

We invited **ACCO Brands** to share their perspective on the **Tech** category.

As part of this Knowledge Hub feature, we posed a series of questions to ACCO Brands who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [ACCO Brands](#)

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## Introducing Tech

Kensington from ACCO Brands provides a range of tech accessories that help resellers enter the category without needing deep technical expertise. These products address universal workplace needs such as productivity, comfort, connectivity and security.

### Key Tech Sub-Categories

**Ergonomics & Workspace Setup** Laptop risers, monitor arms, sit/stand solutions. These tie naturally to traditional office furniture and paper-based supplies.

**Input Devices** Mice, keyboards, trackballs. These are becoming modern day stationery cupboard fillers.

**Connectivity & Docking** Universal docking stations, hubs and adapters are in high demand with hybrid work and hot desking.

**Security Solutions** Locks, privacy screens and biometric authentication. Strong margin opportunity and a clear tie to compliance concerns.

**Device Protection & Portability** Bags, cases and sleeves. Perfect cross-sell with laptops and tablets.

**Video Collaboration** Headsets and webcams. Strongly linked to hybrid and remote working trends.

These categories provide good entry points because they don't require technical expertise to sell, yet they address universal pain points like productivity, comfort and security.

### Handling Common Customer Objections

#### “We already buy laptops from IT.”

Kensington complements IT hardware purchases. Our products extend device lifecycle, improve productivity and ensure compliance areas IT departments welcome support with.

#### “We don't have the expertise to sell tech.”

You don't need to be a tech expert. Our sales team provide training, simple sales guides and demo resources. Focus on solving customer problems, not selling features.

**“Our customers don’t ask for these products.”**

Customers don’t always know what to ask for, but they do experience back pain, poor video calls, lost cables or laptop theft. Asking the right discovery questions uncovers unmet needs.

**“Margins are tight in tech.”**

Accessories and add-ons like ours carry stronger margins than core IT hardware. Bundling Kensington with larger sales increases average order value and profitability.

**Effective Product Bundles****Laptop Productivity Pack**

- Docking station
- Wireless keyboard
- Ergonomic mouse

**Hybrid Worker Starter Kit**

- Webcam
- Headset
- Privacy screen
- Laptop bag

**Workspace Wellness Bundle**

- Monitor arm
- Sit/stand desk accessory
- Footrest

**Device Protection Pack**

- Laptop lock
- Privacy screen
- Rugged case

**Office in a Bag**

- Laptop backpack
- Compact keyboard
- Mouse
- Portable laptop riser
- Privacy screen

Position these bundles as complete solutions to workplace needs such as hybrid working, compliance and ergonomics.