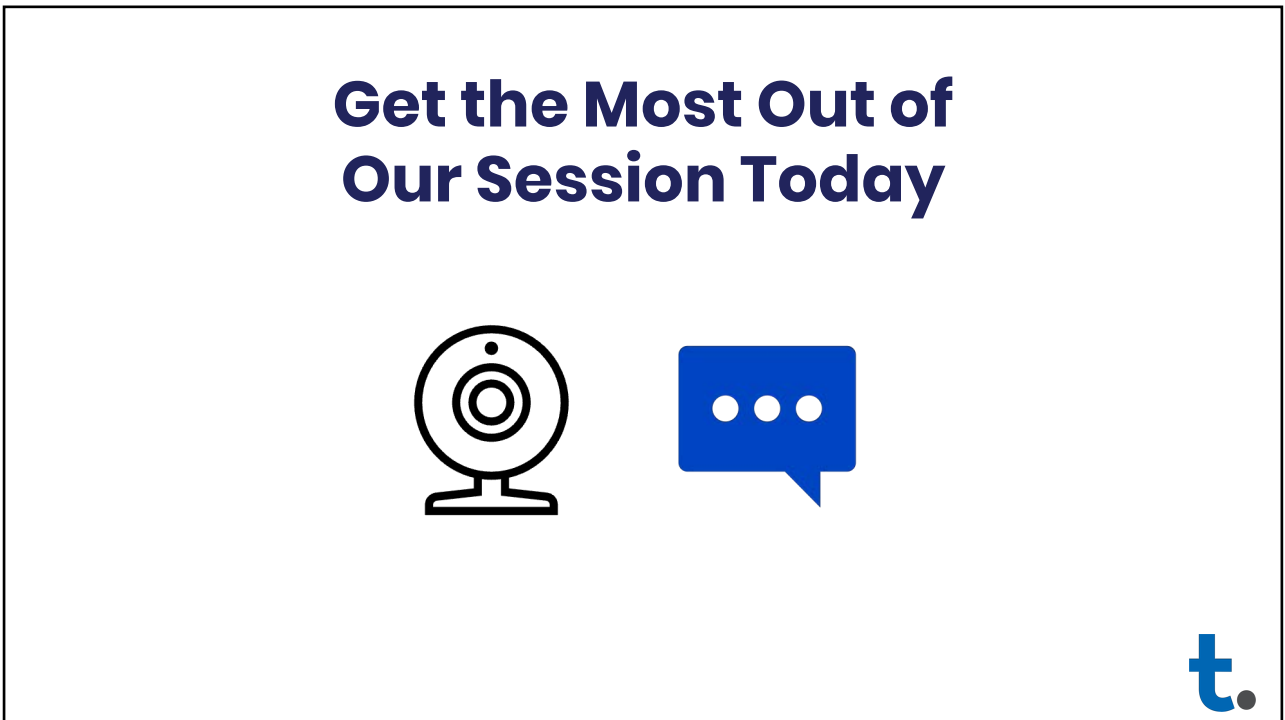




1



2

What to Expect

- 60 minutes
- Rapid fire
- Take notes
- Q&A
- Recorded



3

Today's Objective

- Provide you with the knowledge, tools and techniques to grow the ergonomics side of your business
- Understanding the Workplace Wellbeing Opportunity
- 4 Simple Steps to Get The Ergo Message Across
- Professional Marketing Tools To Help You Sell Better



