



It's time to 'See the Holidays Differently' with Staples Canada

RICHMOND HILL, ON, November 7, 2018 – Staples Canada wants Canadians to come see the holidays differently this year. Carrying everything from big ticket items and thoughtful custom gift ideas, to simple stocking stuffers and gift cards for teachers and coworkers, Staples Canada is unlocking the potential hidden in every gift giving opportunity.

A recent survey conducted by Staples Canada revealed that both individuals and businesses are still store bound in 2018, with 76 and 70 per cent respectively planning to visit brick and mortar stores to check gifts off their lists. An institution for Canadians during back-to-school, and for business supplies year-round, Staples Canada is now making the holiday shopping experience both in-store and online engaging and even inspiring by showing its products in a different light.

"This holiday season, we want Canadians to see gift-giving differently," said John DeFranco, Chief Commercial Officer, Staples Canada. "Whether you're buying for your family and friends, your teachers, boss or coworkers, Staples Canada has become the perfect destination for everything you need from the latest tech, to stocking stuffers. Our print and marketing services are an incredible resource to create unique, thoughtful and personalized gifts."

The survey, conducted in October of this year, revealed that the two words that Canadians planning to shop during this holiday season used to describe the experience are both "joyful" and... a "headache." Luckily Staples Canada's new approach to the holidays will allow shoppers to focus on the joy and leave headaches at the mall.

"We've been easing the stress around back-to-school for Canadians for a long time, and we know we can do the same thing during the holidays," continued DeFranco. "We're thrilled for current and new customers to visit us in-store or online to see how we are approaching the holidays differently with a more modern, dynamic view, and if you look closely, you'll see how that approach is transforming for more than just the holiday season at Staples Canada."

Top 12 items to help you gift differently

Featured prominently in the Holiday Lookbook this year, the merchants at Staples Canada have searched their shelves, in consultation with consumers to put together the top 12 items, the best of the best, to help you gift differently all season long.

1. [Google Home](#)

With a simple voice request Google Home will provide real-time answers on weather, traffic, finance, sports, local businesses and more. It also doubles as a speaker to play your music and podcasts. A great first step in converting to a Smart Home.

2. [Apple MacBook Pro](#)
Razor-thin, feather-light, and even faster and more powerful than before, MacBook Pro has the brightest, most colourful Mac notebook display ever and 10 hours of battery to power you on the go.
3. [Staples® Racing Style Gaming Chair](#)
A must-have for any gamer. Incredibly comfortable allowing for marathon gaming sessions, this sleek and eye-catching chair has a built-in headrest and adjustable seat height, arms, tilt tension and tilt lock.
4. [Beats Solo3 Wireless On-Ear Headphones](#)
Ready to go when you are and completely wireless, Class 1 Bluetooth technology makes set up easy and instant with any device. Power them on, hold them near your phone, tablet or laptop and watch them simultaneously connect and start playing the soundtrack to your life.
5. [Bose® SoundLink® Colour Bluetooth® Speaker II](#)
This portable bluetooth speaker is small, durable and simple to use. Play your favourite tunes out loud in clear, full audio anywhere you bring it with 30 feet of wireless range and up to 8 hours of battery life. Simply choose a colour that matches your style and hit play!
6. [HP ENVY Touch Screen Convertible Laptop](#)
The remarkable versatility of the HP Envy gives you the freedom to work, watch or play anytime, anywhere. Embrace the power of the newest AMD processor packed into a slim, private, and sleek design.
7. [HP Sprocket](#)
Print photos from your smartphone or tablet with instantly sharable 2 x 3-inch (5 x 7.6 cm) snapshots or stickers. No need to sacrifice your iPhone camera quality while still having your photo printed in 40 seconds.
8. [Kodak 75 Lumen DLP Pocket Portable Projector](#)
Integrating revolutionary innovations in compact digital design, this miniature movie player is compatible with most popular entertainment devices, producing high quality imaging and booming sound in a truly portable package. The perfect gift if you want to step outside the box.
9. [Keurig K-Select Coffee Maker](#)
Combining sleek design and more intuitive features – including the new Strong Brew feature – Keurig helps you brew your perfect cup every time. Give them the gift of coffee every morning.
10. [Crayola® Coloured Pencils](#)
You may look at a pack of 48 pencil crayons and see back-to-school supplies, but when a child receives them as a gift, they see the fridge-worthy masterpieces to come. Made with thick, soft leads, the smooth colours are perfect for mixing and blending, as well as practicing more detailed techniques.

11. [Winnable® Galleria Collection Journals](#)

A journal is a simple gift that can go a long way. Featuring reinforced, sewn-in pages with 20 lb. bond paper, a ribbon bookmark and casebound design that allows pages to lie completely flat, the leather-like cover is padded and stitched for elegant style.

12. [Sharpie® Fine Point Markers](#)

With 23 bold and dazzling colours, including neons and metallics, your to-do lists will never look better! The industry standard in bold, permanent markers, Sharpie Permanent Markers quick-drying and water-resistant ink comes in a variety of vibrant colours to add a touch of creativity and style to your work or play.

Gift giving ideas from influential experts

This year's Holiday Lookbook also includes tips provided by leading Canadian bloggers, influencers and experts on how to approach the holidays, such as:

- 'Gift Ideas to Wow Your Boss' including coordinating with colleagues and gift baskets for the hard-to-buy boss.
- 'Holiday Teacher Gifts with a School Supply Spin' ranging from little luxuries to teacher essentials.
- How to 'Stuff those stockings with unique and personalized gifts' for everyone in your life from the tech lover and gamer to busy parents, creative crafters and instagrammers.
- Tips on 'Getting office-ready for the holidays' with suggestions for the organized or fashion forward colleague, the world traveler and the caffeine lover.
- How Staples Canada's Print and Marketing Services can help you create thoughtful unique and personalized gifts with everything from your holiday card to ornaments and custom phone cases.

The full Holiday Lookbook can be seen here: [2018 Holiday Lookbook](#)

More holiday gift-giving ideas are also available in-store and online at www.staples.ca/holiday.

Throughout the holiday season, be sure to join the conversation with us using #thinkstaples and #seetheholidaysdifferently.

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 for more information, or get social with @StaplesCanada on Facebook, Twitter and Instagram.

About the Staples Canada Holiday Survey

The survey was conducted with those who are planning to purchase gifts and/or stocking stuffers during the 2018 holiday season. This study was conducted online via the Staples panel from October 1-7, 2018, with 767 consumers and 249 business respondents participating.

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For more information:

Alessandra Saccal, Staples Canada, 905-737-1147 Ext. 2363, alessandra.saccal@staples.ca

Kathleen Stelmach, Staples Canada, 905-737-1147 Ext. 2714, kathleen.stelmach@staples.ca

David Dwyer, Golin, 647-828-0140, DDwyer@golin.com