

The Safety Elf has been championing better posture, ergonomics, and workplace health and safety since 2011. Our mission is to put people's health, comfort, and productivity at the heart of business. We believe that health, safety, and compliance shouldn't be about ticking boxes or creating barriers—it should be all about your people, and practical, engaging and even fun!

Alison Thomson, founder of The Safety Elf, is on a mission to transform the way people experience their workspaces. In a field often dominated by checklists and regulations, she takes a refreshingly human and holistic approach—helping individuals and businesses create healthier, more productive environments.