



FELLOWES ANNOUNCES BRAND-NEW RISING ID™ CUSTOM COLOR AND LOGO PROGRAM FOR ITS SIGNATURE MONITOR ARMS, ALLOWING FOR PERSONALIZATION, CREATIVITY AND ENHANCED BRAND RECOGNITION

The new program brings a vibrant and thoughtful design to the monitor arm market

ITASCA, IL. – Dec. 5, 2023 – [Fellowes](#), a family-owned company providing trusted workplace solutions for 106 years, is proud to announce the launch of the **Rising ID™** Custom Color and Logo Program to complement its signature monitor arms. The new exclusive program allows users to design one-of-a-kind Rising arms with creative freedom – including any configuration, logo, and colors – to strengthen brand recognition, inspire teams, and enhance workspaces.

By offering personalized color options and the ability to incorporate company logos, the innovative Rising Custom CMF program aims to generate further excitement around Fellowes' Rising Monitor Arm Collection, which debuted earlier this year. The launch of the new Custom Color and Logo Program allows users to bring their own identity into the workspace with state of the art monitor arms. The program demonstrates Fellowes' expertise and capabilities in the contract interior space, showcasing the brand's commitment to design innovation.

Rising™ is the most comprehensive range of monitor arms on the market, meticulously designed to combine unparalleled, sophisticated construction with no-hassle installation and superior functionality. Rising™ monitor arms are available in a multitude of elevated design and finish options, with standard, in-trend and premium finishes all carefully curated to enhance any space. Designed for fast and intuitive installation in seconds, Rising™ monitor arms can easily be reconfigured or added to as workplace needs change. With 16 configuration options, Rising™ monitor arms function in any workstation and bring unique designs into a space.

"When we designed Rising™, we set out to blur the line between form and function while refusing to compromise on either. The result was a monitor arm system that places a higher emphasis on both design and aesthetics," said Todd Holderness, General Manager, Contract Interiors at Fellowes. "With the introduction of our new Rising ID™ Custom Color and Logo Program, we're expanding our commitment to redefine the monitor arm as a piece of functional beauty that elevates any workspace environment."

A Fellowes representative will personally aid in tailor-made choices including logos and timing. Once the design is approved, lead time is approximately 12 weeks. A Project Dashboard outline will be provided so expectations and delivery dates are clearly communicated. For more information on Rising™ monitor arms and the new ID custom color and logo program, visit [Fellowes.com](#).

About Fellowes

Celebrating its 106th year under the private ownership and executive leadership of the Fellowes family, Fellowes is a global leader and trusted partner that provides product solutions to fulfill a broad range of WorkLife needs. Throughout its history, Fellowes has been grounded in its purpose to "serve at the intersection of family, innovation, quality and

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care." Headquartered in Itasca, Illinois, USA, Fellowes operates from 25 locations across the globe. For more information, please visit Fellowes.com.

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