4



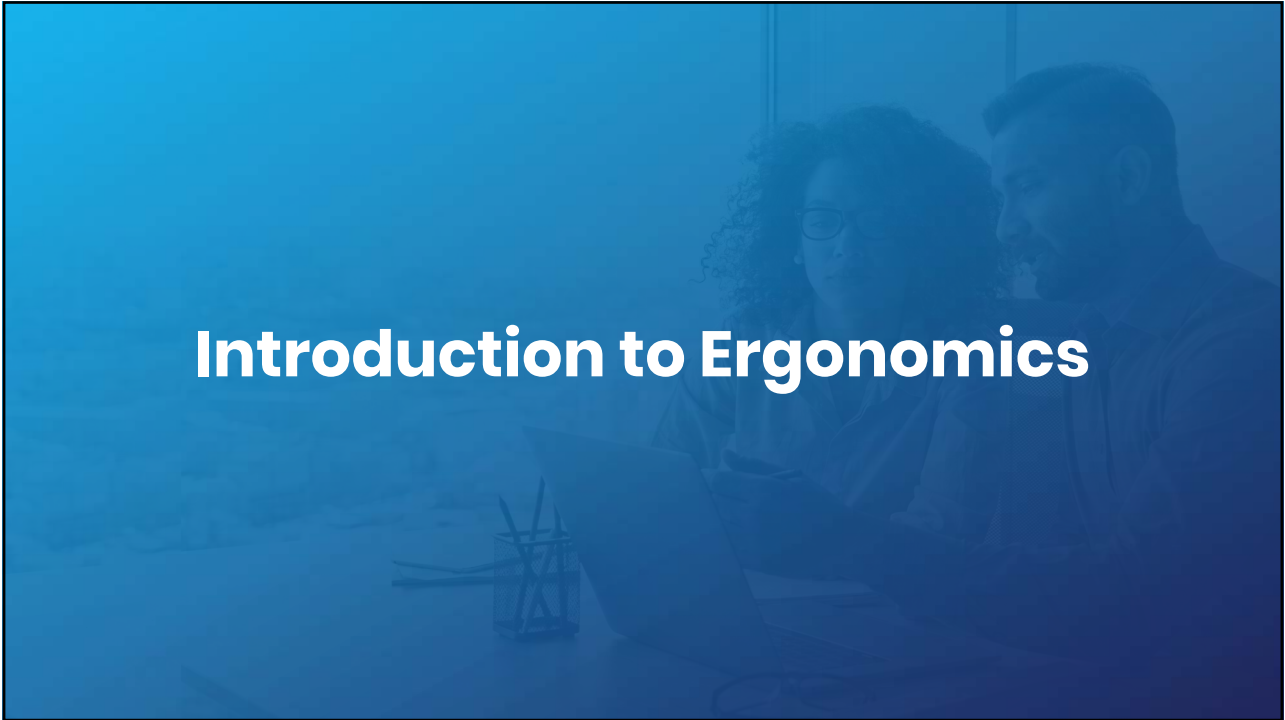
5

Welcome to Fellowes

- Richard Monk
- Jeremy
- Adrian
- Evie Lacey



6



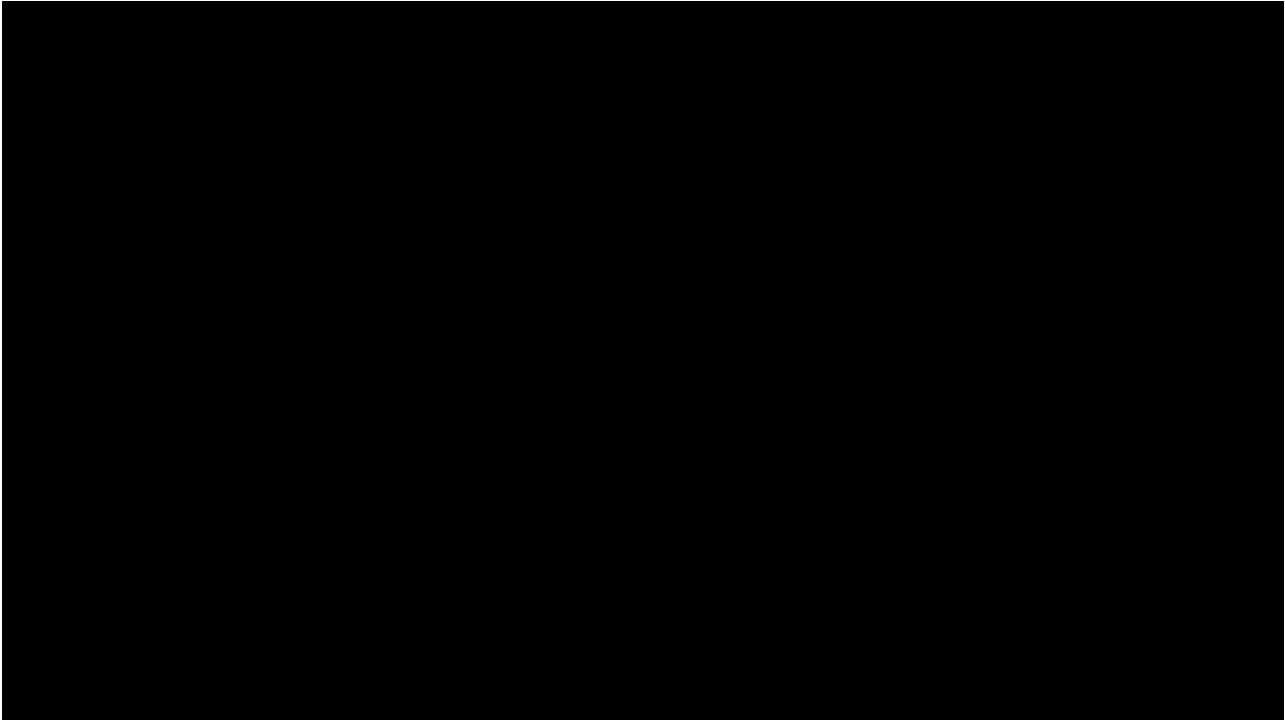
7

What we do





- Fellowes product range and solutions
- Embed video



8



9

<p>Prevents workplace injuries such as musculoskeletal disorders (MSDs)</p>	<p>Helps improve productivity and quality of work</p>	<p>Reduces absenteeism and presenteeism. Increases engagement</p>	<p>Improves employee retention and attracts new talent</p>
			

Wellbeing is good for business

10



11

What's the opportunity?

- Overall market size or average spend per head, etc. margin?



12

The Opportunity

Annual Ergonomic Product Sales within the OP Channels are estimated at:

£18m

The Ergonomic Solutions category gives you an average margin of:

40%

* Sales figure estimate based on UK SMB and corporate purchasers

**Sales figure excludes chairs and desking

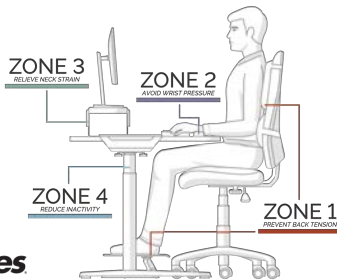


13

Fellowes 4 Zone Approach®

The unique Fellowes® 4 Zone Approach® demonstrates simply and visually, how to adapt workspaces around employee needs, incorporating the right product selection to meet individual requirements.

It promotes the 'complete workstation solution' and offers the best advice to help businesses keep their staff healthy, happy, productive and loyal.



Fellowes

Fellowes

The Fellowes® 4 Zone Approach®

Help prevent discomfort in the office or while working remotely.

