



## Keep up with the Latest Technology: Staples Canada, The Working and Learning Company, Launches National Tech Trade-In Program

*Since 2014, Staples Canada has recycled over 14 million kilograms of end of life electronics through its in-store recycling programs*

**Richmond Hill, ON, February 15, 2019** – Staples Canada, The Working and Learning Company, has launched a National Tech Trade-In program at its stores across Canada. Customers can trade-in any phone, tablet, Macbook or iMac at their local Staples to receive a gift card in return. The gift card can be used immediately in store, and its value is determined by the age and type of device. Any technology that's traded in will be responsibly recycled.

According to a survey conducted in 2018 by Environics Research for Consumers Council of Canada, 88 percent of those who had recently purchased a smartphone bought it as a replacement. This National Tech Trade-In program offers a valuable solution to the age-old question: what do I do with my old device?

"Staples Canada has changed, and this program is one of many new initiatives that we're bringing to our stores, as we become a more dynamic partner to our customers and the communities that we're in," said David Boone, Chief Executive Officer, Staples Canada. "With this program, our customers won't have to think about what to do with their old device when upgrading to a new one – we can take care of it for them. Better yet, they'll get some money back to spend in-store."

If the device brought in for evaluation doesn't have an eligible value, it can still be recycled for free at most Staples Canada locations. Since 2014, Staples Canada has recycled over 14 million kilograms of e-waste through its in-store recycling programs. Customers can also recycle other items in store for free, including batteries, ink and toner cartridges, and writing instruments, however these items don't have a trade-in value.

"Programs like these help us remain a relevant retailer to our customers," continued Boone. "This program along with our electronic recycling initiatives are another way that Staples Canada has emerged as The Working and Learning Company.

To learn more about Staples Canada's National Tech Trade-In program, or to find a location near you, visit [staples.ca/techtradein](https://staples.ca/techtradein).

*Note: Survey data from the Consumer Survey conducted by Environics Research for Consumers Council of Canada. The survey was completed from May 10 to 23, 2018 with the participation of 2,000 respondents aged 18+. Link to the survey: [www.consumerscouncil.com/productinsurancereport](http://www.consumerscouncil.com/productinsurancereport).*

**About Staples Canada/Bureau en Gros**

Staples Canada is The Working and Learning Company. With a focus on community, inspiration and services, the company is committed to being a dynamic, inspiring partner to customers who visit its 305 locations across the country. A privately-owned company, Staples Canada is dedicated to helping its customers – entrepreneurs, educators, students and parents – work, learn and grow. Visit [staples.ca](http://staples.ca) for more information, or get social with @StaplesCanada on Facebook, Twitter, Instagram and LinkedIn.

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