good, Better, Best Offering

A complete range bringing your customers more options, more features and better performance.



IN THE OFFICE



AT HOME



ON THE MOVE

Wherever work is taking place, Fellowes has the solution

# Fellowes