

# Business Innovations

## Ease Of Use Drives New Office Product Designs

(NAPSA)—The term “user friendly” is most associated with computer software. But now even the office products we take for granted are sporting innovative and time-saving features that make them easier to use.

For example, one company considered a leader in the design of office products has come up with a new design for that staple of business presentations and record keeping—the ring binder.

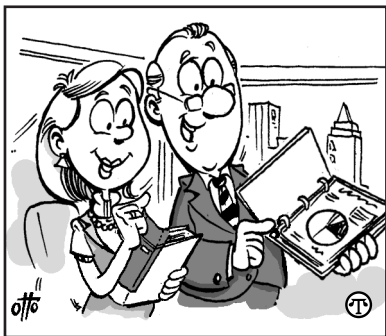
For many, the words ring binder conjure up memories of pinched fingers. According to Cardinal Brands Inc., their EasyOpen Ring Binder line has changed all that.

The binder has what’s described as a “finger friendly” ring mechanism that’s patented and is easy to open with just one touch. The binders are designed with a bright-red trigger that can be closed with minimal trigger pressure, keeping fingers and hands out of harm’s way.

This redesign of a familiar object is part of a trend that has seen the redesign of writing instruments, garden and kitchen tools and clothing—all to increase ease of use.

According to Dr. John Klippel, medical director Arthritis Foundation, “Well-designed products can reduce stress on joints and make tasks easier for people with arthritis as well as those without.”

The Foundation recognized the



**By rethinking product designs, manufacturers are making some familiar products easier to use.**

ease of use made possible by the EasyOpen binder by awarding an “Ease of Use Commendation.” To receive the commendation, products must be evaluated by a panel of consumers, health professionals and ergonomic design experts.

The company has also developed a way to make custom labeling 100 percent easier and faster with its new SpineVue binder. All that’s needed is just one letter size sheet of paper.

By simply slipping a title page or cover into the overlay, it’s possible to customize a set of binders with a cover that changes from presentation to presentation. The SpineVue binder has also received the Arthritis Foundation Ease of Use Commendation.

To learn more about these and other office products, visit the Web site at [www.fingerfriendly.com](http://www.fingerfriendly.com).