

## Promoting Health Wellness at Work, latest Blue Paper from 4imprint

Written by Australian Business

---

MANCHESTER, England--( [BUSINESS WIRE](#) )-- [Promoting Health & Wellness at Work](#) is the latest Blue Paper from [promotional items](#) retailer 4imprint and is available now as a free download.

The health of the nation is rarely out of the news; couple this with an ageing workforce, sick days costing nearly £29billion a year (1), long-term sick costing larger employers as much as £620k per year (2), and it's easy to see why Workforce Wellbeing is now a hot topic in the Boardroom.

The Blue Paper considers how employee health directly impacts a company's bottom line and considers how both employers and employees can work together to improve the health of the workforce as well as overall workplace productivity and efficiency.

"Whether it's bringing experts in to talk to your team about their health, organising weight-loss or step counting challenges, or even looking at what's in your vending machine - taking a few easy steps can help focus employees on their own wellbeing," says Cheryl Jackson-Leafield, Marketing Manager of 4imprint UK and Ireland. "This Blue Paper shows that programmes do not have to be complicated or expensive, and gives tips and ideas to discuss amongst your team to start to make changes for the better."

Offering a six-point action plan to help organisations launch their own 'Wellness Programme' and focussing on four fundamental yet key areas: sleeping, eating well, staying hydrated and exercise, this new Blue Paper discusses the benefits of each and explores simple yet effective ways to integrate them into any workplace.

To read this paper, visit [www.4imprint.co.uk/BluePaper/Health-at-Work](http://www.4imprint.co.uk/BluePaper/Health-at-Work)

ENDS

11.11.13

## Reference

(1) "Rising sick bill is costing UK business £29bn a year." PwC. Web. 28 Oct 2013. < [http://pwc.blogs.com/press\\_room/2013/07/rising-sick-bill-is-costing-uk-business-29bn-a-year-pwc-research.html/](http://pwc.blogs.com/press_room/2013/07/rising-sick-bill-is-costing-uk-business-29bn-a-year-pwc-research.html/)

>

(2) "Long-term sick leave costs UK businesses around £3.1bn each year." Unum. Web. 28 Oct 2013. < <http://unum.co.uk/media/long-term-sick-leave-costs-uk-businesses-around-three-point-one-billion-each-year/>

>.

## About Blue Papers

Blue Papers are in-depth, 'how-to' articles covering a variety of topics to help organisations to succeed. They are available to download free at [4imprint.co.uk/bluepapers](http://4imprint.co.uk/bluepapers)

## About 4imprint

4imprint Direct Limited is part of 4imprint Group plc that serves more than 100,000 businesses with its innovative [promotional products](#) and [corporate gifts](#) throughout the UK, Ireland, USA and Canada. Its [promotional merchandise](#) offering includes personalised gifts, [promotional pens](#), paper & [notebooks](#), [printed mugs](#), keyrings, [promotional cotton bags](#)

## Promoting Health Wellness at Work, latest Blue Paper from 4imprint

Written by Australian Business

---

, mousemats,

[drawstring bags](#)

,

[printed sports bottles](#)

,

[printed USB Flashdrives](#)

, diaries & calendars,

[printed T-Shirts](#)

and much more. 4imprint's 'no quibble' guarantees include the promise that if the personalised goods are not despatched on time they'll be free! For additional information, visit

[www.4imprint.co.uk](http://www.4imprint.co.uk)

.