

Competitive Environment



The office products category (second only to travel) is quickly shifting to online buying and the Power Channel players dominate:

AMERICA'S TOP TEN RETAIL BUSINESSES*					
Rank	Company	Web Sales Volume	Rank	Company	Web Sales Volume
1	Amazon.com Inc.	\$10.7 B	6	OfficeMax Inc.	\$2.8 B
2	Staples Inc.	\$4.9 B	7	Sears Holding Corp.	\$2.3 B
3	Office Depot Inc.	\$4.3 B	8	CDW Inc.	\$2.0 B
4	Dell Inc.	\$3.9 B	9	SonyStyle.com	\$1.7 B
5	HP Home & Office Store (Hewlett-Packard Co.)	\$3.1 B	10	Newegg.com	\$1.5 B

* Excludes Travel Industry. Source: Internet Retailer Magazine, July 2007

Loyalty, Rewards & Promotions



STAPLES
that was easy.™

Free Staples® photo paper
Instantly with purchase of ANY Staples® Twin/Combo pack or 2 single packs.*

*Staples® manufactured in single pack comparable with HP® 85, 57000.
Staples® 500 single pack comparable with Canon® 9000, 9400, 9500N.
Staples® 100 single pack comparable with Canon® 9000, 9400, 9500N.
*Not for use with HP® 85, 57000. *Not for use with Canon® 9000, 9400, 9500N.



**Office DEPOT
REBATE CENTER**

Save \$40 Instantly!
\$159⁹⁸ After Savings
HP Deskjet 6840 Color Inkjet Printer
FREE!
\$30 Gift Card

Save \$5 Instantly!
\$24⁹⁹ After Savings
MaxBrite Recycled Copy Paper

Welcome to samsclub.com
Office Supplies

1-2 Day Delivery

amazon.com.

Save \$10 Instantly!
\$89⁹⁸ After Savings
Fellowes PS60-2 Strip-Cut Shredder

Targeted Digital Promotions



McCarthy, Jeanette
Subject: FW: Celebrate 21 Years with 21% OFF!

Office DEPOT
Helping Grow Your Business

SUPPLIES FURNITURE TECHNOLOGY INK & TONER

21st anniversary sale

Special 21st Anniversary Savings!
Save 21% on Select Office Depot Brand Ink and Toners!
Coupon code: 994-73963
SHOP NOW!

GRAINGER
The Best Buy for Industrial and Commercial

Repair Parts Services Keywords Catalogs Contact Us (and a truck) Website

LOG IN
User ID: _____
Password: _____
Remember my login

Today's Features
Hot Buys Online! **Hot Buys Center**

HOT BUYS
Check back each month for the latest special deals on featured products!
Prices valid September 1 - 30, 2006

Stanley® Tool Organizer Now \$28.99 Reg. \$52.68 77.44% off Add to Order	Quaker's Tips Now \$7.58 Reg. \$11.15 32.07% off Add to Order	Cooper/Whitner Cordless Soldering Iron Now \$11.99 Reg. \$17.25 30.46% off Add to Order
WD-40 Lubricant Pen Now \$1.98 Reg. \$5.29 62.76% off	Wilson® ProTack Eyewear Now \$12.99 Reg. \$17.97 27.72% off	01830 Mirrored Safety Eyewear Now \$10.49 Reg. \$11.97 12.36% off

BEST BUY

HD DONE RIGHT SWEEPSTAKES **ENTER NOW!**

Hot Deals

STAPLES
FREE DELIVERY on most orders over \$50 or more.

Summer's here. So are the savings!
With summer savings, there's nothing sweeter. Start saving Sunday with great deals like the ones below. Plus, see even more deals in Sunday's circular.

Buy 1, get 1 FREE Staples® 4" x 6" Supreme photo paper (Item nos. 219981, 264139)*	Just \$14.99 Staples® 6-sheet crosscut shredder Save \$25 after \$10 instant savings + \$15 copy rebate** Reg. \$39.99 (Item no. 615700)	Just \$39.99 Situations leather or fabric manager's chair Reg. \$79.99 (Item nos. 438030, 479458)
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Preview all the deals in Sunday's circular.

Save \$200 on an HP Pavilion Notebook PC.

- Extended battery life
- Built-in webcam
- \$499.99 after \$150 instant savings - \$50 copy rebate**
- Reg. \$249.99
- Item # 21199708
- Also on sale: \$199 HP Pavilion - \$50 copy rebate**
- Reg. \$149.99
- Item # 21199709

Email Marketing Best Practices



- Use your website
 - Collect email addresses in a prominent, consistent position on your website
 - Use promotions and inside sales call activity to drive customers to your site
- Incentives work!
 - Sales & customer service incentives
 - 50% off next order
 - Free gift!
- Leverage every customer interaction
 - Customer service, sales, delivery personnel