



that was easy.®



rien de plus simple.™



## **Staples Canada partners with Bullfrog Power® for coast-to-coast renewable electricity**

*Staples Canada goes greener with clean, renewable energy from Bullfrog Power®*

Toronto, June 5, 2013 — Bullfrog Power, Canada's 100 per cent green energy provider, and Staples Canada, leader in office supplies and Canada's largest online retailer, today announced a partnership for renewable energy. Bullfrog Power will begin by providing Staples Canada with clean, renewable electricity for two office buildings and 11 stores across Canada. The partnership is part of Staples Canada's long-term commitment to having a positive impact on its customers, associates and the planet.

"Staples Canada is proud to work with Canadians to improve the environment and to offer our customers more sustainable products and services," said Steve Matyas, president of Staples Canada. "Choosing renewable electricity with Bullfrog Power reflects our commitment to reducing our impact on the environment."

Through the agreement, Bullfrog Power's generators inject renewable electricity onto the grid to match the power used by the Staples Canada home office, Staples Advantage Canada home office and 11 Staples stores across Canada. Bullfrog's electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo<sup>M</sup> program.

"By working with Staples Canada we will be able to get the word out that whether you work in a corporate headquarters or a home office, the choice of energy you use makes an impact on the environment," said Anthony Santilli, vice president of sales at Bullfrog Power. "We're excited to partner with Staples Canada, a proven leader in sustainability, as they now will offer an even greener office supplies choice for Canadians coast-to-coast."

Energy is a key priority in Staples Canada's corporate social responsibility strategy, complementing its sustainable product sourcing and internal operations, and offering recycling services to its customers. Its environmental initiatives include:

- Offering eco-responsible products;
- Implementing a comprehensive energy conservation program and installing Energy Management Systems in 255 locations across Canada;



that was easy.®



rien de plus simple.™



- Running a recycling program that accepts writing instruments, batteries, ink and toner, and electronics;
- Engaging with community programs, such as “Lights Out,” where more than 130 store locations minimize non-essential lighting during the months of June and July, which has conserved enough electricity to power 90 Canadian homes for one year;
- On the B2B side, Staples Advantage holds an ISO14001 registration allowing them to evaluate, monitor and manage their activities, products and services, and maintain a positive impact on the environment; and
- Reducing small order frequency through the Fifty Green program. Since 2008, Staples Advantage has donated more than \$500,000 to Tree Canada to assist with tree replanting efforts.

### **About Bullfrog Power**

Bullfrog Power, Canada’s 100 per cent green energy provider, offers renewable energy solutions that enable homes and businesses to reduce their environmental impact, support the development of green energy projects in Canada and help create a cleaner, healthier world. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green energy with Bullfrog Power. Homes and businesses can sign up easily, quickly and affordably at [www.bullfrogpower.com](http://www.bullfrogpower.com)

Join the bullfrogpowered community online—follow us on [Twitter](#), like us on [Facebook](#).

### **About Staples**

Staples, Canada’s largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business—from the small home office to large enterprise—Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en Gros<sup>MC</sup> in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada’s top ten Canadian companies in Marketing Magazine’s Marketing/Leger 2011 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities



that was easy.®



rien de plus simple.™



from coast to coast.

Visit [www.staples.ca](http://www.staples.ca) for more information, or visit us on [Facebook](#) and [Twitter](#).

#### **About Staples Advantage Canada**

As the business-to-business division of Staples, Staples Advantage works with companies of 20 or more employees to develop customized programs with dedicated account management and a complete assortment of products and services to meet business needs.

As the leading supplier in Canada, Staples Advantage works with business partners to provide office supplies, technology products, facility supplies, furniture, and business services. Staples Advantage Canada is headquartered in Mississauga, Ontario, with eight distribution centres across Canada. Visit [www.staplesadvantage.ca](http://www.staplesadvantage.ca) for more information, or follow us on [Facebook](#) and [Twitter](#).

#### **Contact Bullfrog Power**

Jon McKay

Public Relations Manager

Tel: 416.360.3464 ext. 239

Email: [jon.mckay@bullfrogpower.com](mailto:jon.mckay@bullfrogpower.com)

#### **Contact Staples Canada**

Valerie Outmezguine

Public Relations Specialist

Tel: 905.737.1147 ext. 2426

Email: [valerie.outmezguine@staples.ca](mailto:valerie.outmezguine@staples.ca)