



EDU Sales

BACK TO SCHOOL TOOLKIT

JUNE 2019



Education Focused, Relationship Driven

Welcome to the Douglas Stewart EDU, Back to School Toolkit June 2019, the leading distributor for tech and software brands for the education marketplace in the UK and across Europe. With over 15 years' experience in the education marketplace, Douglas Stewart EDU is well placed to provide you with the industry knowledge and expertise to support your business. Our vendors are carefully selected to ensure their products deliver a positive impact on the learning journey and add real value to the classroom.

This Back to School Toolkit showcases a selection of our vendors offering solutions that are ideal for the classroom environment. The booklet will support your product sales, it gives you all the key product information you need at your fingertips. Inside there is an overview of the product, the key benefits for the marketplace and the details of the resources supplied by vendors to support your sales teams.

I hope you find this toolkit a useful addition to your sales tools. We look forward to working with you.



Scott Richardson
General Manager

Douglas Stewart EDU are proud members of:



The British Assistive Technology Association campaigns for users, provides advice to government, educates on AT, and aims to raise industry professionalism.



Universities and Colleges Information Systems Association is the member-led professional body for digital practitioners within education.

Open and inclusive, we use our collective knowledge and expertise to help transform teaching, learning and research to ensure both operational efficiency and an excellent student experience.



The **All-Party Parliamentary Group for Assistive Technology** aims to disseminate knowledge, generate debate and facilitate engagement on assistive technology amongst Members of both Houses of Parliament.

The APPG brings together experts for roundtable discussions and briefings, contributing to government consultations, and promoting the group and its activities amongst parliamentarians.



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Effectively connecting students to technology, AVID Education provides quality audio solutions that enhance the learning experience.



What are the benefits to the education sector?

Established in 1951, AVID delivers quality, innovation and value through its' line of audio solutions that are designed to enhance the end user experience. Offering a variety of headphones and headsets built specifically for education that provide a unique balance of comfort with durability. Dedicated to meeting the needs of the ever-changing technology-based curriculums, AVID takes the worry out of the equation for educators and IT professionals.

- Built for the classroom
- Easy to use, clean and store
- Compatible with a wide range of devices
- Noise-canceling microphones
- Noise-reducing headphones to increase student focus
- Prolonged comfort
- Clear sound reproduction



Why is this product a good solution?

AVID focuses on the needs of the classroom and understands the important role of providing that trusted link between student and technology. Taking a collaborative approach to understanding the needs of educators and students, and then developing products specifically for the classroom and IT requirements, translates into delivering on all expectations. Offering a contemporary product assortment that takes into account each intended type of use, AVID has a solution that is the right fit for your school and their budget.



What marketing resources are available to support sales?

- [AVID | Douglas Stewart](#)
- [AVID Education digital catalogue](#)
- Visit the [AVID Products website](#) for additional company and product information
- Request access to the AVID Education online digital asset toolkit
- Take a moment and read the AE-55 [headset case study](#)

The AVID team can provide marketing support on additional digital assets that may be required and encourages you to take part in the product sample program. It is important to have product in hand to become more familiar with the range of offerings. You can request the sample(s) you would like to explore further.

All requests can be sent to helpteam@dstewart.eu



Corel for Education



What are the benefits to the education sector?

Corel provides software to support a broad spectrum of curricular and academic needs: from Graphic Design, Web Design, Technical Illustration and CAD, Art and Illustration, to Photo and Video Editing and Communications. Corel offers some of the easiest and most intuitive world-renowned design products that enable students to learn quickly and build lifelong design skills.

Our products include:

- **Graphic Design:** [CorelDRAW Graphics Suite](#): Now extends its reach beyond Windows with an all-new, pro-powered suite for macOS, which allows users to create unique vector illustrations, layouts, photo editing and more.
- **Art and Illustration:** [Painter®](#): A complete Natural-Media® toolset where students can create unique digital art, illustrations or photo art projects. It's widely used in the film and creative industry for story boarding or for conceptual design.
- **Photography:** [PaintShop Pro](#): An affordable, user-centric alternative to Photoshop—offering a complete set of professional image editing tools.
- **Video:** [VideoStudio](#): An easy to learn video editor, which allows students to tap into hundreds of creative effects, create elegant movies and titles and show multiple videos simultaneously.



