



Lyreco Hosts Third Demo Day for Lyreco Pioneers Programme in Brussels

Brussels, Belgium – June 6, 2024 – Lyreco proudly held its third Demo Day, showcasing innovative projects developed through its internal entrepreneurial programme, “Lyreco Pioneers”. This event provided a platform for six Lyreco Pioneer teams to present their groundbreaking projects to the audience. Managing directors, customers, and executive team members all gathered to be the jury at the event.

The highlight of the day was the announcement of the winning team, who will now advance to a three-month acceleration phase. During this period, they will transform their prototypes into functional minimum viable products (MVPs) ready to launch to Lyreco's customers. Congratulations to the **winning team of PPE Protect**, Luc Dewinter and Chris Van den Bruel.

Additionally, the project Accessible Workplace led by Anna Kamedula was chosen as a special mention. It will not advance to the acceleration phase but will be accompanied by the Lyreco Innovation Team to further develop the idea.

This year's challenges focused on three key areas:

- Delivering a Great Working Day,
- Solving an unmet need for SME customers,
- Developing ideas that align with our strategy.

Winning project – PPE Protect

PPE Protect is an online tool that simplifies the challenges faced by safety advisors. By suggesting the best Personal Protective Equipment (PPE) Product per task based on the customer's Risk and Workplace Analysis, PPE Protect aids in managing complex regulations and working environments when providing the correct PPE to workers, avoiding incidents, and saving time.

Special mention – Accessible Workplace

With Accessible Workplace Solutions, we propose workplace adaptation services: aiming at making the working day better for people with specific needs, focusing on neurodiversity and disabilities. We consider not only space and equipment, but also ways of working - with





holistic approach towards wellbeing. In the words of the project leader Anna Kamedula: “Our customers already see us as a caregiver – why not build on that?”

The Lyreco Pioneers programme fosters innovation and drives growth, reinforcing Lyreco's commitment to excellence and customer satisfaction. We are excited to see the winning projects developed further and brought to life in the coming months.

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Any press inquiries can be directed to Lyreco's press office via group.communications@lyreco.com.

About Lyreco

Lyreco, a privately owned company since 1926, is the European leader and third largest distributor of workplace products and services in the world. Present in 25 countries with 13 partners in 15 additional countries, Lyreco is currently in 40 countries across 4 continents. Lyreco continues to innovate and put its customer's needs first. Lyreco's 12,000 employees share a common mission: to be pioneers in delivering sustainably what any workplace needs, so that its people can focus on what matters most. You can learn more about Lyreco via the website, <https://lyreco.com/group/>.