

The Filofax personal organizer

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The ultimate *yuppie* (young up wardly-mobile professional) accessory, the Filofax personal organizer, has arrived in Sri Lanka.

1996 sees the 75th anniversary of Filofax. Since 1921, Filofax has helped people to organize their professional and social lives through a simple concept of loose-leaf pages held together inside a stylish wallet. Today, Filofax is renowned for producing quality organizers to suit every lifestyle around the world.

These personal organizers can be customized to suit the individual needs of anyone, be they student or senior manager, by the addition of many available accessories, including planners, indexes, printed forms, address sheets, cheque book holders and calculators.

The sole distributors of Filofax in Sri Lanka are McCallum Agencies who are part of a group of diversified family owned companies which include McCallum Breweries and Mount Lavinia Hotel.