Discover intuitive workspace wellbeing solutions and healthy working advice at www.fellowes.com



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Solutions for Every Zone

 <p>ZONE 1 PREVENT BACK TENSION</p> <p>Check your posture. A foot and back support will help provide the most comfortable working position.</p> 	 <p>ZONE 2 AVOID WRIST PRESSURE</p> <p>Support your wrists. Keep forearms parallel with the top of your desk and wrists in a neutral posture.</p> 	 <p>ZONE 3 RELIEVE NECK STRAIN</p> <p>Achieve comfortable viewing. Ensure your eyes are in line with the top of your screen.</p> 	 <p>ZONE 4 REDUCE INACTIVITY</p> <p>Introduce movement. Regular changes to your working position will help you work and feel better.</p> 
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New for 2024

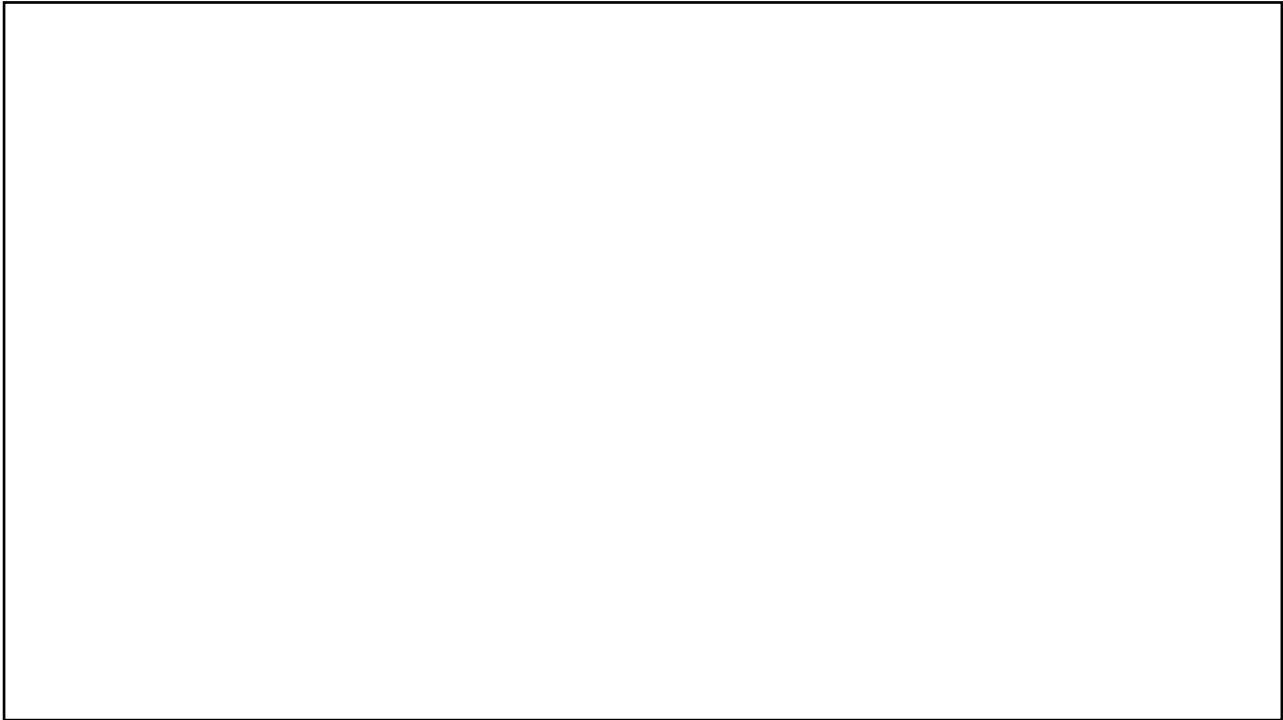


Breyta™ Portable Ergonomics, Sustainable Style.

Breyta™ is redefining workspaces. Inspired by evolving work styles, Breyta™ features ergonomic accessories designed for comfort, portability, and ease of use. 100% recyclable and built to last, embrace modern design and sustainability. Elevate your workspace with Breyta™ today.

 **100% RECYCLABLE**  **5 YEAR WARRANTY**

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Healthy Workspace Solutions



Foot Supports



Back Supports



Wrist Supports



Monitor Supports



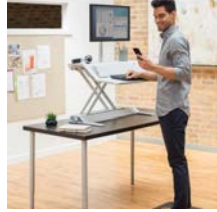
Monitor Arms



Laptop Stands



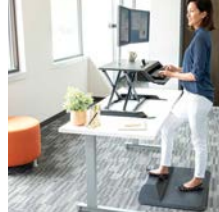
Document Supports



Sit-Stand Converters



Height-Adjustable Desks



Sit-Stand Mats

18

Massive growth of Monitor Arms

Free up valuable desk space – enabling users to experience smarter working – better organised and more efficient

Ability to set the screen to be the exact height and angle for ideal viewing, comfort and productivity

Improves back, neck and eye strain and ergonomic posture by preventing screen workers from leaning forward or tilting their head

Dual monitor arms can increase productivity further, by up to 30%* and reduce errors up to 33%!**

OUR BIGGEST GROWTH CATEGORY IN 2023.

+106% CYTD.

2024 WILL BE EVEN GREATER



*<http://www.nytimes.com/2006/04/20/technology/the-virtues-of-a-second-screen.html>
**Productivity, screens and aspect ratios - University of Utah, 2007 <https://collections.lib.utah.edu/dstails/2d-zv-1r66>

Target Market

Target market

- Research
- Right companies (size, type, budget, culture)
- Pain points (at an organisational level)
 - Legal requirement
 - Reduction in sickness and absence
 - Staff morale
 - Hybrid working



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Customers to focus on



Companies with a large number of desk workers

Especially those in the finance, legal and healthcare sectors and tele-sales operations

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Over 25% of workers 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



