

We improve business and brand outcomes with strategic branded merchandising.

Don't just buy brand merchandise. Put it to work.

There are over 20,000 North American distributors of branded merchandise. But the point of branded merchandise is to put it to work toward helping achieve your objectives. Staples is a superior value because you get more than just product. Our products come with the experts, technologies, creativity, planning and tools you need to help harness what you buy toward the outcomes you want. Our coordinated team will make your product investment more powerful by deploying it with our flexible infrastructure and operational experts at both a domestic and global level.

Connect your brand merchandise to your strategies.

Staples partners with you to learn what you want to accomplish and with which audiences. Then we connect the dots between those objectives; the retail and demographic trends that matter; the brand; and a wide world of retail, ASI and custom import products. Everything is designed and decorated so the assortment is differentiated by your brand...not just your logo. Our system shows you why the recommended products are the right ones in which to invest. You get a collection of differentiated products with a corresponding rationale that ensures your merchandise spend is centralized as a strategic investment that reinforces your brand.

Don't settle for stuff over strategy.

Let us help you implement strategic, engaging and effective merchandise experiences. \$600 million in buying power and formal supplier leveraging enable value pricing for our clients. As the largest online brand merchandise store provider in the industry, we have more sales and more clients over which to amortize operating expenses. We also benefit from the lower cost of shared services administered by our parent company (such as HR & Accounting). This allows us to conduct full-service programs at a lower total cost than any other distributor.

See Our Brand Differentiation At Work

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NOW**

**RETAIL BRANDS
YOU KNOW AND LOVE**



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