

CASE STUDY: The Ideal Marketing Company

The Ideal Marketing Company is a Market Harborough based marketing agency. Founded in 2003, the company works to provide marketing and PR support for SMEs across a wide range of sectors in the East Midlands area.

Alastair Campbell, the managing director, contacted Positura to ensure that the workforce were not encountering any negative health problems as a result of mainly office based work.

Positura visited the office space and performed an extensive workstation evaluation on each of the seven members of staff. Each individual assessment took 30 minutes to complete with assessments carried out over a two day period in order to minimise the disruption to a working day.

The assessments evaluated the staff's display screens, furniture, equipment, environment and individual tasks. In depth evaluation of the workstation was also provided in respect to any pain and discomfort. It was found that the main concerns at the Ideal Marketing Company were attributed to the positioning of the computer screens and the office chairs which were causing problems with posture, back pain and headaches.

Suggested stretches were demonstrated to certain members of staff to help with pains and posture and results were provided to Alastair with fully written recommendations for each member of staff.

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The Ideal Marketing Company have put into practice the recommendations presented. Suitable storage drawers have been placed below the computer

monitors to raise the screens - helping rectify the problem of back pain and posture. The company are also assessing which new chairs will be most suitable to replace the current chairs and Positura are assisting with this.



Stretches were demonstrated to members of staff to help with posture and results were provided to Alastair.

“I was really pleased at how little disruption was caused and how practical and simple it was to implement the findings,” Alastair commented. “We received useful advice which the staff have shared and introduced. I recommend any company interested in the welfare of their staff to use this service”.



For more information or to book a workstation assessment for your company call 07794 311201.