

# PRESS RELEASE

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*For further information, please contact:*

Lyreco contact:

Steve Law, Chief Executive Officer, Lyreco

Tel: +33 3 27 23 64 14

[steve.law@lyreco.com](mailto:steve.law@lyreco.com)

W.B. Mason Contact

Leo J Meehan, President and CEO, W.B. Mason

Tel: +1 888- 926-2766

Email: [joanne.morrison@wbmason.com](mailto:joanne.morrison@wbmason.com)

## **LYRECO and W.B. MASON enter into GLOBAL ALLIANCE**

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Lyreco, the world's 3<sup>rd</sup> largest office and workplace supplier, and W.B. Mason, the 3<sup>rd</sup> largest U.S. office products dealer, are glad to announce the signature of a new global alliance.

Steve Law, CEO of Lyreco declared "This new partnership in USA confirms our continued global service proposition to our international customers. Lyreco's international sales team can propose confidently to customers and prospects industry leading coverage in 44 countries. The similarities between Lyreco's growth in its home markets and that of W.B. Mason in the U.S. are incredibly similar. The culture and spirit already developed between the senior teams of both companies in recent weeks has been excellent. However, what strikes me most is our mutual passion for customer service and close proximity to customers through an external professional sales force"

W.B. Mason, President and CEO, Leo Meehan says of the new partnership: "We are delighted with this Lyreco partnership. Lyreco's world class global capabilities in delivered office and workplace products now makes W.B. Mason a first rate global solution for our customers. Supplying customers with the best overall solution for office products today now calls for us to be global in our thinking and capabilities. This partnership allows our customers access to the most complete international delivery system in the world."

### **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 € 2.1 billion in 2012. Adding partners, it covers 44 countries over 5 continents. The sales partners of Lyreco are:

- Africa : WALTONS (South Africa, Namibia and Mozambique)
- Americas: INFORSHOP (Brazil), MARKEN (Argentina), WB MASON (USA)
- Asia: ASKUL (Japan), COMIX (China), BENIR E-STORE SOLUTIONS (India), OFFICEPRO (Taiwan)

- Europe: SAMSON/OFFICEMAG (Russia), RTC (Romania), AKOFFICE (Turkey), OFFICEDAY (Estonia, Latvia and Lithuania)
- Oceania: OFFICE PRODUCTS DEPOT (New Zealand)

For more information please visit [www.lyreco.com](http://www.lyreco.com)

**About WB Mason:**

W.B. Mason is the largest privately held office products dealer in the U.S. and the fifth largest dealer in the world with sales of 1.2 billion dollars. Founded in 1898, W.B. Mason is headquartered in Brockton, MA and has 50 locations and 900 sales people all located in the U.S.

They are best known for their 500 delivery trucks, fast and convenient service featuring same-day delivery. They are also known for their baseball sponsorships, which include the 2013 World Series Champion Boston Red Sox, as well as the New York Yankees, New York Mets and Philadelphia Phillies.

For more information please visit [www.wbmason.com](http://www.wbmason.com)