

**Press Release from Esselte AB**

2001-01-22

**Innovative new products from Esselte**

Esselte introduces a new range of staplers, among those the LEITZ 5530 electric stapler, the first electric stapler ever sold by Esselte. With a three-year guarantee, this battery-operated device is quick and clean with an integrated staple remover. The introduction of the LEITZ 5530 electric stapler also represents an extension of the already impressive LEITZ product range offered by Esselte.

Another new innovative product from Esselte is the DYMO LabelPoint 100. This product is a pocket-sized electronic labelling system particularly suitable for portable use, using the pro D1 tape. Because the LabelPoint 100 is user friendly, efficient and offers excellent value for money it is thought to be ideally suited for the low-end professional market, addressing a larger target group than more expensive professional tools and offering an exciting opportunity for Esselte to complement the earlier introduced LetraTag product range in the lower price range. The LetraTag series is aimed towards consumer users and is not, as opposed to the LabelPoint 100, sold through office channels.

Both these new products are telling examples of Esselte's devotion to presenting innovative workplace solutions.

***Esselte is the leading global office supplies manufacturer with annual sales exceeding SEK 11 billion, subsidiaries in 26 countries, selling office products in over 120 countries and employing approximately 6,500 people.***

***Esselte brings innovation, efficiency and style to the way people work in the office and at home. Our principal brands are: DYMO, Pendaflex, Leitz and Esselte.***

***Esselte AB is listed on the Stockholm and London stock exchanges. To learn more about Esselte, visit our website at [www.esselte.com](http://www.esselte.com).***

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