



MERGERS. ACQUISITIONS. OPERATIONS.

## News



### Staples ANZ breaks out of the pack with new company name, identity and significant transformation investment.

Press Release · August 07, 2017

SYDNEY, AUSTRALIA (August 7, 2017) – Today Staples Australia & New Zealand announced a new challenger brand, identity and transformation plan to the market. This announcement comes after Platinum Equity purchased the Australia and New Zealand business from Staples Inc earlier this year.

The company serves over 26,000 customers in industries across Australia and New Zealand including some of the countries' largest financial institutions, telcos, healthcare providers and universities.

The new name, Winc, a creative take on “work incorporated” is a deliberate breakaway from traditional competitors and represents the company's focus beyond office products and intention to meet the changing needs of both workers and learners.

Chief Executive Darren Fullerton said: “This brand is designed to bring a breath of fresh air to an industry that has been historically quite traditional and predictable.

“It represents our shift from offering products to providing solutions and inspiring a better way for workers and learners to get things done. By its nature, it also gives us the ability to flex and add adjacent solutions and offerings to meet our customers' needs both now and into the future.”

In addition to the new identity, the company also announced today significant investment in its supply chain, digital experience and a new offering to give customers' data driven insights into the overall performance of their company.

“This represents a shift that goes far deeper than our new name and identity. This will be the start of a complete change to the customer experience.

“It is more than defending disruption from the likes of Amazon, it's about developing our ability to see around corners and fully anticipate customer needs. We are also investing in a best-in-class digital experience, complete with artificial intelligence and full automation to remove friction in the cart process.

“Our competitive edge sits in our deep domain expertise. With our new customer insight report, called The Winc Review, we will provide a new level of insight and data for our customers into their own supply chain, innovation, compliance, cost management and sustainability. This information will in turn allow them to improve the overall health of their business in these critical areas.”

The company also has plans to further strengthen their last mile delivery model that significantly sets them apart in the marketplace.

“Our drivers know our customers' personally – in many cases they see them every day with a straight to desk and doorstep delivery experience. You don't get this experience when you buy straight from an e-Commerce site. This is something our customers in Australia and New Zealand have told us time again that they value and we are making investments to make this experience even better.”

The company will begin doing business as Winc starting September 4 2017 in Australia and New Zealand.

### **About Winc**

We're Winc. And we stand for work incorporated.

Winc is a company that exists to inspire millions of people in Australia and New Zealand with new and better ways to work and learn. We believe that work should allow people to create, play and do more and inspire better ways to get things done. From office, school, facilities and safety essentials, services like print and marketing, to demonstrating what more is possible with our technology and workspace solutions, Winc has a wide product range that can be tailored to you and yours.

### **Investor Relations and Media Contacts:**

*Mark Barnhill*  
Partner  
+1 310.228.9514 E-mail Mark

*Dan Whelan*  
Principal