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School is in! Parents and Students Head to Staples Canada

Staples associates mobilized for busiest day of the year

Toronto, September 3, 2013 – This morning, students Canada-wide will return to school and by early afternoon many of them will be at Staples with their school list in hand. Staples has spent months preparing, training associates and selecting the right products for its busiest day of the year.

“We are the back-to-school experts,” said Steve Matyas, president of Staples Canada. “Preparing for the school year can be stressful. Staples makes back-to-school shopping easy with the widest selection at great prices, which means we’re able to provide the best value to our customers.”

The company expects to welcome a steady stream of customers before the last Staples store closes at 10 p.m. To make shopping easy, Staples has called on all staff stationed at more than 330 stores.

“Parents need to find everything on their child’s school list to be prepared for the new year,” continues Matyas. “And they know we’re here to help them.”

Staples is featuring more than 600 new products specifically for the back-to-school season. The company, Canada’s undisputed expert in back-to-school sales and product selection, has also completed a rigorous training program for store managers and staff associates. The company recently launched staples.ca/backtoschool, a seasonal website that features lists by grade and other resources for parents, students and teachers.

One of the major drivers behind today’s shopping phenomenon is the school supply list handed out on the first day of school. A recent survey by Staples Canada showed that 88 per cent of Canadian parents find that completing a child’s list is a major stressor of the back-to-school season. The same Staples research reveals that 59 per cent of parents believe following trends is a similar stressor of the season.

By the end of the first day of school, most parents and students will have a good indication of what’s missing in their backpacks, pencil cases or lockers. The end result is a parent and child duo that is highly motivated to shop or “re-tool” for the second day of school.

Staples price matching and convenient return policies mean customers can shop with confidence.

Other facts about Staples Canada’s busiest day of the year:

- Top selling items include backpacks, crayons, pencils, binders, pencil cases, lunch bags and pencil crayons

- Staples stores start to get busier at 3 p.m. and onwards as parents and students take their appointed teacher lists for their back-to-school shop after the first day of school is over

For more information and resources visit the Back-to-School Centre at www.staples.ca/backtoschool

Follow the conversation on Twitter @StaplesCanada #GoingBack

Methodology

From July 18-20, 2013, Vision Critical conducted an online survey among 2,502 randomly selected Canadian adults who are Angus Reid Forum panelists, including 775 back-to-school shoppers. 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.

About Staples Canada

Staples, Canada's largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business - from the small home office to large enterprise - Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2013 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested 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 and Twitter @StaplesCanada.

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