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how to ...sell ergonomics

Concern about health in the workplace is growing all the time. It's all too easy for office and mobile users to adopt poor working conditions and to become accustomed to them. Subsequently strains and ailments are often dismissed as aging or even a poor general physical condition. When individuals attempt to counter these symptoms by improving their physical condition they can actually exaggerate strains and other conditions with poor exercise techniques. Most of us can visualize the scene in gyms up and down the country each January!

Office staff that work in front of a computer all day will often complain of a sore neck – the result of the

could protect that most precious commodity – the health of your employees. Employers must remember though that each member of their organisation is an individual and actually requires an individually tailored workspace.

But it's not just office workers who are affected by poor environments. As recent statistics have shown, laptop sales are now overtaking desktop sales for the first time. This means health problems caused by poor ergonomics could worsen. People forget that these products were designed for working on the move, not for sustained use, so they can end up sitting hunched over a laptop for far too long.

But while the health element is a key selling point for many products from an ergonomics range, the issue is not all-permeating. Some businesses may be suspicious of the health benefits and will dismiss them as either a guilt-laden selling ploy, or legislative hype. However, they will undoubtedly find it harder to ignore the impact discomfort has on workplace productivity. Sub-standard or inadequate health and safety policies are known to result in a decline in staff morale and employee output.

Employers and individuals are investing in notebook risers and stands which when used correctly enable people to adjust their notebook to the required height and angle. Lightweight and portable, these products make sitting at a desk more comfortable, and can ease back strain when users are working away from the office but they can also have a negative impact if used incorrectly and not many of us actually know what constitutes an RSI preventing workspace. Investment of this nature will only provide a positive if it is used correctly. ●

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monitor being positioned at the incorrect height and angle. Over time, these problems can escalate and backache can become a major problem, making life a misery. In extreme cases, this will affect a person's ability to attend work and could even culminate in legal action against the employer.

This is where ergonomics can help. From an employer's perspective, it's worth investing in some ergonomic products that can alleviate the physical stresses and strains inflicted on their staff. Equipment like stands, mount arms and shelves are inexpensive but