



Lyreco becomes a workplace solutions provider

- New global vision for expansion: to become the single provider for all workplace needs
- Growth of product catalogue to include Personalised Products and Personal Protection Equipment

February 21st, 2013 – Lyreco, a European leader in office supplies distribution, announced changes to its global vision, expansions to its product catalogue and a new company tagline, signalling the company's move towards a workplace solution provider.

From January 2013, Lyreco will include two new product ranges: personalised products and safety solutions.

The “personalised products” business has been launched in 2012 in 11 countries, within 7 months, and a complete roll out is announced in Europe for 2013. The Lyreco webshop provides a web to print service which allows customers to personalise a wide selection of products on line. Bob Boekema, Group Market Development Director said : “Not only is the tool best in class, the service incurs no hidden charges, no waiting for a product proof, but a direct on-screen validation, and Lyreco’s famous logistical efficiency. The high quality and efficiency of our web-to-print tool is also a fabulous opportunity for Lyreco to develop many other businesses in the future”.

January 2013 will also see the inclusion of numerous ranges of personal protection equipment in the catalogue and the webshop. These products are selected to help prevent injury through accident in the workplace. Lyreco has partnered with world-class manufacturers to supply excellent products which meet various European regulations. The range will include protective helmets, gloves, shoes, glasses, masks among others. As with all Lyreco orders, they are provided with a guaranteed next day delivery guarantee.

Steve Law, CEO said: "In over 86 years of business, Lyreco has become synonymous with exceptional service and carefully chosen office supply products. Today's announcement represents a desire to bring our services to a wider range of businesses. To accomplish this, we have expanded our offering to include all workplace supply solutions. This is an exciting time for Lyreco: we have set ourselves apart to become a unique solutions provider for businesses worldwide, in response to our clients having expressed their need for a simple one-stop solution."

Lyreco also today announced a change in its company slogan. The company's new slogan, “Office and work solutions”, encompasses the recent changes to its product and service offerings.

John Watson, Lyreco Group Marketing Director, said: “Our new slogan is a step towards becoming a globally recognised workplace solutions supplier. We have expanded our portfolio in order to fully supply businesses with competitively-priced, ecologically friendly products, with next day delivery.”



About Lyreco:

Lyreco is a privately-owned provider of workplace supplies solutions to the business community and a leader in business-to-business office products solutions. With 10,000 employees, including a sales force of over 4,500 people, its core expertise is in the focus on customer service and distribution excellence. As well as being market leader in Europe, Lyreco is also present in North America, Australia and Asia operating in 27 countries. The group generated sales of €2.2 billion in 2011. Adding partners, it covers 41 countries over 5 continents.

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