

Staples reveals top trends for 2017 back-to-school season

Customers can expect cool colours, patriotic products, cartoons, calendars, Chromebooks and a wide assortment of products online

Toronto, ON, July 19, 2017 – After months of preparation and endless research, Staples Canada officially revealed its 2017 back-to-school selections and has launched a sampling of the major trends of the season.

From students to teachers and everyone in between, there's something for everyone with this year's assortment of featured products at Staples – in store and online – to help Canadians go back-to-school like a Pro.

“Our category managers never cease to amaze me,” says Mary Sagat, president of Staples Canada. “They're literally planning for this season almost a year in advance, and are constantly on the hunt for the latest industry trends. We're proud of their work and I'm excited as ever for our regular customers to see what we have in store for them this year.”

Consumers will be pleased with a wide assortment of essentials featuring Canada 150-themed items, bright colours, an expanding ME to WE collection and fun functionality with licensed, cartoon products.

“Canadians are among the most time-squeezed people on the planet,” says Sagat. “We've certainly felt their appreciation for the steps our teams take to sort through the clutter of school supplies and ensure a pleasant shopping experience for them.”

Staples' 2017 top back-to-school trends include:

O Canada!

What better way to celebrate Canada's 150th birthday than to sport your pride with Canadian-themed products. The **Hilroy Weekly/Monthly Student moose-themed planner** is perfect to keep the festive spirit going all year long. Use a **beaver pen from Merangue** or a **Canada-themed light-up pen** to mark down important activities. Store all your Canadiana items in our celebratory **Canada 150 animal, lumber jack and 150th anniversary pencil pouches** that are both functional and stylish.

Vibrant colours

Get your school year off to a bright start! Staples prides itself on bringing a cheery attitude to the back-to-school season. Take minimalism and vibrant colours to the desk with **poppin tape dispensers, files, cups and trays** made in bright fuchsia, white, blue and more. Stay organized with **adjustable locker shelves** that come in various bright colours to lighten up any locker. A new year also means a new backpack! Choose from an array of **brand name backpacks** that come in a diverse selection of bright prints, solid vibrant colours and designs.

Make a positive impact with ME to WE

Each ME to WE item purchased at Staples helps a Free the Children community overseas. **ME to WE casemade binders and zipper binders**, and **Notebooks and Journals** make organizing look stylish and coordinate well with other ME to WE products, like **lunch bags and backpacks**.

Cartoon craze

Licensed products are the perfect statement pieces to help kids break the ice on their first day of school.

HEYS® Star Wars, Minions and Frozen licensed backpacks offer a variety of fun and functional cartoon-based designs. **Thermos Spiderman licensed lunch bags** will have your student-to-be the class-favourite.

Keep it clean and green

Do your part to take care of the planet with eco-friendly and recycled supplies. **Staples Eco Highlighters**, made with 78 per cent recycled plastic water bottles, are a staple for every avid note taker. **Post-it Assorted Recycled Post-it notes** contain 30 per cent post-consumer content. Plan your days with the **Blueline Duraglobe Academic Monthly Desk Pad Calendar** made of sugarcane-based paper.

Organizing made easy

From the dorm room to locker, Staples has all organizational needs covered. **Staples Assorted Plastic Storage Totes** help maximize storage space with endless possibilities. Have endless thoughts and jot everything down? **Staples Better Binders** keep everything in check for teachers and students alike. Need to pin something to your locker or fridge? The **Merangue Emoji Face Magnets** are cute and functional *insert smiley emoji*.

Technically thinking

Stay ahead of the tech game and equip your tech lover with the latest products that fit any lifestyle. The **fitbit Alta HR and Charge 2 Fitness Trackers** look stylish and help keep fitness goals on track to and from classes. **Adobe Acrobat Pro for Students and Teachers** provides the latest and greatest PDF tools for all assignments and projects. Need a compact, light and trendy laptop? **Acer Chromebook** is the answer to your needs with vivid display and ultra-fast start up time. These handy devices are incorporated into a simple and easy program: [Bring Your Own Device](#), enabling students and teachers to choose the right devices to increase productivity and make studying simpler.

Exclusive to Quebec

With a unique innovative spirit and vibrant culture, Quebec-based brands such as **Lavoie** and **Ketto**, are some of the products selected exclusively for the province, offering a wide selection of colourful and creative backpacks and lunch sets.

For a complete list of the top trends and products from Staples for the 2017 back-to-school season, view the online look book by [clicking here](#).

Staples has all the back-to-school products that students need at the guaranteed lowest prices with a [100% price match guarantee](#), great rewards and stress-free shopping. Back-to-school resources, including supply checklists and printables, are available in-store and online at the Back-to-School Centre at www.staples.ca, or through the Staples mobile app. Throughout the season, parents, students and teachers can join the conversation around the latest trends, deals and tips using [#ThinkSTAPLES](#).

About Staples Canada/Bureau en Gros

Staples Canada/Bureau en Gros makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online, on mobile devices, or through the company's buy online, pick up in store option. Staples is dedicated to offering customers the highest level of service, with more products than ever, including technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Print and Marketing services. The company also invests 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](#), [Twitter](#) and [Instagram](#).

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