



DYMO MEDIA KIT 2005

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DYMO PRESS BACKGROUND

THE BACKGROUND

DYMO is a brand of Esselte Corporation. Founded in 1913, Esselte is the leading global office supplies manufacturer, with annual sales of approximately US\$1 billion, subsidiaries in 26 countries and 5,900 employees worldwide. The company is a global leader in filing and labelling and a European leader in workspace products. The European region accounts for 55% of the company's revenue.

DYMO produces several different label printers for consumer, office and industrial use. DYMO products help people to create a positive and productive workplace. Easy-to-use DYMO products help people to make their resources easy to use, easy to find and easy to access by offering them practical labelling tools and support for time optimisation. The range of solutions from DYMO produce clear, precise, professional looking labels every time, helping people save time for the more important things in life!

THE HISTORY

DYMO is the world's leading labelmaker and the original company was founded in Berkley California (USA) in 1957. The company shot to fame in the 1960s and 70s when DYMO's hand-held embossers became a "must have" in homes across Britain and in the boom year over 7 million label embossers were sold.

DYMO's aim for better global distribution led to the takeover by Esselte - a leading global office supplies manufacturer and distributor.

Innovation has been the driving force behind the success of the DYMO brand and encompasses the design and features of the products. DYMO also operates in the field of software through the production of useful desktop applications that help users make creative labels on the PC or Mac.

New products were developed, such as the LabelMANAGER, which made it possible to produce labels by hand in the office, the LabelWriter which made it possible to print single labels from the PC and LetraTag for labels around the home. Research and Development is a huge priority for DYMO and all products are easy and economical to use, rich in features and functionality and designed with the user in mind.

All DYMO and Esselte products are available at local wholesale and retail companies. On the website www.DYMO.com you will be able to find the sales outlets in your area.

WHY IS LABELLING IMPORTANT?

Labelling can have a positive effect on your workspace and personal life. By being organised and professional in your daily life, you can save more time for the fun things in life. Huge amounts of time and money are wasted looking for lost items at work, here are some fun facts about exactly how much we all waste!

WASTING OUR QUALITY TIME!

- According to Real Simple Magazine (US), women spend approximately 55 minutes every day searching for items
- Disorganisation costs time and money. Some experts estimate that the average person spends 150 hours a year looking for misplaced information¹
- According to the Wall Street Journal the average executive loses an average of six weeks per year retrieving misplaced information from cluttered desks and files
- Cleaning professionals suggest that getting rid of excess clutter would eliminate 40 percent of the housework in an average home²

¹ Sun-Sentinel Company, 6 January, 2003
² www.aplusorganising.com

THE GROWTH IN PAPER AND STATIONERY

- The average European office worker uses approximately 200 pockets/ folders each year
- Since 1950 worldwide paper consumption has increased more than six-fold
- According to a survey from the University of California at Berkeley, in 2002 the world's offices used 43% more paper than they did in 1999
- Also in 1999 0.03% of the world's information was stored on paper, this dropped to 0.01% in 2002. However, in the same period, the total amount of information grew so fast that the absolute quantity of information stored on paper still rose by more than 30%
- By the year 2005 there will be 50 percent more paper in offices than there was in 1995³
- Document growth at most organisations is exceeding 200% a year⁴
- Copiers, fax machines and printers generate between 860 billion and 1 trillion pages annually

OUR WORK HABITS

- 70 percent of European companies state that "the paperless office is just a vision"⁵
- 61% of European managers prefer reading spreadsheets, offers, reports in paper format
- 60% of European managers say that correction reading is easier on paper than in electronic files
- 33% of those managers print emails and web pages before they read them
- 65% of European managers store paper copies of important documents
- The average organisation:⁶
 - Makes 19 copies of each document
 - Spends £11 in labour to file each document
 - Spends £66 in labour searching for each misfiled document
 - Loses one out of every 20 documents
 - Spends 400 hours per year searching for lost files
- Employees typically spend 5%-15% of their time reading information, but up to 50% of their time looking for pertinent data
- Crisis purchases, related to disorganisation could cost as much as 15-20 percent of an annual budget in terms of:⁷
 - Buying duplicates
 - Last minute shopping trips
 - Late payments
 - Financial charges

TANGIBLE COSTS OF DISORGANISATION⁸

- Cost of poor decisions being made based on the lack of, or absence of critical information
- Cost of "Reinventing Ideas" because of lost information, or other people in the company who are unaware of the information
- Cost of lost sales because customers are unable to find the information they need on products or service – giving up in frustration
- Cost to reproduce or repurchase something that you already have, but cannot find
- Overnight Express Mail costs for last-minute deadlines
- Lost interest on uncollected invoices that have not been sent to customers
- Lost interest on cash and cheques that have not been deposited
- Late payment fees

³ The Myth of the Paperless Office, Abigail Sellen and Richard Harper

⁴ Infoconomy

⁵ Horizons – Solutions in the Digital Office 2000 – Xerox Corporation

⁶ Gartner Group Survey

⁷ www.aplusorganizing.com

⁸ YCBO Management & Productivity Consulting

CONTACTS

DYMO spokespeople are available to assist you in a number of different ways such as contributing ideas media features, providing workplace trend comment or giving advice for you readers on organising the workplace and creating more free time!

For more information about DYMO, to set up your own product review, giveaway or editorial feature, please contact Kate Gordon or Matthew Simmons at Ruder Finn on +44 (0) 207 462 8900 or email esseltepressoffice@ruderfinn.co.uk