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65%

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

6.6 million

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

13.9 days per week

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



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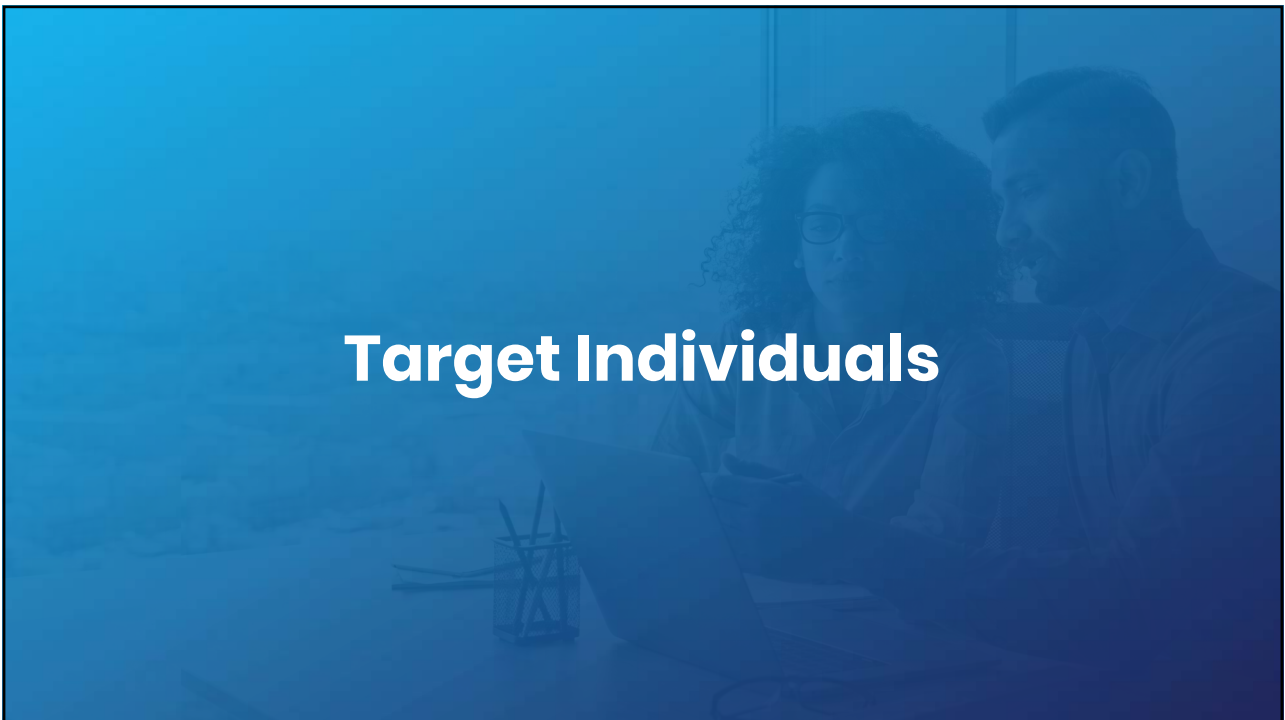
Did you know?
IT'S THE LAW
to carry out workstation risk assessments!

Employers must carry out workstation risk assessments with their staff whether working from home, in the office, or anywhere in between.

EC DIRECTIVE 90/270/EEC.

Employers are obliged to perform an analysis of workstations in order to evaluate the safety and health conditions to which they give rise for their workers, particularly as regards possible risks to eyesight, physical problems and problems of mental stress.

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Target Individuals

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Who to talk to

HR Managers



Facilities Managers



Wellbeing Managers



Line Managers



H&S Managers



Director/ Business Owner



28

Engagement

29

Why will people buy?

- Not show up and throw up (features and benefits)
- To solve a pain



30

Spot the Sales Potential



No Ergonomic Products

Makeshift Products


Bad Posture

Felloses


31

Questions to ask


Do you carry out workstation risk assessments?




Who is responsible for the purchase of ergonomic products to enhance employee health & wellbeing?




Is staff absenteeism/sick leave a concern?




Are you aware that employers need to ensure staff are working safely wherever they work, including their homes?



There appears to be lots of people slouching at their desks. That can cause serious problems to them and affect performance

