



Swingline® Partners With Skinit® to Launch Innovative Customizable Stapler

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LAKE ZURICH, Ill., Dec. 10, 2013 /PRNewswire/ -- Swingline® has always been known for dependable and easy to use office tools. Now, Swingline is branching out of the normal black and red and into custom colors and designs with the help of Skinit®. Consumers will be a part of the product development process and truly own the graphical design applied to their stapler. New customizable Swingline staplers can help consumers add some personal flair to their desk, using Skinit customizable skins.

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As consumers welcome in the digital age where information is at their fingertips, they increasingly want to customize a lifestyle on their own terms and want to see results fast. Today, everything is about personalization and making a product "your own." It's no wonder that [76% of Millennials](#), who will hold [\\$2.45 trillion dollars of spending power by 2015](#), want a two way conversation with brands so that they can do just that – personalize their products and experience.

"With the Skinit partnership, we are empowering our consumers to customize their staplers in a way we could never design on our own. As the leading stapling brand in North America, we are always looking for ways to increase our connection with consumers, and this technology allows us to offer a unique solution," said Adam Smith, Director of Marketing for the Swingline brand.

Swingline customizable staplers come with a free redemption code to choose a design for the stapler and consumers can find out where to purchase the product on swingline.com. Skinit allows consumers to use these codes to choose from their favorite sports teams, geometric designs, movie images and even upload personal designs to customize the product. It takes just a few easy steps to bring customization to the fingertips of consumers:

- Purchase the Swingline customizable stapler and go online to skinit.com/swingline to redeem code included
- Choose from Skinit archives or upload a personal design from your computer and see a sample online of the image
- Once a design is chosen, the code can be redeemed to receive the free customized sticker, along with free shipping
- When the skin arrives, follow the instructions to place the stickers on your white stapler and enjoy

For more information on all Swingline products please visit: swingline.com or [facebook.com/swingline](https://www.facebook.com/swingline).

About Swingline Products and ACCO Brands Corporation (NYSE:ABD)

Quality. Innovation. Reliability. The Swingline name means products you can trust. For more than 80 years we've helped you successfully achieve your workplace and academic goals. From staplers to shredders, punches, sharpeners, trimmers and laminators, you can depend on Swingline to help you get the job done.

ACCO Brands Corporation is one of the world's largest suppliers of branded office and consumer products and print finishing solutions. Our widely recognized brands include AT-A-GLANCE®, Day-Timer®, Five Star®, GBC®, Hilroy®, Kensington®, Marbig, Mead®, NOBO, Quartet®, Rexel, Swingline®, Tilibra®, Wilson Jones® and many others. We design, market and sell products in more than 100 countries around the world. More information about ACCO Brands can be found at accobrand.com.

About Skinit

Skinit, Inc. is the industry leader in On-Demand Personalization Technology including the manufacture and distribution of customized products for electronic devices. Skinit's online ordering and customization tools allow consumers to create branded, designed, and personalized electronic device covers, or skins, using high quality 3M products. Skinit also offers B2B On-Demand Personalization Platforms as complete turn-key or stand-alone hosted software and service solutions which drive manufacturing technologies such as laser etching, paint on-demand, digital print, film conversion, and others. Located in San Diego, CA USA, Skinit currently powers more than 19 personalization programs for Fortune 1000 companies in the medical, wireless, retail, consumer electronic, home appliance and commercial graphic industries. For more information, please visit skinit.com.

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