

Giving the Office a Green Facelift Joan Rivers Parody Video Touts New PVC Free Binders.

Brampton, Ontario – March, 15, 2010 – ACCO Brands, Canada's largest manufacturer and distributor of binders is using online video and celebrity parodies to promote its new line of environmentally friendly binders. The first video released today, features 'Jane Rivers' delivering a humorous monologue joking about her new ENVI facelift and the potential of being recycled as George Clooney's thermal underwear.

To introduce the [PVC Free ENVI Customizer](#), ACCO has engineered an innovative online strategy that aims to inform and educate consumers and corporate buyers in a fun and entertaining way. To punctuate the importance of greener products, a series of videos featuring talking celebrity binders is being produced and released throughout the year. The videos will feature parodies of famous celebrities communicating important product attributes.

The new binders are made with 100% recyclable polypropylene, have excellent print won't stick properties, greater strength and durability and retail for the same price as traditional binders made from PVC.

Marketed under the Wilson Jones brand, the new [PVC Free ENVI Customizer series](#) is the next step in the evolution of binders, leading the industry in delivering greener office supply products.

"It's the right thing to do and it won't cost our customers more" explains Jeff Schoo, VP Marketing. "Of the 12,000,000 binders sold in Canada in 2009, less than 10% were PVC free." It is estimated that 500,000 kilograms of PVC originating from binders enters landfills each year. That's the equivalent of almost 675 Smart Cars by weight.

"The numbers don't lie. It's a serious issue, but we're taking a light-hearted approach to get the message across about a product that we all take for granted" says Schoo.

ACCO's commercial and retail partners are welcoming the new innovation in response to consumer demand for greener products. Public institutions like the Government of Canada and many other public and private sector institutions have mandated green buying practises and are also quickly adopting the innovation.

ACCO plans to phase out its PVC binder inventory by the end of 2010 making it the first supplier in the country to offer a full line of 100% PVC free binders.

"We're excited about the new binders and hope the industry follows suit in developing greener, more sustainable office supply products" says David Kirin, Product Manager.

PVC Free binders from Wilson Jones are available at Grand & Toy, Staples Advantage, Lyreco, Office Depot, BuroPLUS, Office Plus and Basics.

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About ACCO and Wilson Jones:

ACCO Brands Canada Inc. is a Trading Company of ACCO Brands Corporation (NYSE: ABD), one of the world's largest suppliers of branded office products. Our brands include Wilson Jones, Swingline, Kensington, Quartet, GBC and Day-Timer. Since 1893 Wilson Jones has been an industry innovator in developing smart, useful products that help you get the most out of your workstyle.