Fellowes Selects Brookes as Strategic Supply Chain Planning Partner

Thursday 20 November, 2025

Brookes, a leading supply chain planning consultancy, is proud to announce that Fellowes, the global office products and workspace solutions provider, has selected Brookes as its strategic partner for demand planning and inventory optimisation.

Following a rigorous evaluation process, Fellowes chose Brookes to support its global supply chain transformation. The partnership will begin with implementation across Fellowes European operations and then a phased expansion to North America operations.

> Richard Chandler, Head of Customer Experience and eCommerce at Fellowes said “Brookes took the time to really understand our issues and through a series of demonstrations of the SO99+ software gave us confident that we chose the right platform to give us the visibility and control we need to serve customers better and faster.”
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> “We’re thrilled to welcome Fellowes to the Brookes family,” said Martin Woodward, CEO of Brookes. “Their team brought a high level of rigour and clarity to the process, and we’re excited to be deploying ToolsGroup’s AI based supply chain planning solution.”

The solution, SO99+, will enable Fellowes to streamline forecasting, automate replenishment, and improve service levels across its global network. Brookes’ experienced implementation team and proven record in advanced analytics were key factors in the selection.

> “Brookes impressed us with their knowledge and pragmatic approach to solve the pain points in our current technology and processes. I am confident they are the right partner in the first stage of our digital transformation.” said David Haerle, Director of Global Sourcing & Supply Chain at Fellowes.

About Brookes

Brookes is a specialist supply chain planning consultancy that designs, builds, and supports solutions for retail, distribution, and manufacturing industries. With over 30 years of experience and a 97% customer retention rate, Brookes is a trusted partner for organisations seeking to optimise inventory, improve service levels, and unlock value through advanced analytics. For more information, visit https://www.brookes-scs.com.

About Fellowes

Fellowes Brands is a global provider of business products and workspace solutions, offering innovative products that improve productivity, organisation, and wellbeing. Founded in 1917 and operating internationally, Fellowes delivers a diverse range of products including record storage solutions, air quality management, business machines, contract interiors and workspace ergonomics. With a strong focus on quality, sustainability, and customer-centric design, Fellowes continues to support modern work environments through smart, scalable solutions. For more information, visit https://www.fellowes.com.

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