



## Survey reveals leading-edge technology in classrooms is important to Canadian parents

Staples Canada provides A+ School Ready devices that help students work smarter, maximize potential of technology in the classroom

**Richmond Hill, Ont., August 9, 2018** – The vast majority of Canadians (85 per cent) believe that students should be introduced to leading-edge technology in classrooms, but 40 per cent believe it could pose a distraction on the students. The findings are part of a national survey conducted by Leger on behalf of Staples Canada at a time when parents and students are navigating through a vast assortment of tech options available for the 2018-2019 school year.

“Our tech section is one of the most popular areas of the back-to-school shopping season,” says Mark Shanahan, vice president of merchandising for technology products at Staples Canada. “The biggest complaint we receive from customers is that it’s very tough to know what products and packages to select for their children. That’s why our A+ School Ready program can help. We worked with Microsoft to curate a lineup of devices that match the needs of parents and students today. It gives parents the reassurance that the Windows device they’re getting is specifically packaged for a school environment.”

Sixty-five per cent of parents with high school-aged children surveyed indicated they’d be sending their child to school with their own device this September. Thirty-one per cent of parents with elementary-aged children surveyed indicated the same intention.

“Like Canadian parents, we’re absolutely convinced that technology has a permanent place in our classrooms,” continued Shanahan. “An increasing number of schools, teachers and parents are coming to us with questions about how to bring new technologies to their classrooms, at an affordable price, and how to help the students stay engaged throughout the year.”

When asked about reasons why they might not be satisfied with technology in the classroom, 32 per cent expressed worries about it not being controlled or structured enough; 28 per cent said schools are not communicating the use of tech in the classroom sufficiently; 26 per cent said it was too costly for them; 26 per cent expressed concerns over issues of security and viruses while only 19 per cent stated concerns over inappropriate use.

Though there are some worries, the vast majority of parents – three in four – expressed satisfaction at the way in which schools are incorporating technology into the classroom.

To help parents and students leverage the power of the latest technology, Staples has curated an assortment of *A+ School Ready* devices that satisfy a variety of student needs. The lineup highlights five Windows devices that are designed for the classroom and beyond, including:

- [HP Stream](#), a colourful lightweight Cloudbook for the student on a budget, with Office 365 included.
- [ASUS VivoBook W202](#), a rugged and durable notebook, ideal for students in Grade 8 and younger.
- [HP Pavilion X360](#), a convertible touchscreen laptop, ideal for creators on the go.
- [ASUS UX430 Zenbook](#), an incredibly stylish thin and light device to carry on campus.
- [Microsoft Surface Pro](#), the ultimate school-ready device for performance and portability.

As part of the A+ School Ready Campaign, customers can also complete a five-question personality test online at [staples.ca/schoolready](http://staples.ca/schoolready) that determines what type of student they are – The Achiever, The Athlete, The Creator or The Socialite. Each person above the age of 13 who completes the online questionnaire will be entered into a draw for a chance to win one of 30 A+ School Ready Ultimate Lockers with prizes including a laptop from the latest Windows collection, gear from Adidas, Ray-Ban, Urban Outfitters and more. There is also a chance to instantly win an A+ School Ready prize pack with everything you need to be ready for back to school.

The contest is open to all Canadian residents and runs until September 14, 2018. Complete details are available at [staples.ca/schoolready](http://staples.ca/schoolready).

Parents, students and teachers can join the conversation around the latest trends, deals and tips by following @StaplesCanada on Facebook, Twitter and Instagram and by using the hashtag #ThinkStaples.

*About the survey: Conducted July 20 to July 24, 2018, the online survey of 1520 Canadians was completed using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20.*

#### **About Staples Canada/Bureau en Gros**

Staples Canada/Bureau en Gros was founded in 1991. The company operates over 300 locations across all Canadian provinces. Through its world-class retail, eCommerce, mobile and delivery capabilities, Staples helps customers shop every day, however and whenever they want. Staples is dedicated to offering customers the latest products and expertise on everything from technology to school supplies, facility, breakroom, as well as business services and print production through Staples Print & Marketing. The company invests in a number of corporate giving programs that support environmental, educational and entrepreneurial initiatives in Canadian communities. Visit [staples.ca](http://staples.ca) for more information, or visit get social with @StaplesCanada on Facebook, Twitter and Instagram.

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