

AA Paper FAQ

Q: Where is AA Paper manufactured?

A: AA Paper is manufactured by Advance Agro, one of the most advanced, fully integrated pulp and paper manufacturers. Double A is produced by farmed Australian-originated eucalyptus trees grown by farmers in Thailand.

Q: What are the specs for AA Paper and the country of origin?

*A: AA paper specs are 21lb / 94 bright. Country of origin is Thailand **Please note that our first shipment of paper was 22lb / 96 bright; however, the specs will move to 21lb / 94 bright.*

Q: How long will AA Paper be available for our customers?

A: AA Paper will be available August through December 2010 as supplies last.

Q: How should we position AA Paper?

A: AA Paper should be used as a new business strategy for acquiring customers. We want to offer this to customers who want to become long term BSD Contract Customers. Focus this offer this to customers who are on the mid to higher end of SMB.

Q: What about current paper that we have on core item lists, should we remove them and replace with AA Paper?

*A: No, AA Paper is only available short term and should be used to penetrate existing business or acquire new business. The communication to the customer should be AA Paper is a promotional offer. Once supplies are no longer available, they will need to order paper from our in-stock assortment in BSD 20. **You should not remove any paper from core lists.***

Q: How does this impact Red Top Paper and our paper strategy?

A: Red Top is our primary paper we will continue to offer customers. We reduced the TDC on Red Top paper to be more competitive and to ensure we are not walking away from opportunities. AA paper will be available for the balance of 2010 (while supplies last), however Red Top will always remain in our assortment and should be offered on core lists. Once our AA promotion ends customers should be moved to Red Top.

Q: What is the suggested sell price for AA paper?

A: We have created a 9 digit code with a sell price of \$13.99 and prefer you lead with this price. This item can be added to core lists, but as a reminder this product will not be available after supplies run out (December 2010 forecast). Please remember that 9 digit campaign codes are primarily for SMB customers. Public sector and Global customers are not set up for these codes. Any customer with a contractual agreement should first work with your compliance offer before presenting this paper.

Q: Will we have a sell sheet available to give to customers?

A: Yes, we have created a sell sheet to promote the \$13.99 campaign code price as well as a spec sheet without pricing if you need to provide this to larger customers who are not set up to accept campaign code pricing.

Q: Will we be able to offer this to our Office Depot Rewards Platinum customers or potential ODRP customers?

A: Yes, you can use the 9 digit code we have created. In addition, we will be adding this item to the standard ODRP core list until December 2010.

Q: Will samples of AA Paper be available to provide to our customers?

A: Yes, 20-sheet sample packs of AA Paper will be available for order on the ODKits.com site. Once you've logged on to the ODKits site, order the sample packs by choosing 'Quick Kits Custom Sample Kits' with the Office Depot Bag icon (icon on the furthest left of the webpage). Do not choose the Customer Savings Plan Kits icon. These sample packs will be available for order by September 3rd.