

Also earned high copy marks from judges on Depot's 2003 Gold Award and G. Neil's Silver Awards.



# GOLD

## OFFICE SUPPLIES, FURNITURE, AND STATIONERY

### Office Depot | Big Book, August 2004

Whether a customer is ordering supplies for a big-league presentation or a bedroom office, simplicity, speed, and selection are essential. Office Depot, Gold winner for the August 2004 edition of its Big Book, delivers all three elements.

Straight off the front cover, Office Depot gets the point across that this catalog is the only place you'll need to look for office supplies. Judges admired the catalog's emphasis on multichannel shopping, guarantees, low prices, and free next-business-day delivery with bold capital letters. "They do an excellent job of selling the value of dealing with Office Depot," said one judge.

Running nearly 1,000 pages, the Office Depot Big Book really is a big book. The catalog has just about every office supply imaginable, from file folders to chairs. As one judge put it, "Everything you need is there, easy to find, at a great price."

To make such a huge book accessible, Office Depot included product and manufacturer indices. Icons call attention to Office Depot-brand products and new, recycled, or special order items. "This catalog shows that good organization can overcome the problems of selling a very broad product line," said one judge.

So can detailed copy. As one panelist said, the catalog "does a very good job of including the benefits and the specs." For instance, copy for E. Bluepath Window Chalk painter markers reads, "Spruce up your windows for any seasonal occasion, decorate your store windows for a sales promotion, paint messages on your car windows to celebrate a wedding, sporting event or birthday. These paint markers feature a squeeze tube to regulate the flow of paint, and the patented flow control valve makes Window Chalk easy and fun to use. And don't worry, cleanup is a breeze! The non-

toxic paint stays on in the rain but wipes off windows in a jiffy with water and paper towels."

Paper weight is a big issue when a cataloger puts out books this big and judges were impressed with Office Depot's choice of paper and its production as a whole. "No see-through on the paper in spite of the low poundage. This catalog is a huge job to design and produce," said one panelist. "Well done!"

Office Depot doesn't stop at offering customers a huge merchandise range and four ways to order—telephone, fax, Internet, and retail. It also gives them a satisfaction guarantee. "When you're happy, we're happy," the catalog reads, adding that Office Depot will refund the customer's money and pick up the item for free. "Sign me up," said one judge. The other judges clearly agreed.—HR



### OFFICE DEPOT

2300 Old Germantown Rd. | Delray Beach, FL 33445

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Company founded: 1986

Designer: Sandra Strasser

Production director: Suzy Campbell

Merchandiser: Mira Tringali

Copywriter: Sheri Harris

Photographer: KSC Photography

Marketing director: Dean Jackson

Printer: Quebecor World

Consultant: AGA

Cover paper: 9 pt. C2S, Sterling gloss, Meadwestvaco

Text paper: 32 lb. 5CB, Brunner Knauer International Paper

**Office Depot**

**DESKTOP ESSENTIALS & IMPRINTS**

**TAPES, BLUE CHALK, VELCRO AND MORE**

**PERSONALIZE IT**

**STAPLING SOLUTIONS**

ADD MORE STAPLING POWER, MORE SPEED, MORE...

STAPLER TYPE	STAPLER MODEL	STAPLER FEATURES
Desktop Stapler	Model 100	High capacity, easy to use, compact design.
Desktop Stapler	Model 200	High capacity, easy to use, compact design.
Desktop Stapler	Model 300	High capacity, easy to use, compact design.
Desktop Stapler	Model 400	High capacity, easy to use, compact design.
Desktop Stapler	Model 500	High capacity, easy to use, compact design.
Desktop Stapler	Model 600	High capacity, easy to use, compact design.
Desktop Stapler	Model 700	High capacity, easy to use, compact design.
Desktop Stapler	Model 800	High capacity, easy to use, compact design.
Desktop Stapler	Model 900	High capacity, easy to use, compact design.
Desktop Stapler	Model 1000	High capacity, easy to use, compact design.