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## **Attention: News Editors/see CP Wire Photos**

### **‘Organization’ is the New *Staple* for Back-to-School Agendas, multi-purpose binders, magnetic locker accessories, and laptops**

**TORONTO - August 16, 2004** – Back-to-school is a time for fresh beginnings and shopping for school supplies is a big part of the annual ritual of getting organized for a new school year.

Organization is an important component of being successful in school. Keeping track of daily assignments, homework, after school activities and ensuring storage or locker space can accommodate the myriad of books, backpacks, binders and special projects is a major effort.

“Today, retailers recognize that students like adults lead active busy lives and require school supplies that meet their different needs,” says Pete Gibel, Vice President Merchandising, STAPLES Business Depot. “We’re offering more and more multi-purpose products that provide convenient and fresh ways to organize materials.”

Organization starts at your locker - it is top of mind for retailers who recognize that space is at a premium. New this year - locker accessories equipped with strong magnets for easy storage. These “must have” locker accessories include a hanging fold up locker organizer with mirror and storage pockets - perfect for holding cell phones, makeup, money and keys; and a magnetic clock/calendar/calculator combination with clip. Not to mention the mesh wire holders in varying sizes and colours, magnetic picture frames and cork boards to personalize locker space.

Popular organizers include designer binders styled for performance as well as looks. The Nike 'Perform' canvas ring binder has six expanding subject files and provides space for refill paper, pens and pencils. Nike also offers an alternative to carrying a backpack to class with its portfolio styled notebook carrier called 'Transport'. Hilroy has created an all-Canadian Roots cargo-style jumbo binder. This item features deep front pockets, file holders and an interior mesh zippered pocket perfect for carrying writing instruments.

Agendas and student planners are also a back-to-school 'organization' essential for students. The popular Fat Little Zipper day planner by Five-Star is back. This space saving planner is loaded with features including monthly and daily agendas with a tabbed address book. New this year from Daytimer is a compact school calendar that includes lime green fluorescent view tabs for notes, projects, money and contacts.

“Backpacks remain one of the most popular and important *staples* for students. Our wide selection of Impact Equipment, Roots & Swiss Gear brand backpacks are intelligently designed for comfort and function with extra padding across the back, wide shoulder straps, and plenty of storage space,” adds Gary Quinnell, Director of Merchandising, STAPLES Business Depot.

For the older student - laptops and portable storage devices are in demand. A Sandisk Mini Cruzer, a portable USB electronic storage device, is available in varying capacities up to 512MB, is gaining popularity with students who want to easily transport electronic files. STAPLES Business Depot is also offering Microsoft Office 2003 Student and Teacher Edition, that can be installed on up to three computers.

### **Getting organized with Value Basics**

Buying supplies in bulk can save time and money. Staples-brand school supplies are available in a wide variety of categories such as writing instruments, glue sticks, correction tapes, paper clips, and almost everything else a student will need to complete their school shopping list.

### **Donate school supplies to kids in need—here's how!**

Staples Business Depot and the Kiwanis Clubs of Canada have teamed up again this year to help ensure that every child returns to school with the supplies they need to succeed. Shoppers are being asked to purchase one back-to-school item to donate as they do their back-to-school shopping. Donation bins shaped like a school bus are located at store exits.

### **Quick Tips for Getting Organized**

1. Use a daily agenda/calendar to keep track of assignments & other activities
2. Use a separate binder for each subject
3. Carry a backpack to hold all your school supplies
4. Use an insulated lunchbox to carry snacks and lunch
5. Buy pens, pencils and paper in bulk to save time and money
6. Use space savers to organize your locker

The Business Depot Ltd. was founded in Toronto in 1991. It is Canada's largest supplier of office supplies, business machines, office furniture and business services for the small business and home office customer. The company is an everyday low price retailer. The chain operates stores in all provinces across Canada under the banners STAPLES® Business Depot™ and BUREAU EN GROS™. The company has over 11,500 employees serving customers through more than 220 office superstores, catalogue, and e-commerce. STAPLES® Business Depot™/BUREAU EN GROS™ is committed to making shopping easy by offering customers three ways to shop - on-line, by catalogue and in-store. In addition to the Canadian operation, Staples Inc. has stores operating in the United States, the United Kingdom, Germany, the Netherlands and Portugal.

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