



Swingline® Scores A Touchdown With Special Edition NFL Staplers

October 20, 2015

KEMPER LAKES, Ill., Oct. 20, 2015 /PRNewswire/ -- Swingline®, the leading brand in workspace tools for the business, home and mobile office for 90 years, released a special edition line of NFL branded staplers commemorating the 2015-2016 football season. Seventeen of the most popular NFL team logos adorn America's leading stapler, the Swingline 747 series, and are currently available at major retailers and websites.

The Swingline logo, written in a large, elegant, black cursive script font.

The NFL Swingline® staplers are part of The Office Legends Promotion running September 1 to November 30, 2015. For every Swingline NFL stapler purchase of between \$100 to \$249, \$250 to \$499, \$500 to \$999, and 1000+ earns a \$10, \$25, \$50, and \$100 NFLshop.com gift card respectively.

The 747 special edition NFL Swingline® stapler features the colors and logos representing the following teams:

Baltimore Ravens New England Patriots
Chicago Bears New York Giants
Dallas Cowboys Oakland Raiders
Denver Broncos Philadelphia Eagles
Green Bay Packers Pittsburgh Steelers
Indianapolis Colts San Francisco 49ers
Miami Dolphins Seattle Seahawks
New Orleans Saints Washington Redskins
Houston Texans

"We are excited to bring together the passion people have for both our products and football," said Adam Smith, Director of Marketing for ACCO Brands. "Working together with the NFL teams has helped Swingline reach an untapped and loyal customer base."

Through an unprecedented public relations campaign the NFL Swingline 747 staplers have been gaining nationwide awareness since the start of the football season. Appearing on local newscasts, in fantasy football blogs and fan clubs, and slated to appear in several holiday gift guides, the staplers have caught the attention of major media influencers at GQ Magazine, Sports Illustrated, Sports Center, ESPN, The NFL Network, and national sports talk radio shows. Working with the NFL Players Association the special edition staplers will be tweeted about by well-known current and retired NFL players and commentators positioning them to score a touchdown for retailers across the U.S. The perfect gift for dorm rooms, dads, desks and football fans of all ages, everyone can show their team loyalty with the NFL Swingline stapler this holiday season.

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

Quality. Innovation. Reliability. The Swingline name means products you can trust. For 90 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 school, 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.

Logo - <http://photos.prnewswire.com/prnh/20120105/CG30267/LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/swingline-scores-a-touchdown-with-special-edition-nfl-staplers-300163073.html>

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