



## **New Staples slogan launches in Canada for back-to-school** ***"It's Pro Time" celebrates everyday professionals doing extraordinary things***

**RICHMOND HILL, ON, August 17, 2017** – A new brand campaign from Staples Canada has made its debut as part of the company's annual back-to-school marketing efforts. Launched in the United States earlier this year, the slogan *It's Pro Time* celebrates a commitment to excellence and everyday professionals, students, teachers and parents.

The new advertising campaign from Canada's back-to-school expert is rolling out across the country during the company's busiest time year, through media buys that include TV, radio, digital, print and flyers, as well as online at the Staples Back-to-School Centre, email campaigns and a pop-up *Pro Lounge* in Toronto.

"The creative and tagline are spot on," says Mary Sagat, president of Staples Canada. "*It's Pro Time* resonates with our customer base, from parents and teachers to small business owners and entrepreneurs. *It's Pro Time* champions and supports every effort to succeed like a pro and our busy back-to-school season is the perfect time for us to launch the slogan here in Canada."

Throughout the season, Staples encourages parents, students and teachers to "Go back-to-school like a Pro," which is depicted in the campaign creative, which can be viewed [here](#) and [here](#). *It's Pro Time* has been adapted for the Canadian market by McCann Canada, with TV by McCann, radio by Pirate Radio, print by Staples in-house, and digital by McCann and Staples in-house.

With more than 325,000 products online, Staples offers a broad selection of back-to-school products, a Teacher Appreciation Program to help educators save on their needs, professional print and marketing services, well-trained sales associates and a longstanding 100% price match guarantee.

For additional back-to-school resources from Staples, visit [www.staples.ca/backtoschool](http://www.staples.ca/backtoschool).

### **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](http://www.staples.ca) for more information, or visit us on [Facebook](#), [Twitter](#) and [Instagram](#).

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### **Media Information:**

Kathleen Stelmach  
Staples Canada  
905-737-1147 ext. 2714  
[kathleen.stelmach@staples.ca](mailto:kathleen.stelmach@staples.ca)