Why is this product a good solution?

Corel offers compelling software alternatives and complete pricing flexibility. Corel does not believe in a one-size-fits-all approach and has some attractive licence models and special rates to suit individual students, as well as options to equip the school classroom, or for colleges, academies and universities.



What marketing resources are available to support sales?

We have a complete range of information to help support individual product sales as well as presenting our licence options. Supporting material includes:

- Datasheets
- Comparison charts
- Screenshots and Imagery
- Case Studies
- Licence Information

Resellers can find all the latest product information on Corel's [Partner Cloudshare site](#).

Licences Available:

As well as individual product licences, or smaller value priced classroom licences, schools, colleges and universities can equip their entire campus with a Corel Academic Site Licence (known as CASL) – an incredible discounted site-wide subscription licence which features up to eight of Corel's leading software products.



DREMEL DIGILAB

Less Frustration. More Creation.



What are the benefits to the education sector?

Bring ideas to life with the advanced, yet easy-to-use and reliable Dremel DIGILAB 3D printer. The easy setup, with advanced features like the Semi-Auto levelling and RFID filament recognition (3D45), means experimental creation to prototyping for beginners or experts is easy. Wireless connectivity allows users to stay connected to the build; they can start a build or receive updates directly on their laptop. The 3D45 model even has an integrated camera for them to watch the progress of their creations. Supported by more than 10 lesson plans, teaching 3D printing has never been easier.



Why is this product a good solution?

Dremel is known globally for producing reliable quality products backed by the Dremel 2-Year Warranty and 5-Day Service promise. The DIGILAB printers are quiet to run, the two transparent doors mean the self-contained build are safe from prying fingers and the semi-auto levelling, Filament Run Out Detection, Auto Pause Function and maintenance free extruder mean you are supplying a hassle-free printer. Supported by over 10 STEM based lesson plans to encourage creativity, this solution will promote and assist learning in the classroom.

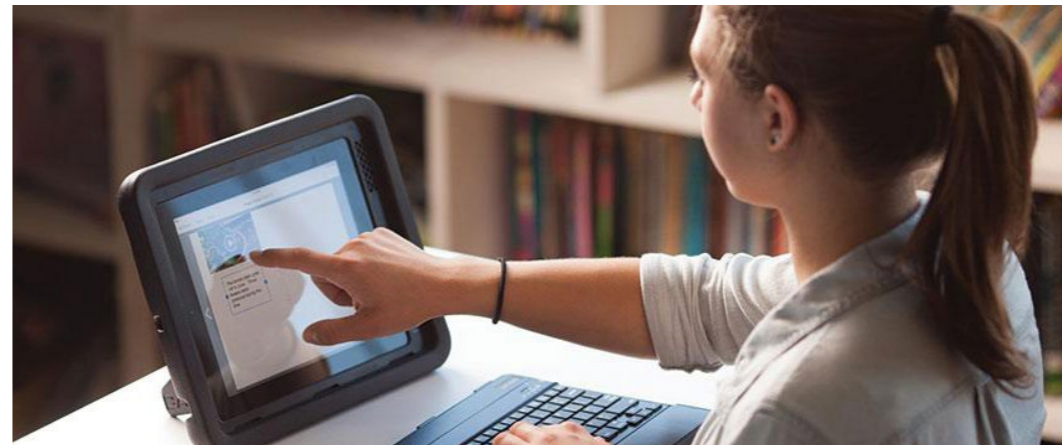


What marketing resources are available to support sales?

We have a complete range of information to help support individual product sales as well as presenting our licence options. Supporting material includes:

- [Dremel Digilab Education Brochure](#)
- [Dremel Printer 3D45 Images & Content](#)
- [Dremel Printer 3D40 Images & Content](#)

**Lightweight,
Abrasion Resistant,
Shock Absorbent,
UV and Fade Resistant**



What are the benefits to the education sector?

GripCase products provide the ultimate solution for iPad® devices. With ergonomic handles, a lightweight, shock-absorbent foam body and smart design, GripCase provides convenience, control and security.



Why is this product a good solution?

Handling—GripCase has a continuous protective bumper that doubles as ergonomic handles on all sides, giving users complete control and confidence when using an iPad®.

