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**July 21, 2010**

## **CANADIANS WHO BUY SCHOOL SUPPLIES ARE CONSIDERING SUSTAINABLE PRODUCTS FOR BACK TO SCHOOL**

*78 per cent of people who purchase school supplies bought eco-responsible school supplies in the past and nearly all are considering eco-responsible back-to-school supplies for the upcoming school year*

**Richmond Hill, ON – July 29, 2009** – A recent STAPLES® Canada and Angus Reid Public Opinion survey found that three-quarters (78%) of Canadian school supply buyers have purchased eco-responsible school supplies in the past and nearly all will consider buying environmentally responsible school supplies this year (94%). The top products desired in eco-responsible formats are paper, notebooks and envelopes and most would also consider sustainable alternatives for pencils, printer ink and file folders.

“The survey shows that sustainable practices have become a way of life for many Canadians,” said Pete Gibel, Chair of STAPLES Canada environmental committee and VP of merchandising.

With sustainable, back-to-school products being top of mind for so many students and parents, here are a few of the many eco products now available:

- **STAPLES** brand eco-responsible notebooks are made from 80 per cent bagasse, a sugarcane waste. STAPLES’ bagasse line also uses eco-responsible vegetable and water-based inks for printing.
- **Avery** 1” binder, 100 per cent recycled chipboard. Binder rings can be quickly removed for easier recycling at the products end of life.
- **Westcott Kleenearth** scissors have eco-responsible handles in assorted fun colours made from 70% recycled plastic. The handles are protected with Microban for antimicrobial product protection.
- **Papermate biodegradable** ballpoint pens, with components made from an exclusive biodegradable material, won’t be found

in landfills. Majority of components biodegrade in soil/home compost in about a year. See disassembly instructions on packaging.

- **STAPLES EcoEasy USB Key** casing is made of 100% renewable bamboo and the PVC-free packaging is more compact and uses 72% less plastic than previous packaging. Plus, it's made from 65% post-consumer materials.
- **FSC Certified Multiuse Paper** –500 sheets, an eco-responsible paper product certified by the Forest Stewardship Council, an independent organization supporting responsible forest management.

STAPLES makes shopping for school supplies easy, with more than 310 central locations, a great low-price guarantee and over 2,000 eco-conscious products in-store to choose from. STAPLES Canada identifies many eco-preferable products with the Eco Easy symbol.

The retailer has collected and recycled over two-million empty ink and toner cartridges. The back-to-school destination has also set a goal to eliminate harmful PVCs from its own brand packaging by the fall, as well.

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***\*Journalists please note:*** *an FTP site has been set up at [easy.staples.ca](http://easy.staples.ca) for easy downloading of high-resolution product photos.*

### **About STAPLES Canada**

Founded in Toronto in 1991, STAPLES Canada Inc. 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 Canada and Bureau en Gros<sup>MC</sup>. Marketing Magazine's Marketing/Leger 2009 Corporate Reputation Survey ranked STAPLES Canada/Bureau en Gros in the top five. The company has over 13,500 employees serving customers through more than 300 office superstores, catalogue, and e-commerce. STAPLES, STAPLES<sup>®</sup>/ Bureau en Gros<sup>MC</sup> is committed to making shopping easy by offering customers three ways to shop:

online, by catalogue and in-store. More information is available at [www.staples.ca](http://www.staples.ca).

From April 16 to April 17, 2010, Angus Reid Public Opinion conducted an online survey among 2,011 randomly selected Canadian adults who are Angus Reid Forum panelists. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada.

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