

Kirkland store: the first of its kind to open in Canada

Meet the New Bureau en Gros

Kirkland store the first of its kind to open in Canada, featuring bold design-driven aesthetic, unparalleled services and innovative product offerings

KIRKLAND, QC, December 11, 2018 – Known for decades as an office supplies warehouse, Staples Canada/Bureau en Gros is now the Working and Learning Company and has launched its first new concept store in Kirkland, Quebec, on December 8. Leading the way in working and learning, the company will introduce a second new concept location in downtown Toronto, Ontario in January that will offer a coworking space, called Staples Studio. This transformation is focused on providing customers with a new experience that's rooted in community, inspiration and solutions that will help Canadians work, learn and grow together.

“The way people work and live is changing in profound ways and Staples Canada/Bureau en Gros is adapting to help our customers work, learn and grow,” said David Boone, CEO, Staples Canada/Bureau en Gros. “We spoke to thousands of entrepreneurs, teachers, students and parents to gain insights on what we could do to better suit their needs, and we’re delivering a solution unique to Canada. Every decision we make is driven by thinking differently about the needs of our customers.”

The first two new concept stores in Kirkland and Toronto demonstrate a completely new retail experience. The stores are modern with clear sightlines to draw the eye throughout the store experience. Vignettes and feature tables showcase product solutions for different types of work environments. Customers are encouraged to interact with discovery areas to test and learn curated product solutions.

Kirkland: first store in Canada

The Kirkland location offers 1000s of new products, a community center for speaking engagements and an unparalleled customer experience.

“We are incredibly thrilled to open our first Working and Learning store in Quebec, where we’ve been in business for 25 years. Quebec represents an important market for Bureau en Gros with 64 locations and 2,300 employees in the province, said Mr. Boone”.

Highlights of the new Staples Canada/Bureau en Gros include:

- **New brand identity** – The Working and Learning Company is the lens that drives every decision Staples Canada/Bureau en Gros makes. This change is reflected in a new, refreshed logo which reflects the collaboration between customers, and store associates across the country.
- **Discovery experience** – Customers will be able to get hands-on with the products they need in store, including new Pen and Journal Bars, and Tech Discovery Zone.

- **Spotlight** – A new space has been created for community members, entrepreneurs, educators and students to meet, share ideas and learn through a weekly Spotlight Speaker Series.
- **New design-focused products** – Thousands of new products have been introduced both in stores and online to inspire working and learning.
- **Technology and connectivity** – As one of the largest technology retailers in the country, Staples Canada/Bureau en Gros carries every major technology brand, organized by category, with experts on hand to help customers connect their homes and offices.
- **Expanded services** – The company is relaunching and taking its services business to the next level as the Solution Shop, which will provide the support Staples Canada/Bureau en Gros is known for along with new, relevant categories, such as digital marketing services.
- **Omnichannel** – The new Staples Canada/Bureau en Gros exists in store and online to inspire and support Canadians from coast-to-coast, with the ability to deliver to 85 per cent of customers the next day with a dedicated fleet and minimal, or no, shipping fees.
- **Staples Studio, a new coworking space** – Beginning in Toronto, Staples Canada/Bureau en Gros is introducing coworking within its University Ave store, providing entrepreneurs and businesses with all the space and resources they could ever need at their fingertips, including the newest Mos Mos café location.

Connecting and Supporting Communities

Beginning with the two new concept locations, the Spotlight Speaker Series will feature Innovative product demonstrations and entrepreneurial networking events and weekly speakers. Renowned businessperson Danièle Henkel launched the series in Quebec, sharing her vision of entrepreneurship and lessons learned in the business. She will be followed by Gregory Charles on Saturday, December 15.

“The environment we’ve created in our concept stores invites anyone coming in to spend time with us, find a place to relax and hang out, explore products, grab a coffee, share ideas and work together.” added Boone.

Rethinking Merchandise and Stores

A new, modern design sensibility will be found within the new stores, from the layout, to displays and products. Upon entering, customers will see that stores have been divided into zones that better help them discover ways to improve how they work and learn including: **Tech and Connect, Write and Create, Print and Paper** and **Workspaces**.

Providing Advanced Services

An enhanced approach to service offerings that customers have depended on for years will be even bigger and better through the new Solution Shop. Available in stores across the country, it will contain solutions for individuals, entrepreneurs, businesses, students, teachers and anyone else with needs around print and marketing, digital marketing, technology services and more to help solve problems and grow businesses.

Canadians can let Staples Canada/Bureau en Gros know what would help them work, learn and grow by using #worklearngrow.

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