

# 2017 Holiday Gift Guide



Uncover the habits of holiday shopping with our tips for the holiday season. **VIEW NOW »**

Customize the gift guide for your campus! **DOWNLOAD NOW »**

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# Gifts for the Tech Junkie

## Experience the Instant Fun of Polaroid

### Cube Camera

World's cutest lifestyle action camera in tiny cubic package with 6MP CMOS sensor for crisp images, a selectable 720p or 1080p video rate, 124-degree wide-angle lens effortlessly captures big, vibrant scenes. The built-in rechargeable battery records 90 continuous minutes per charge. The camera mounts magnetically or with a clip for a world of exciting action applications.



DSC#	Vendor#	Color
68964	POLC3BK	Black
68965	POLC3BL	Blue
68966	POLC3R	Red
Min 1   ESRP \$120.26		



### ZIP Mobile Printer

Print 2x3in full-color prints directly from a mobile phone or tablet. Users experience smudge-proof photos and peel-back, sticky paper for extra fun. No Ink. No Hassles. No ink cartridges or ribbons to throw away. Prints in under a minute. Uses 2x3in Premium Paper.

**DSC# 68982 | Vendor# POLMP01B**  
**Min 1 | ESRP \$156.34**



# Gifts for the Tech Junkie

## Charge up with OnHand

### Everlasting Nylon Charge and Sync Lightning Cable

The 10-foot Everlasting Nylon Charging Cable is long as a basketball hoop is high. Twice as long as OnHand's standard charging cables and more than three times as long as a manufacturer's 3-foot cable. With this cord, users can reach the outlet all the way across the room to charge and sync their Apple devices.

DSC# 108615 | Vendor# NCOH-8PBLK10F

Min 1 | ESRP \$30.04 | Regularly \$16.90 | **PROMO COST \$14.08**

Promotional Cost valid until November 15, 2017.



### Everlasting Nylon USB-C Cable **NEW!**

No more replacing torn and frayed cables! The Everlasting Nylon Cable USB-C is made from braided nylon for added strength and durability. Ditch the boring white cables and get this extra-long, 5-foot cable to reach those far away plugs!

DSC#	Vendor#	Color
113247	NCOH-TPC5BLK	Black
113248	NCOH-TPC5BLU	Blue

Min 1 | ESRP \$18.02 | Regularly \$10.10 | **PROMO COST \$8.42**

Promotional Cost valid until November 15, 2017.



# Gifts for the Avid Gamer

## Give the gift of innovation



### ReTrak Utopia 360 Virtual Reality Headset and Bluetooth® Remote

Experience a 360-degree world with this ReTrak Utopia 360 virtual reality headset. Users can stay entertained for hours thanks to hundreds of free apps, and feel comfortable the entire time with the memory foam head strap. Bluetooth technology lets them use this ReTrak Utopia 360 virtual reality headset to play favorite simulation games.

DSC# 111562 | Vendor# ETVRC  
Min 1 | ESRP \$42.08



### ReTrak Utopia 360 Virtual Reality Headset Immersive Bundle

Step into a whole new realm of gaming with this 360-degree Utopia VR bundle. The dual-adjust focus lets gamers view game streams clearly, and the Bluetooth® earbuds and controller let them play wirelessly. This Utopia VR bundle includes form-fitting cushions for a custom feel and fit, and it's compatible with most smartphones.

DSC# 111563 | Vendor# ETVRCB  
Min 1 | ESRP \$54.11





## The Accessory to Turn Heads

### Wireless In-Ear Ear Piece with Mic

Created with the ambition to combine jewelry and function, the Ear Piece Wireless Bluetooth® headphones is the accessory users wear to turn heads. The Ear Piece is the perfect modern Bluetooth statement piece. Designed with faceted clean lines, refined metal looks, and a distinctive silhouette combined with a beautifully balanced sound experience, this addition to a wardrobe is the most justified accessory to date.