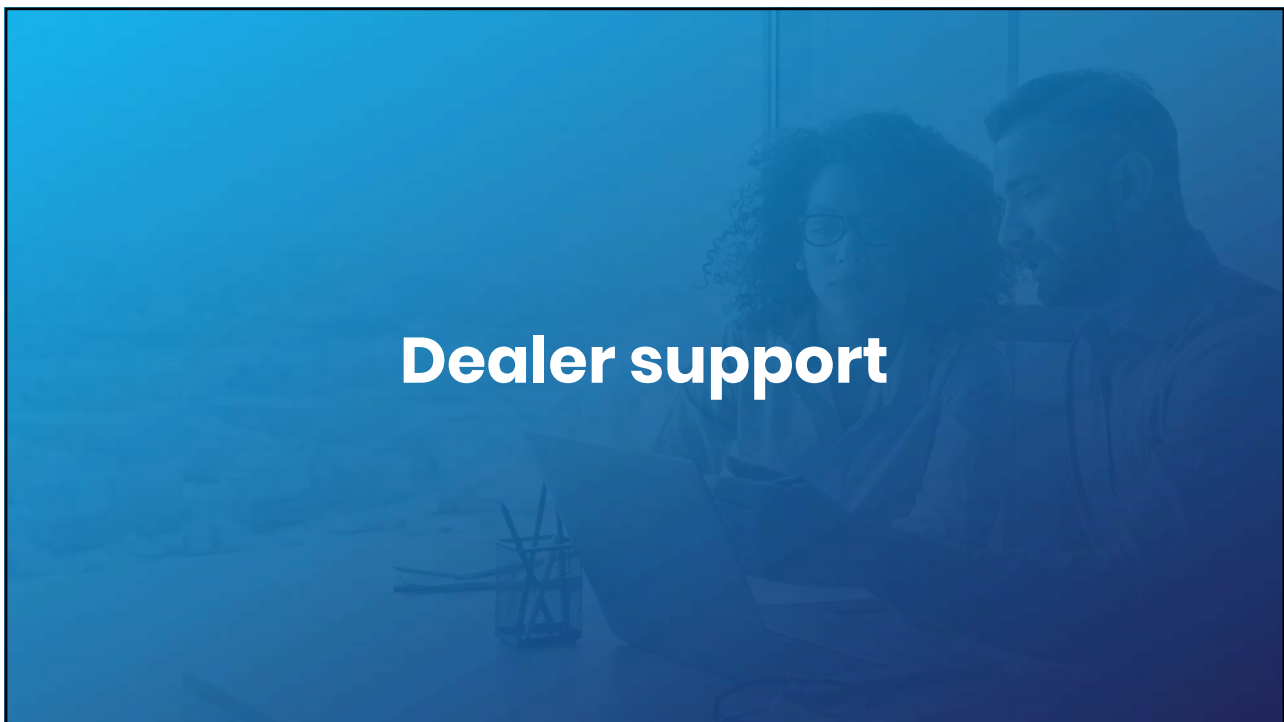


1000s of sick days are lost to back ache , eye strain and neck pains. Ergonomic accessories ensure good posture at the desk.



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Dealer support

—What support is available? Marketing, field sales support, further product training?



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A Library of Support Material


- Digital Brochures
- Selling Guides
- Sell Sheets
- Good, Better, Best Guides
- Videos
- Animations
- Enriched Content
- Promo Toolkits
- NPD Marketing Toolkits
- Training Guides & Presentations



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DSE Workstation Assessment

Fellowes YOUR HEALTH
OUR PRIORITY



Improve the way you work in just 5 minutes!

Good move!
You're about to discover how well you are working - or not!

By taking this Healthy Workstation Assessment you'll receive instant, personalised results to ensure you're working comfortably, healthily and productively.

It's the law for businesses to conduct Workstation Risk Assessments!
The Fellowes Healthy Workstation Assessment is designed in accordance with EU Directive 90/270/EEC

<https://en.fellowesergotest.com/>

Fellowes

Fellowes
Workplace Health Solutions
for **wherever** work is



Designed to enhance health, comfort and productivity in the corporate and home office environment, Fellowes Workplace Health Solutions offer a wide selection of accessories, furniture and selected services to enhance your working space and experience, wherever this be in the office, at home or on the move.

Maximise employee wellness, productivity and performance with accessories that are designed to work in tandem to create a healthy, safe and productive office.

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How to Choose a Monitor Arm Tool

How many screens do you use?

1 2 3

I use the same sized screens I use different sized screens

What is the size of your largest screen?

How do you want to install your monitor arm?

Clamp: Attach your arm to the back edge of your desktop. Grommet: Install your arm through the grommet hole in your desktop. Freestanding: Simply stand on your desktop. On the wall: Securely attach to any wall.

What's your usual working style?



I regularly collaborate with colleagues and share my screens. I use a touch screen monitor and regularly move my screen. I regularly move my screen throughout the day. I rarely need to move my screen.

Fellowes

<https://apps.fellowes.com/micrositeeu/monitor-arm-selector/gb/en/>

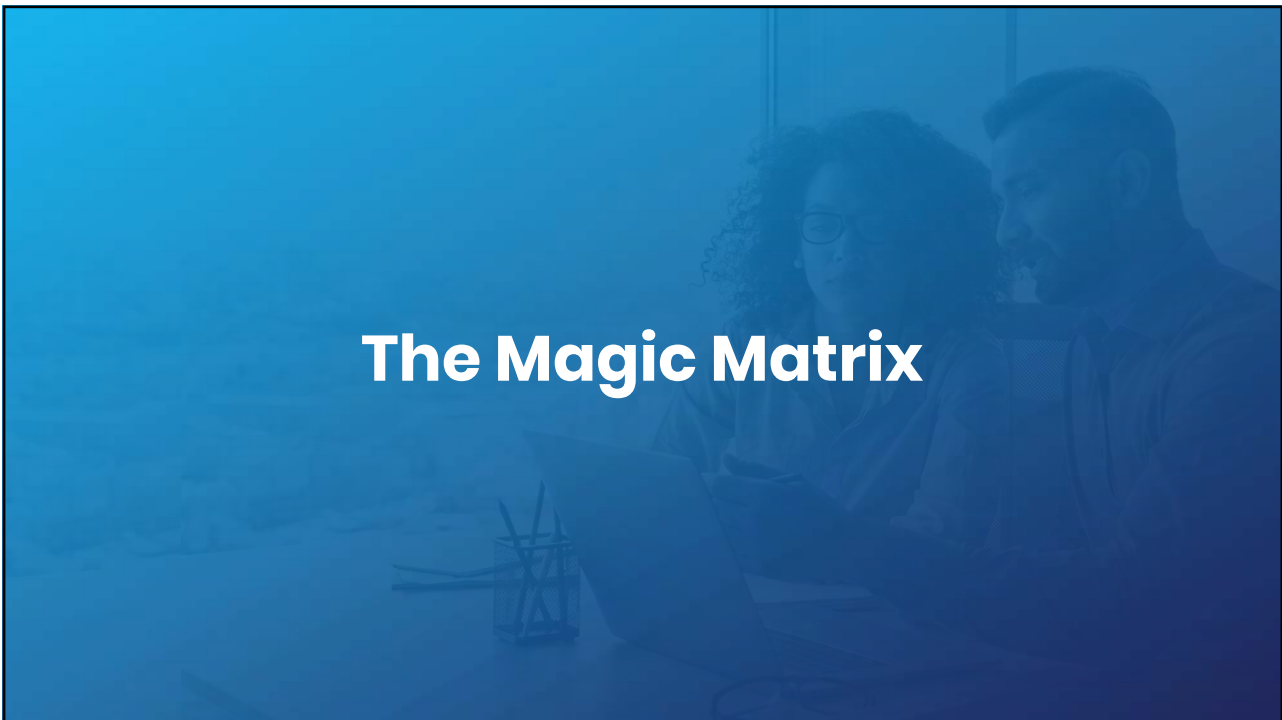
**MAXIMISE
& BUILD**

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 Ergo Listings - VOW & Exertis.xlsx 

