IN THIS ISSUE

THE WORLD IS YOUR OFFICE

In the future of work, your office is everywhere. Your dining room. A coffee shop. A hotel lobby.

Flip through for the **innovative new tools** you need to stay **connected**, **productive** and **engaged** wherever you're working or running your business.
Welcome to a week in the life of a digital nomad, where the possibilities are endless. Especially when your workspace fits comfortably on your shoulder.

Made to travel
- Folding side panels for privacy
- No need to unpack, just unfold and boot up
- Plenty of space for all your cords, cables and supplies

Public Wi-Fi protection
Keep your devices safe with Staples® Virus Shield Protection Plus Premium powered by McAfee®.
- VPN access
- Identity theft protection
- Up to $1 million in coverage

Diagnostic and recovery services required if buying for an existing PC.
When you don’t have a permanent workspace, staying organized is a must. This tech startup founder and mom of two has it in the (work) bag. Hint: energizing snacks don’t hurt.

Kathryn Rose,
Founder & CEO of wiseHer

“What’s in my workbag?”

So much easier than typing on my phone at a coffee shop or lacrosse practice.”

Targus® Portable Ergonomic Keyboard
24489563

“Instantly shares my contact info. The new (digital) business card!”

Papel Digital Business Card
Assorted styles

“My fave for hands-free meetings on the go.”

Razr Rally Pro Bluetooth® Conference Speaker
24502051 & 24502052

Scan for all her work-from-anywhere picks.
NOTEWORTHY INNOVATIONS

Work doesn’t only happen at a desk, and teams aren’t always in the same place. That’s why we’re sharing new notetaking tools that work wherever you do.

All together
Collaborate from anywhere and share unlimited notes or sketches thanks to easy-erase, sustainable glass.
Portable Glass Board Note Pad
2448975

All weather
Water, heat, grease and mud have met their match.
Rite in the Rain weatherproof products
Assorted styles

Scan for tips to brainstorm remotely.

Explore what’s new in store or at staplesconnect.com/possible
Fold-Down Desk
24469641

Light on, volume up
Stream the Deep Focus playlist on Spotify to concentrate wherever you’re working.
Portable USB Desk Lamp/Speaker
24489077

Need your personal space?
Just fold up the desk to call it a day. Or to roll out that yoga mat for a wellness break.

Fold-Down Desk

STRETCH YOUR SQUARE FEET

Go from no space to cozy workspace with this foldable desk on demand. Plenty of room for your supplies and even a whiteboard for to-do’s or motivational messages.
For the inside take on the best chairs for the WFH life, we asked our in-house chair guru for his top picks.

See why these topped his list.
Meet your new home base for meetings, missions and more. Level up your setup with wire management, cup holder and headphone hook FTW!

A dark color wall creates a cozy work atmosphere and is the perfect backdrop to add game lighting.

— Verne Cordova

Explore what’s new in store or at staplesconnect.com/possible
**INSTAGRAM POLL CALL**

We asked our followers about their workday style and habits. Here’s how they voted.

**WHERE ARE YOU WORKING THESE DAYS?**

<table>
<thead>
<tr>
<th></th>
<th>100% OFFICE</th>
<th>WFH/HYBRID</th>
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<tbody>
<tr>
<td></td>
<td>36%</td>
<td>64%</td>
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</tbody>
</table>

**HOW DO YOU WFH?**

<table>
<thead>
<tr>
<th></th>
<th>DEDICATED OFFICE</th>
<th>I HOP AROUND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>64%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Need workspace inspo? We have ideas for side hustlers, parents and more. Scan for new WFH furniture solutions.

**WHAT’S ON YOUR WORKDAY PLAYLIST?**

<table>
<thead>
<tr>
<th></th>
<th>MUSIC, PLEASE</th>
<th>I LOVE A PODCAST</th>
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</thead>
<tbody>
<tr>
<td>Music, please</td>
<td>79%</td>
<td>21%</td>
</tr>
</tbody>
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Want a pod for new entrepreneurs? Try The Global Phenomenon Podcast with host Ina Coveney, @yourengagementcoach

See her tips on page 171

**WORK’S DONE FOR THE DAY! ARE YOU...**

<table>
<thead>
<tr>
<th></th>
<th>STAYING ACTIVE</th>
<th>BINGING MY FAVES</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>37%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Follow us on Instagram @staplesstores

Scan for new WFH furniture solutions.
RISE OF THE POD

Nearly one million new podcasts launched in 2020. Join the club and let customers get to know, like and trust you. We have the tools to help you get your show off the ground.

3 tips from Ina Coveney, The Global Phenomenon Podcast

1. **Use a Microphone**
   - Invest in a great one and give your podcast a chance to rise above the noise!

2. **Build Community**
   - Use free social media tools or start an online group to bring your listeners together.

3. **Your Audience is the Boss**
   - Take what they want to hear and inject your personality on every episode.

Scan for all 10 tips from Ina.
REPURPOSE, REPURPOSE, REPURPOSE
Rerun videos or edit them into shorter clips on YouTube, social media, email and your site.

DONE IS BETTER THAN PERFECT
Customers want to see the real person behind the brand, so be you and post that video!