DSC#	Vendor#	Color
105007	7851	Black
108611	7853	Sapphire
105006	7850	White

Min 1 | ESRP \$69.99

happy plugs  
STOCKHOLM

# Gifts for the Audiophile

## Life Sounds Good

### Edge Water Resistant Portable Bluetooth® Speaker

The NYNE Edge portable Bluetooth speaker allows users to get on the move with little effort. Clamp the NYNE Edge to handlebars, connect it to a device via Bluetooth or NFC touch, and hit the road for an all-day adventure. The 12-hour rechargeable battery makes sure there is no danger of running out of music or terrain to explore. Boasting an IPX-5 weather proof design, the Edge is prepared for rain or shine. NYNE Edge has multi-function LED light, complete with emergency strobe, an integrated charging USB port, a waterproof microphone and convenient on-board controls make hands-free calling and music search a snap.



DSC# 96268 | Vendor# EDGEBLK | Min 1 | ESRP \$96.16



### Rebel Portable Bluetooth® Speaker

The Rebel is all about having a good time and enjoying the moments. The Rebels built-in NFC one-touch connectivity and Bluetooth 4.0. make pairing with devices super simple. With the Rebels IPX-3 rating, users can go on splashing in the pool, at the lake or the beach and not worry about this speaker being splashed or sprayed.

DSC# 100670 | Vendor# REBEL | Min 1 | ESRP \$180.34

### Rock 4.1 Portable Bluetooth® Speaker

The Great Outdoors requires massive sound: NYNEs rugged Rock wireless Bluetooth speaker meets the challenge and then some! Featuring 65-watts of power, two midrange speakers, two tweeters, and a subwoofer, Rock packs a rock-hard punch! The sturdy rubberized finish and IPX-3 rating makes it perfect for tailgate parties, outdoor barbecues, and ATV adventures. Connect quickly via NFC one-touch or via Bluetooth 4.0. Use Rocks integrated microphone for hands-free calls.



DSC# 96267 | Vendor# ROCK | Min 1 | ESRP \$240.48



# Gifts for the Audiophile

## Audio for the perfect price

### TL2 Wireless Speaker

Enjoy music wirelessly with the precision tuned dual-speaker system, including a bass radiator for huge sound. The 10-hour battery life and aux input ensures users will always be rocking. An anodized aluminum cabinet and EQ bass boost set this speaker apart.

DSC# 111805 | Vendor# SP902BK | Min 1 | ESRP \$96.20



### EarCanz TRU Wireless In-Ear Earbuds

Users can set their playlist free with EarCanz TRU Earbuds from 808, the TRUely wireless earbuds with no strings attached. No wires give users the freedom to stream their music via Bluetooth from any device, while enjoying hands-free calling with a built-in microphone. Go the extra mile with up to 3.5 hours of playtime. Comfortable and lightweight, EarCanz TRU provide an enhanced listening experience that is perfect for any playlist. 808 EarCanz TRU are the perfect earbuds for the on-the-go lifestyle.

DSC# 113093 | Vendor# HPA225BK | Min 1 | ESRP \$96.20





# The How-to Guide for the Holiday Season



The holiday season is a big event for retail. Being on a college campus, you are in a prime location to market yourself as a holiday shopping destination. During your planning, keep the following in mind:

**1 Make sure your website is up to date.** 89 percent of consumers say they research products online before buying in person. Retailers should join customers on their shopping expedition by making it easier to find product features or reviews or risk being left behind.

**2 Send limited-time promotional emails to trigger impulse purchases.** NRF survey data discovered that more than half of shoppers said they preferred email notifications while another 24 percent preferred to receive offers through direct mail. Consider using a targeted subject line and keeping volume consistent.

**3 Recommend products to your shoppers.** Consumers are looking to retailers for recommendations during the holiday season. More than half of online holiday shoppers said they purchased an item that was recommended directly from a retailer.

**4 Don't forget shoppers are looking for themselves too.** More than 70% of respondents said they bought gifts for themselves during the holidays. Of the respondents, 20% said their holiday purchases were for themselves!

