

New England Office Supply Unveils New Image to Reflect Customer-Centered, Future-Focused Mission

Braintree, MA — New England Office Supply has launched a re-branded image that upholds its company mission as a customer-directed, growth-driven company. “Our new look and feel is symbolic of the reputation that our team has worked hard to establish over the last couple of years,” explains Indira Patel, President and CEO, “We are a modern, friendly, approachable, customer service-oriented partner.”

The revamp has been all encompassing, including a new logo, a redesigned website, fresh marketing materials and catalogs — even refitted trucks. The cornerstone of the new brand is the tagline “We Make Life Easier”. It conveys NEOS’ commitment to helping customers work smarter and more productively.

“The goal for this initiative is instant brand recognition,” states Ms. Patel, “Although we are a strong regional player, I want NEOS to immediately come to mind when someone thinks of an outstanding office supply company.” Over the past ten years, it’s this goal-driven leadership that has grown NEOS from less than \$1 million in revenue into a \$35 million regional competitor with national reach.

NEOS’ has built its business on unmatched customer service, brand name products at consistently low prices, three easy ordering methods, and free next-day delivery. From paper clips to office furniture, NEOS offers over 60,000 items, including the largest selection of environmentally responsible recycled products. As part of a \$2 billion buying group, customers receive low, reliable prices. And, because NEOS operates within a strong customer service environment, customers can count on fast, dependable, personalized help. In addition, customers choose how they want to work with NEOS, either by phone, fax or on-line.

Along with tremendous revenue growth, the company has transformed into a marketing-driven, e-commerce-focused organization. The company website, neosusa.com, and its very popular on-line ordering channel, NEOS Online, are key elements in supporting that redirection.

About NEOS

NEOS is one of New England’s leading sellers of office products and furniture, providing corporations, colleges, non-profit agencies and state and local governments with total business products solutions through contract delivery, business-to-business electronic commerce, as well as its own teleservice center.

NEOS is a minority, woman-owned, Small Disadvantaged Business and SOMWBA-certified dealer. The Commonwealth of Massachusetts has recognized NEOS as the 2000 Affirmative Marketing Program Vendor of the Year, the 2001 Outstanding Performance Award and the 2001 Business Buy Recycled Award.