KEEP IT SIMPLE (AND STEADY)
Your smartphone camera, a microphone, LED lighting and a tripod or stand will do the trick.

FIND YOUR VIDEO SWEET SPOT
Live or pre-recorded? Webinar or demo? Experiment to see what works best.

STICK TO A SCHEDULE
Consistency is key. Aim to create and upload new videos to YouTube weekly if you can.

REPURPOSE, REPURPOSE, REPURPOSE
Rerun videos or edit them into shorter clips on YouTube, social media, email and your site.

DONE IS BETTER THAN PERFECT
Customers want to see the real person behind the brand, so be you and post that video!

The expert says: A video-first strategy is the best way to connect and engage with your customers. Here are his tips to build your brand, grow your revenues and look like a pro.

Lou Bortone,
Video marketing expert

FAST FWD
YOUR BUSINESS

The whole package
Tzumi On Air Ultimate Vlogger Kit
24477426

Always camera ready
Tzumi On Air
Universal Selfie Light
24477403

Moves with you
Tzumi On Air
IntelliTrack 360
Phone Stand
24477415

Tzumi On Air
Universal Selfie Light
24477403

Tzumi On Air
IntelliTrack 360
Phone Stand
24477415

StaplesConnect
SUMUP PLUS MOBILE POS
MORE PROFIT IN YOUR POCKET

Make more with every swipe, chip and tap. Here’s the scoop: With no monthly payments and just 2.75% fee per transaction, it’s the least expensive way to accept payments anywhere.

SMALL BUSINESS SPOTLIGHT
Uhlman’s Ice Cream
Westboro, MA
This 50+-year-old family business listened when their customers asked for a contactless pay system.
NEVER MISS YOUR MAIL

With an iPostall virtual mailbox, your business address is at our store. So even one-person shops can take time away. View and manage your account anytime, anywhere right from your phone.

Scan to learn more and sign up at staplesconnect.com/iPostall

Forward, scan, recycle, shred or pick up your mail.
Plus, iPostall lets you:
• Register your business with our store address
• Receive mail and packages from USPS, UPS, FedEx and DHL
• Access your personal digital mailbox online or with a free app
• Add phone and fax for a complete virtual office

Perfect for my online-only business but also awesome for people who travel frequently or live that digital nomad lifestyle.
— Jackie, iPostall user
MAKING SHIPMENTS BRIGHT

Give your customers a **memorable unboxing experience** this holiday. High-quality boxes, bags and customized print materials add a professional touch.

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Quality packaging and custom labels and notecards help us build lasting brand loyalty.

— Orleatha Smith
Co-founder, Sip Herbals

Scan for her black-owned Business Spotlight.

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**Handled with care**

Matching patterns, holiday designs and accents show you take pride in your packages.
SAFE TRAVELS

Whenever you’re ready to head out on a business trip or plan a family vacation, we’ve got you covered every step of the way.

BEFORE YOU BOARD:
TSA PreCheck®
Why put your shoes and personal belongings in high-touch bins? Enjoy stress-free security. Get started at staplesconnect.com/tsa

ON YOUR WAY:
Airplane Pockets
Stretch this washable cover over your tray table for a clean storage and eating surface solution.

3 health hacks for travel:
1. Exercise the day of or before to boost your immune system.
2. Pack smart snacks so you don’t make choices out of hunger.
3. List out allergies and medications in case of emergency.

WHEN YOU ARRIVE:
Stow-N-Go Hanging Travel Organizer
Skip the hotel drawers. Just fill, pack and hang this portable luggage system to keep items organized and sanitary.

Explore what’s new in store or at staplesconnect.com/possible
2021 WISH LIST
MOST WANTED

This year’s top-trending gifts can also help you do your best work. Here’s how.

**ANY-WEAR WELLNESS**
Boost energy and concentration by wearing these during your at-home or on-the-go workout.

- Gaming gift cards
  - Assorted options
- Turtle Beach Gaming Headset
  - Assorted styles

**BOSS MOVES**
Video games can really level up your teamwork, memory and problem-solving skills.

- Fashion Wrist Weights
  - 24491948

**FREEDOM TO FOCUS**
Fewer distractions = more productivity. Just set the timer to tackle a task or begin a break.

- Productivity Cube
  - Assorted colors

**HOLIDAY HINT:**
Wow everyone on your list with custom photo wrapping paper. Ask a Print & Marketing Services associate for details.

**CRAFTY THINKING**
Artistic expression strengthens imagination. Not a bad way to start a side hustle, either.

- Cricut Explore Air™ 2 Cutting Machine
  - 24495321

**A SMART WFH**
Streamline your space, simplify your day. Go from meeting to music with a voice command.

- Apple® HomePod Mini Smart Speaker
  - 24490473-white
  - 24490472-space gray

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**GAMING GIFT CARDS**
Assorted options

**TURTLE BEACH GAMING HEADSET**
Assorted styles

**PRODUCTIVITY CUBE**
Assorted colors

**CUTTING MACHINE**
Cricut Explore Air™ 2

**APPLE® HOMEPOD MINI SMART SPEAKER**
- 24490473-white
- 24490472-space gray
STEP INTO THE FUTURE OF WORK

Explore more possibilities.