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Staples Canada Reinvents the way they do Business

New website and expanded product assortment provide customers a seamless shopping experience

TORONTO, Feb. 7, 2013 – Staples, the world's largest office supply company and Canada's largest online retailer, today announced it is vastly expanding its online assortment, delivering more products and offering customers more ways to shop. Staples Canada's redesigned website and new online shopping platform offers customers 90 per cent more merchandise, as part of Staples' commitment to providing customers every product their business needs to succeed.

New Website Makes Shopping Easy

Customers can now visit staples.ca and choose from more products while also experiencing a new look, additional features and expanded functionality including live customer service support with online chat, improved search capabilities, a "deals" centre that consolidates all of the discounted items, and a growing number of informative product videos to help with buying decisions.

"Staples is redefining the way we do business, by integrating our retail stores with our expanded online presence," said Steve Matyas, president of Staples Canada. "Our unique omni-channel capabilities will give customers access to more of the products they need and will let them shop however and whenever they like, whether it's in store, online or via mobile."

Shop However, Whenever, from our Stores or Online

Expanded e-commerce capabilities make it easy for customers to search and order online at staples.ca. Access to the new online site, directly from the store, will provide customers with the opportunity to purchase thousands of products.

Staples omni-channel approach includes free delivery on orders of \$20 or more and offers customers the option to have their order shipped to their home, place of business or their closest Staples store, giving them peace of mind and added security. Staples Canada will also offer the option to reserve items online and pick-up in store available later this year.

Going Mobile

A Mobile Website and Apps (iOS and Android), making it easy for customers to shop on the go, will be released in early March 2013.

Helping Businesses Succeed

"Small business customers will benefit from our expanded selection," said Craig Taylor, vice president of staples.ca. "In our experience, business owners prefer to shop with a retailer that has everything they need for their business in one place."

Along with their new omni-channel approach, Staples Canada continues to offer customers essential small business services that include:

- **Staples Copy & Print** – Customers can order business cards to banners and everything in between in stores, [online](#) or a combination of both, depending on their needs.
- **EasyTech Services** – Staples Canada offers a huge selection of the latest tablets, personal computers, printers and ink as well as EasyTech services to make sure customers get their tech up and running quickly.

About Staples Canada

Staples, Canada's largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business - from the small home office to large enterprise - Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2011 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit www.staples.ca for more information, or visit us on [Facebook](#) and [Twitter @StaplesCanada](#).

SOURCE: Staples Canada Inc.

For more information or to arrange an interview, please contact:

Madalina Secareanu - Marketing Communications Specialist, Staples Canada
905.737.1147 x 2714 / madalina.secareanu@staples.ca

Alessandra Saccal - Communications Manager, Staples Canada
905.737.1147 x 2363 / alessandra.saccal@staples.ca