Vendor ref	ES ref	Description	Stocking status	Vendor ref	ES ref	Description	Stocking status
8020101	34612FE	Smart Suites Monitor Riser	Stocked	8041601	37181FE	DD Fellowes Prof Series Single Mon Arm	Drop Ship
9169301	34619FE	Standard Monitor Riser Graphite	Stocked	8049601	37188FE	DD Fellowes Prof Series Free Single Mon	Drop Ship
48121-70	34626FE	Standard Adjustment Footrest Graphite	Stocked	8502501	37195FE	DD Fellowes Reflex Single Monitor Arm	Drop Ship
91450	34633FE	Compact Monitor Riser	Stocked	8502601	37202FE	DD Fellowes Reflex Dual Monitor Arm	Drop Ship
91712	34640FE	Standard Monitor Riser Platinum	Stocked	8215001	37209FE	DD Fellowes Lotus LT Sit Stand Station	Drop Ship
8041801	34647FE	Ultimate Back Support Prof Series	Stocked	8091001	37216FE	DD Fellowes Corvisio Sit Stand Station	Drop Ship
9191301	34654FE	Office Suite Mesh Back Support BK	Stocked	9114120	37223FE	Fellowes Crystal Mousepad Wrist BL	Stocked
8032001	34661FE	Fellowes Laptop Riser	Stocked	9653401	37244FE	Fellowes Chevron Mousepad Wrist	Stocked
9169501	34668FE	Premium Monitor Riser Plus Graphite	Stocked	9653601	37251FE	Fellowes Height Adj Mousepad	Stocked
9112101	34675FE	Crystal Mouse Pad and Wrist Rest BK	Stocked	9113709	37272FE	Fellowes Crystal Keyboard Rest Blue	Stocked
9169401	34682FE	Premium Monitor Riser Graphite	Stocked	9374001	37279FE	Fellowes Height Adj Mousepad	Stocked
8020801	34689FE	Smart Suites Monitor Riser Plus	Stocked	9374201	37286FE	Fellowes Height Adj Keyb Rest	Stocked
8031101	34696FE	Office Suites Standard Monitor Riser	Stocked	9894501	37300FE	DD Penguin Vertical Mouse Wireless	Drop Ship
9112201	34710FE	Crystal Gel Keyboard Wrist Rest BK	Stocked	8056201	37398FE	DD Fellowes Plat Series Sing Arm WH	Drop Ship
8020201	34717FE	Smart Suites Laptop Riser	Stocked	8056401	37405FE	DD Fellowes Plat Series Sing Arm SL	Drop Ship
9144104	34745FE	Crystal Mouse Pad and Wrist Rest Purple	Stocked	8056301	37412FE	DD Fellowes Plat Series Dual Arm WH	Drop Ship
91456	34752FE	Basic Monitor Riser	Stocked	8056501	37419FE	DD Fellowes Plat Series Dual Arm SL	Drop Ship
8029901	34759FE	Mesh Back Support Professional Series	Stocked	5010501	37426FE	DD Fellowes Hyllyft Laptop Support	Drop Ship
9175801	34766FE	Memory Foam Mouse Pad Wrist Rest Silver	Stocked	8212001	37531FE	Fellowes Inspire Laptop Quick Lift BK	Stocked
21106	34773FE	Copyholder Workstation BK	Stocked	8038401	37538FE	Fellowes Designer Suites Laptop Riser	Stocked
8035001	34780FE	Microban Adjustable Foot Rest	Stocked	5917501	37545FE	Fellowes Recycled Optical Mousepad	Stocked
91717	34794FE	Premium Monitor Riser Platinum	Stocked	9787001	37720FE	DD Levado Adju Desk 1200mm	Drop Ship
8042101	34801FE	Fellowes Portable Lumbar Back Support	Stocked	9708701	37727FE	DD Levado Adju Desk 1400mm	Drop Ship
21140	34808FE	Booklift Copyholder Silver	Stocked	9708801	37734FE	DD Levado Adju Desk 1600mm	Drop Ship

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The Magic Matrix

40

Magic matrix

Products / Services

		1	2	3	4	5	6	7
C u s t o m e r s	A							
	B							
	C							
	D							
	E							
	F							



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Magic matrix

Products / Services

		1	2	3	4	5	6	7
C u s t o m e r s	A							
	B							
	C							
	E							
	F							

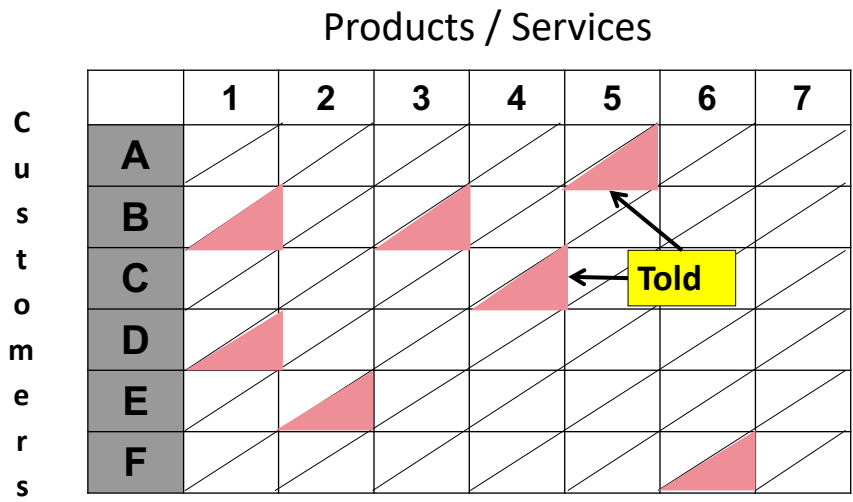
Blank squares show windows of opportunities

