

**FOR IMMEDIATE RELEASE**



## **Online Office Supply Retailer Shares Keys to Successful Teleworking**

*OfficeZilla Provides Top Five Strategies for Productivity during National Telework Week, March 4-8*

**ATLANTA** – In light of the debate surrounding Yahoo!’s recent decision to end telecommuting for its employees, and given that March 4-8 is officially “National Telework Week,” online office supply retailer [OfficeZilla](#) is helping telecommuting newbies master the skill by sharing its key strategies for successful teleworking.

“Everyone works differently, so forcing people to clock in their work hours from 9-5 at the company’s office isn’t always the most productive way to generate quality work,” said OfficeZilla CEO and co-founder, Darin Kraetsch, also the CEO of the national retail franchise [Flip Flop Shops](#). “The workplace is littered with constant distractions. Ask anyone how long they typically work without any interruptions and I guarantee you it’s less than an hour. Plus, some people work better late at night, or very early in the morning. At OfficeZilla, we’ve always leveraged the teleworking option. The key is having the right tools, eliminating distractions, sticking to your work strategy and, most importantly, having the right people.”

In fact, a new Stanford study reported that call center employees increased their performance by 13 percent when working from home. They also reported “improved work satisfaction and experienced less turnover.” In addition, a University of Texas at Austin study from late last year found people who work from home “add five to seven hours to their workweek compared with those who work exclusively at the office.” Even more, a Bureau of Labor Statistics study released in 2012 reported that working remotely “seems to boost productivity, decrease absenteeism, and increase retention.”

Kraetsch noted that perhaps one of the most convincing examples of effective teleworking is his relationship with OfficeZilla President and Flip Flop Shops co-founder, Brian Curin who actually lives in another country. The multi-million dollar Flip Flop Shops Franchise Company has 75 locations throughout the United States, Canada, the Caribbean and Guam - and has never had, or wanted a corporate office. While Kraetsch, the chain’s CEO, works out of Atlanta, Curin, the President and co-founder, works from his home in Vancouver, BC. “By being able to work from our homes, our relationships are stronger,” Curin says. “We’re more productive and creative. We’re not forced together every day in a stuffy office environment with cubicles and corner offices. We talk when we need to talk through phone, text and email, and when we see each other, we’re actually happy to see each other.”

OfficeZilla offers five strategies for effective telecommuting/productivity, which will come in handy during National Telework Week, in which thousands of employees pledge to clock in their work hours outside the office:

1. **Eliminating distractions** – Before you even get started, take the necessary precautions to make sure you are not disturbed. Close your door, call the babysitter, sign out of Facebook, and make sure your cell phone is far, far away.

2. **Setting up a proper work space** – As nice as it would be to lie under the covers as you type up a report, establishing a workspace in your home will greatly boost productivity and keep you focused on your work.
3. **Setting your work hours and the goals you want to accomplish** – It is unrealistic to say that you will work nonstop, all-day long. Plan exactly when you want to start and stop working (and don't forget a lunch break!). Write out a list of goals that you want to accomplish and check them off as you go.
4. **Checking-in regularly** – When you are teleworking, it is important that your coworkers (particularly your superiors) know that you are actually working and not just taking a day off. Email your coworkers often throughout the day to update them on what you are working on and show the progress.
5. **Optimizing your telework experience with the right essentials** – While, obviously, you will need some basic office supplies such as pen, paper, notebooks and a computer, OfficeZilla suggests the following products to optimize your experience: Invest in an ergonomic **office chair**, which will provide the support you need to work comfortably throughout the day; A **Bluetooth or wireless headset** is a must for long conference calls, and will allow for multi-tasking around the house; A **wireless keyboard** provides ultimate workspace flexibility; And a lightweight, **laptop backpack** facilitates the transition from home to office to local coffee shop.

Living up to its tagline, Same Stuff. Less Money™, OfficeZilla offers everything a modern office could need—including office supplies, ink and toner, paper, office furniture, break room materials, office gadgets and cleaning products.

For more information, visit <http://www.officezilla.com/> or visit the OfficeZilla blog at <http://blog.officezilla.com>.

#### **About OfficeZilla**

Founded in 2012 by the same major players who helped build favorite, household brand names like CNN, Nike, Cold Stone Creamery, Moe's Southwest Grill and Flip Flop Shops (a 2012 *Inc.* 200 company), OfficeZilla is an online retailer that boasts more than 35,000 name-brand office supplies for up to 20 percent less than suggested retail prices. Living up to its tagline, Same Stuff, Less Money™, OfficeZilla offers everything a modern office could need—including office supplies, ink and toner, paper, office furniture, break room materials, office gadgets and cleaning products—for a fraction of the cost. All items are shipped free, next day from the closest of its 35-plus distribution centers across North America. For more information, visit <http://www.officezilla.com/> or visit the OfficeZilla blog at <http://blog.officezilla.com>. To get custom contract pricing, email [saveusmoney@OfficeZilla.com](mailto:saveusmoney@OfficeZilla.com).

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