

# Office DEPOT. OfficeMax®

## Office Depot Launches 'Back to School Proud' Campaign to Give Students the Advantage They Need to Succeed With Must-Have Supplies, Tech and Furniture

July 8, 2019

*New TV Ad, Exclusive Products, and Partnerships with Mario Lopez and Disney Music Group's JD McCrary and DCappella Showcase How the Right Supplies Give Students the Confidence to Go Back to School Proud*

BOCA RATON, Fla.--(BUSINESS WIRE)--Jul. 8, 2019-- Back-to-school shopping has become more than checking off the list of supplies required by the teacher. It's the best time for parents and students to prepare for the new challenges and opportunities that await them in the school year ahead. That's why Office Depot, Inc. (NASDAQ:ODP), is offering the must-have products and solutions students need to rock out the school year confident and proud – all at an affordable price.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190708005369/en/>



Office Depot is partnering with TV star, host and father, Mario Lopez, to demonstrate how back-to-school shopping is the best time to build your kids' self-esteem and teach them how to be themselves. (Photo: Business Wire)

Office Depot is offering weekly doorbusters on everyday essentials and up to 80% off its best-selling school supplies. It also offers low prices all summer long on a great selection of top-brand school supplies, exclusive fashion accessories like backpacks, stickers and charms, as well as tech products like Chromebooks and educational learning tools like Scholastic and Juku brand STEAM kits. Not only is Office Depot offering the best in supplies, it also offers dedicated in-store advisors at approximately 1,350 Office Depot and OfficeMax retail locations to help give students the advantage they need to succeed.

"We continue to offer the best selection of back-to-school supplies and superior service both in stores and online for students, parents and teachers," said John Gannfors, chief merchandising and supply chain officer for Office Depot, Inc. "We're helping students go back-to-school proud by providing everything on their list, from those hard to find calculators and accessories to the most fashionable backpacks and everyday supplies."

### Some of the best back-to-school deals include:

- **Fashion Must Haves:** Fashion meets function with an exclusive assortment of bold, bright and colorful notebooks, composition books, binders, pencil pouches, stickers, charms and folders from \$1.99.
- **TUL® School Edition:** Exclusive to Office Depot, the new TUL® limited edition back-to-school collection offers discbound planners customized for both students and teachers, starting at \$12.99. Also new are porous point fine liner pens, permanent markers, and chisel-tip highlighters with bold color and liquid-feed technology, starting at \$4.99. Whether you're a teacher or student, TUL writing instruments and note-taking products provide great ways to keep schoolwork and schedules organized throughout the year.
- **Educational Activity Kits:** Give students the advantage they need with exclusive education-focused STEAM kits that provide added support and fun learning throughout the year in science, technology, engineering, arts and math. STEAM kits from Scholastic and Juku are for kids age 7 through 14 and range from \$19.99 to \$99.99.

- **Brand Name School Backpacks:** Office Depot is helping students of all ages carry themselves with confidence with a wide variety of fashion lunch bags and school backpacks from brands like Champion, JanSport, PUMA and Thule. Starting July 28 through August 10, select school backpacks will be on sale for \$10 each.
- **Dorm Décor:** Deck out your dorm with a blend of comfort and practicality. Find exclusive furniture options from brands such as Elle Décor, Brenton Studio, See Jane Work and Realspace.
- **Top Tech:** Find the latest in technology at Office Depot from Lenovo laptops to HP Chromebooks and more. The TI-84 Plus CE Handheld Graphing Calculator comes in a teal color exclusively at Office Depot for \$149.99.

- **Scholastic School Supply Kits:** Office Depot teamed up with Scholastic, a leader in the K-5 education space, to develop kits filled with back-to-school essentials. A curated assortment starting at \$24.99 was developed for grades K-5 and can be purchased in store.

**Office Depot has several initiatives and strategic partnerships focused on giving kids the confidence and self-esteem they need for a successful school year:**

- **New Back-to-School Campaign:** Beginning this month, Office Depot is launching its new back-to-school campaign highlighting the personal connection students have with the items on their back-to-school lists. In addition to promoting shopping on [officedepot.com](http://officedepot.com), a new TV spot encourages parents and students to lean on Office Depot's in-store advisors for that essential assist in identifying the supplies and services they need to be successful.
- **Celebrity Partnerships:** Office Depot is partnering with TV star, host and father, Mario Lopez, to demonstrate how back-to-school shopping is the best time to build your kids' self-esteem and teach them how to be themselves. The company is also teaming up with Disney Music Group artists DCappella, the highly acclaimed a cappella group known for their fresh takes on reimagined classics from the Disney songbook, and 12-year-old singer, actor, dancer and the voice of Young Simba in "The Lion King," JD McCrary. DCappella and JD's new song, "[Ready for This](#)," serves as an anthem to get kids ready for the new school year feeling confident and proud.

"Our unique initiatives and partnerships help us spread the word that Office Depot offers the best selection of school supplies, services and in-store advisors to equip your child with the technology, fashion accessories and educational tools to set them up for success," said Gannfors. "We want every student who gets their gear from Office Depot to feel confident on their first day of school, and every parent to have the peace of mind that they have done everything in their power to get their student ready to go back to school proud."

Office Depot is relaunching its **School List with a Click**, a database of over 1.7 million teachers' school supply lists from over 70,000 schools across the country, to help make it easier than ever for parents and students to check off their back-to-school shopping list. For customers looking for even more convenience, they can also take advantage of Office Depot's tools that help small business owners do business anywhere, anytime – the Office Depot [mobile app](#), Buy Online Pickup In Store in one-hour option, free next business-day delivery on purchases of \$45 or more on supplies, and same-day delivery in select markets.

For more details on how to go "Back to School Proud," visit an Office Depot or OfficeMax retail location near you, download the Office Depot app or find us online at [www.officedepot.com/school](http://www.officedepot.com/school).

#### **About Office Depot, Inc.**

Office Depot, Inc. (NASDAQ:ODP) is a leading B2B integrated distribution company providing business services and supplies, products and technology solutions through its fully integrated omni-channel platform of approximately 1,350 stores, online presence, and dedicated sales professionals and technicians to small, medium and enterprise businesses. Through its banner brands Office Depot®, OfficeMax®, CompuCom® and Grand&Toy®, the company offers its customers the tools and resources they need to focus on their passion of starting, growing and running their business. For more information, visit [news.officedepot.com](http://news.officedepot.com) and follow @officedepot on [Facebook](#), [Twitter](#) and [Instagram](#).

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