How shoppers use digital channels for holiday gifting inspiration (% using channel for inspiration)

	TRADITIONAL DIGITAL CHANNELS		MODERN DIGITAL CHANNELS		
	Television	Email	Facebook	Pinterest	Instagram
GenZ	46%	19%	39%	30%	44%
Millennials	47%	29%	47%	27%	31%
GenX	44%	22%	31%	18%	12%
Boomers	41%	25%	15%	8%	2%

How consumers shop

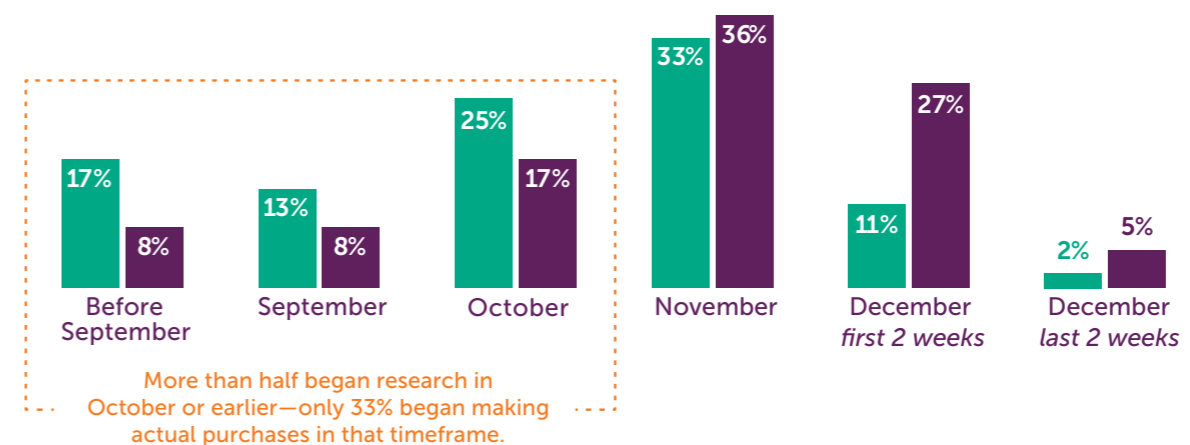


What convinced holiday shoppers to make a purchase?



Sources: AdvertisingAge, National Retail Federation, and RetailDIVE.

BEGIN RESEARCHING BEGIN PURCHASING



# Gifts for the Audiophile

## Cut the cord with Bluetooth®

### HESH 3

With up to 22 hours of rechargeable battery life and Bluetooth® connectivity, Hesh 3 Wireless is designed with a noise-isolating fit for comfortable all-day listening. The convenient foldable design, powerful high-end audio drivers, and quality materialization make this the perfect over-ear headphone for any occasion or type of music. Rapid charge functionality provides 4 hours of play time after 10 minutes of charge.

DSC#	Vendor#	Color
107758	S6HTW-K033	Black/Black/Black
107759	S6HTW-K613	Red/Red/Red
Min 1   ESRP \$156.34		



### CRUSHER WIRELESS

Crusher Wireless delivers powerful, dual-channel haptic bass. And with up to 40 hours of battery life, users can enjoy days of Bluetooth® listening before needing to plug in.

DSC#	Vendor#	Color
80057	S6CRW-K590	Grey/Tan/Grey
80059	S6CRW-K591	Black/Coral/Black
Min 1   ESRP \$180.39		



# Gifts for Stocking Stuffers

## A Grip for Your Phone



Hibiscus



Sugar Skull

### PopSocket Cell Phone Accessory

Add a single PopSocket, or a pair of PopSockets, to the back of almost any mobile device to transform its capabilities. PopSockets “pop” whenever users need a grip, a stand, an earbud-management system, or just something to play with.

DSC#	Vendor #	Color
112196	101230	American Flag
112099	101120	Arabesque
112203	101253	Aztec Mandala
112098	101000	Black
112210	101390	Blue Nebula
112197	101026	Hibiscus
113500	101128	Pakwan
113459	101689	Sugar Skull

Min 1 | ESRP \$9.99



Blue Nebula



Pakwan

### Displays are available!

#### Displays

DSC#	Vendor#	Description	Free with purchase of:
112517	PS72D	72 Unit Display	72 Units
112518	PS36D	36 Unit Display	36 Units

