

Staples Canada partners with Joe Mimran to bring style and design to workspaces

Richmond Hill, ON, March 12, 2019 – Staples Canada has launched a new collaboration with design powerhouse and champion of entrepreneurs Joe Mimran to bring a newly curated assortment of office and tech products to its stores – delivering an unexpected mix to bring style and function to workspaces.

The launch of Joe’s Perfect Picks is the first product initiative in a broader partnership between Mimran and Staples Canada, featuring items that were hand-picked by Mimran. The pieces reflect his work style, with versatile classics that stand the test of time, marry form with function and offer a canvas for creativity.

“This partnership with Joe Mimran is an excellent opportunity for us to connect with our customers in a different way,” said David Boone, CEO of Staples Canada. “Joe’s Perfect Picks and Workspaces are style-driven and on-trend – they take the guesswork out of accessorizing and styling your office. They’re likely a bit unexpected and a departure from the more functional office products that are associated with Staples. These assortments are meant to both inspire and empower.”

Mimran has also collaborated with The Working and Learning Company to curate [Workspaces](#), a design story of ten vignettes that showcase different office styles that will enhance and improve productivity and creativity. Workspaces is the tactile new way Staples is merchandising its office furniture to tell a more inspirational design story within its new concept stores and online. The collections range in styles from the colourful and whimsical “Live in Colour,” to the Scandinavian influenced “Keep it Simple.”

“I’m thrilled to be working with Staples Canada on its exciting transformation into The Working and Learning Company,” said Joe Mimran. “Through Joe’s Perfect Picks, I’m hoping to inspire Canadian entrepreneurs from coast to coast to rethink how they work, learn and grow. I have selected a number of hidden gems that I’ve been inspired by through colour, material and quality, which Canadians are sure to enjoy.”

The selection of Joe’s Perfect Picks and Workspaces will be updated regularly and the collaboration will continue into the Fall, where Mimran will also support the launch of new brands that will be available exclusively at Staples Canada.

“We’ve transformed as a company and our merchandise is aligning with our new vision as The Working and Learning Company,” continued Boone. “Come fall, customers will see hundreds of new brands and products, but until then they can enjoy Joe’s Perfect Picks, which offer a peek into what’s to come.”

To learn more about the inspiration behind Joe's Perfect Picks and to view the collection, visit www.staples.ca/joespicks.

About Staples Canada/Bureau en Gros

Staples Canada is The Working and Learning Company. With a focus on community, inspiration and services, the company is committed to being a dynamic, inspiring partner to customers who visit its 305 locations across the country. A privately-owned company, Staples Canada is dedicated to helping its customers – entrepreneurs, educators, students and parents – work, learn and grow. Visit staples.ca for more information, or get social with @StaplesCanada on Facebook, Twitter, Instagram and LinkedIn.

- 30 -

For more information:

Alessandra Saccal, Staples Canada, 905-737-1147 Ext. 2363, alessandra.saccal@staples.ca

Kathleen Stelmach, Staples Canada, 905-737-1147 Ext. 2714, kathleen.stelmach@staples.ca

David Dwyer, Golin, 647-828-0140, DDwyer@golin.com