Coloured squares show where a product or service has been purchased



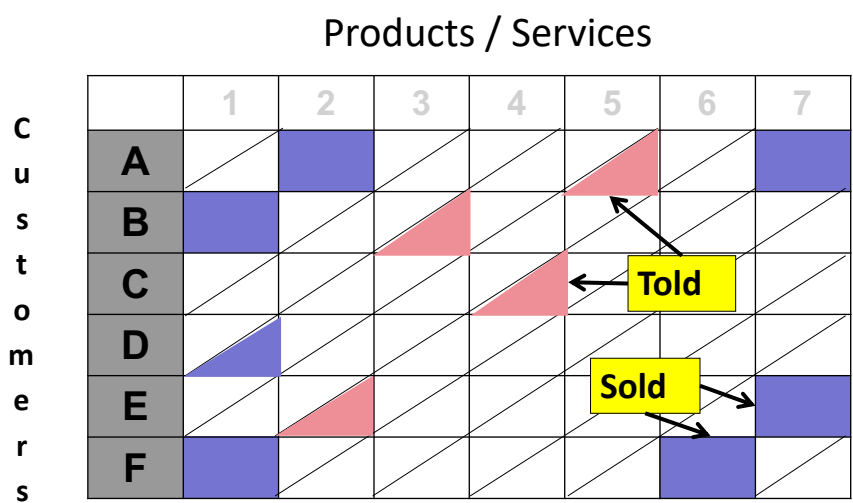
42

Magic matrix - told

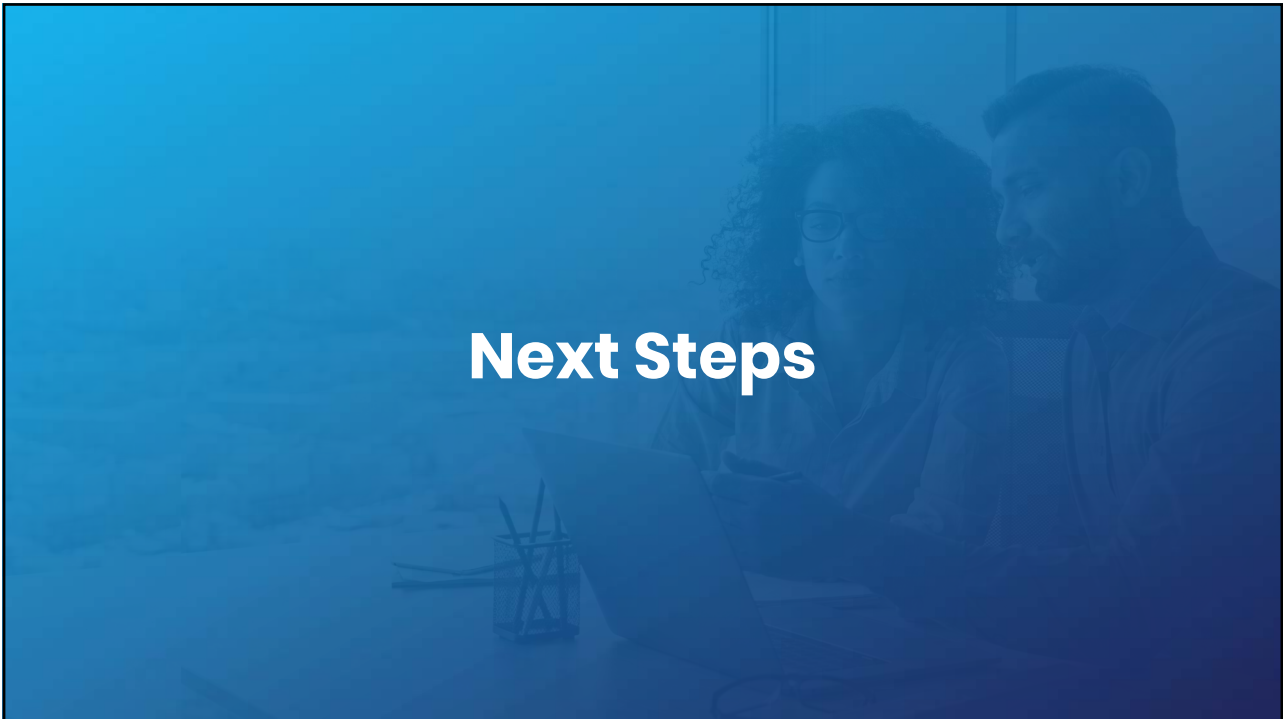


43

Magic matrix - sold



44



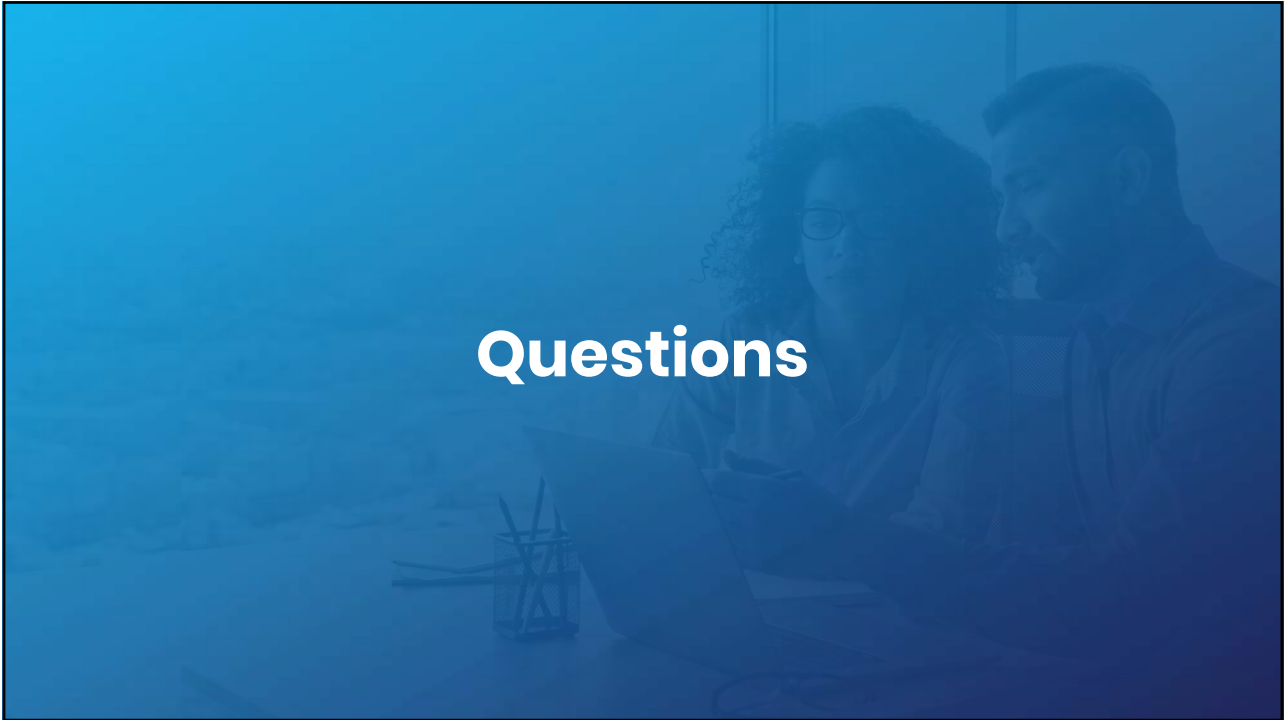
45

Next Steps

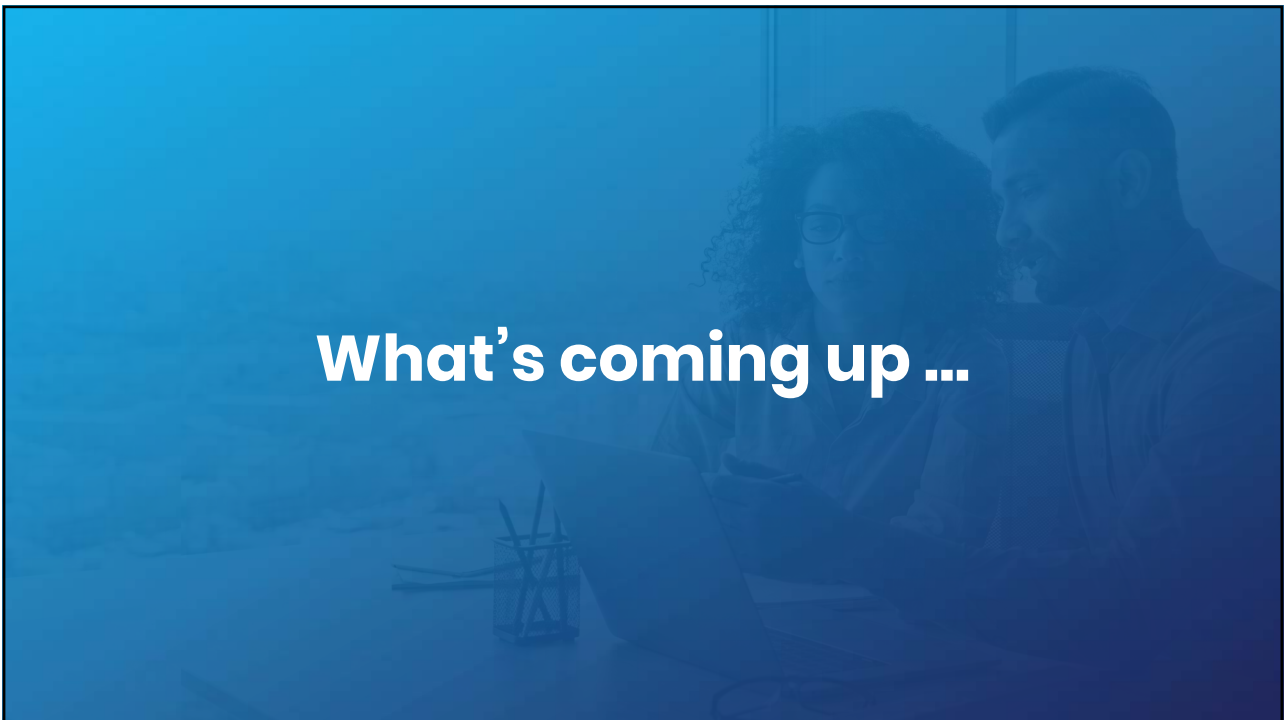
- Talk to your customers about ergonomics before your competitors do
- Target companies with a high number of desk workers – office and home
- Check which customers have bought ergonomics in the past. And those who haven't!
- Do you know who buys PPE and hygiene products?
- We have a list of ergonomic products with appropriate codes to help you
- Your customers can receive cashback in Q2 on a selection of ergo products, plus there's an extra 10% off at Exertis right now
- We'll send you a Free Breyta™ laptop stand and an Ergo Marketing Toolkit when you email us your details



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Upcoming Sales Academy Sessions

17th May

Tearing up the sales manual – how to sell without selling

'Momentum Selling System'



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Thankyou!

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