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Essendant Updates Its Boardwalk Brand with a New Look and Expanded Product Selection

Quality janitorial and foodservice essentials for less

Deerfield, Ill., May 17, 2016 – Essendant Inc. (NASDAQ: ESND), a leading supplier of workplace essentials, today announced it has updated its Boardwalk (www.boardwalklabel.com) private label brand of janitorial and foodservice essentials for offices and facilities. The refresh includes a broader product portfolio and new look. With more than 1,000 professional-use products, the Boardwalk brand is designed to stand up to the demands of business facilities, with a commitment to value, that ensures consistent quality and results for less. With Boardwalk, dealers and distributors have the opportunity to drive higher margins and offer a complete portfolio with more products in more categories to address the entire workplace:

- Can Liners
- Chemicals
- Cleaning Tools
- Dispensers
- Facility Supplies
- First Aid & Health Supplies
- Foodservice Disposables
- Kitchen Supplies
- Personal Care
- Safety
- Towel & Tissue



“Our resellers and independent dealers are looking for a private label that meets the market’s need for quality products at a reasonable price point,” states Jeffrey Bobroff, vice-president, merchandising at Essendant. “Boardwalk offers a large selection of reliable, professional-grade janitorial and foodservice items that offer a great value to the end-user.”

To support dealers and distributors, new Boardwalk marketing tools have been created. These turnkey materials include an upgraded [Boardwalk website](http://www.boardwalklabel.com), comprehensive selling tools such as flyers and presentations, as well as marketing campaign kits to promote the brand.

For more details, visit www.boardwalklabel.com or contact your local Essendant sales representative or Essendant’s Customer Care Team.



Company Overview

Essendant Inc. is a leading supplier of workplace essentials, with 2015 net sales of \$5.4 billion. The company stocks a broad assortment of over 180,000 items, including technology products, traditional office products, janitorial and breakroom supplies, office furniture, industrial supplies, and automotive aftermarket tools. The Company's network of 74 distribution centers enables the company to ship most products overnight to more than ninety percent of the U.S. For more information, visit essendant.com

Essendant common stock trades on the NASDAQ Global Select Market under the symbol ESND.

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