Protection—GripCase features a "crumple zone" between the body of the iPad® device and the bumper corners. This crumple zone absorbs the energy created during an impact and directs it away from the iPad® device.

Portability—Travelling is easy with the slim, lightweight design and the case is ideal for all users, regardless of physical capability.



What marketing resources are available to support sales?

Contact a member of the team for marketing assets. Demo products can also be provided if necessary, requests can be sent to dstewart@dstewart.eu



The most advanced
smartpen ever



What are the benefits to the education sector?

Students Study Smarter - Write, Record, Playback and Share - all with one smartpen!

Research has proven that handwriting notes vs typing them significantly improves students' comprehension and retention. Using Livescribe Aegir Smartpens, students enjoy all the benefits of pen and paper without worrying about missing important notes. Aegir Smartpens elegantly deliver the added ability to record voice/audio, share content easily, and transform handwritten notes into searchable copy. The pens store information, and once paired with the free Livescribe+ app, captured notes flow seamlessly to students' mobile or desktop devices for instant backup. Additionally, Livescribe's new plug-in for Microsoft Windows allows students to start projects on paper and complete them on their desktop



Why is this product a good solution?

Livescribe Smartpen Education Bundles - the perfect starter kit for students and educators!

The new Livescribe Aegir smartpens, which start at £99.99 MSRP, offer resellers an unbeatable entry point and sustainability cost when compared to any other vendor in the space. The Aegir, the slimmest and most stylish smartpen yet, is amazing for digitizing notetaking, but that's just the beginning. Users can also create pencasts and share as interactive PDF files or videos, with playback on any device. Livescribe's education bundle is a great value for resellers that includes the new Blue Dolphin Aegir smartpen, two colorful A4-sized college-ruled notebooks and aDNA personalization stickers that perfectly complement a stylish notetaking experience! Students and educators love the extra productivity it adds to their lives and resellers love to offer a fan favorite with bundled value!



What marketing resources are available to support sales?

Several resources are at your disposal to help expedite the selling process, including:

- [Aegir brochure](#), [Aegir spec sheet](#), [Echo spec sheet](#)
- Learn More on our [website](#).
- Follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).
- Images of new SKUs: [Education Edition Aegir \(APX-00E36\)](#) [Professional Edition Aegir \(APX-00P39\)](#)



What are the benefits to the education sector?

MindManager is the intuitive visualisation software for digital learning platforms, creating and structuring even complex topics – quickly, clearly and easily – so relationships can be detected and understood better. Branches link up to relevant information and current learning progress is displayed for individual training units. MindManager is suitable for all learning levels and subjects.



Why is this product a good solution?

The method of mind mapping is tried-and-tested and has been implemented as part of learning methods all over the world. Not only do school pupils and students use this approach to prepare and structure presentations and subject matter, but visual learning methods also help teachers to structure lessons in a professional, varied and student-friendly way.

For Teachers

Thanks to the clear structure of lesson materials in mind maps, subject matter can be better articulated and lessons become more varied.

The combination of image and text items addresses both halves of the brain, which strengthens the memory and makes it easier for students to recall learned knowledge within a short time.

For Students

The visual presentation of mind maps enables a better understanding and increased power to recall the content of the lessons. Informative texts are structured clearly, and with the help of the intuitive user interface, projects and presentations are easily mapped out.



What marketing resources are available to support sales?

- [MindManager Education Data Sheet](#)
- [Mindjet User 2019 User Guide](#)
- [Mindjet Case Studies](#)
- [Mindjet Windows and Mac Comparison Chart](#)

Licences Available:

Education/Not for Profit individual single licences are available for Mac and Windows. With Microsoft Office integration, MindManager works with commonly used programs and makes it a great tool for students and teachers.

Site Licences are available as:

- Perpetual licences for primary and secondary schools
- Annual subscriptions for colleges, universities and Not-for-Profit organisations.

Site licences entitle the institution to install MindManager on all machines within the institution and also offer faculty and students, who are enrolled in that EDU institution, home use rights.



LIVE.
MOVE.
PROTECT.



What are the benefits to the end users?

MW offers protective sleeves for MacBooks at competitive prices.

The memory foam coating absorbs shocks and reduces the risk of damaging the MacBook. With its ultra-thin and perfect-fit design, no matter what size the device is, the end users find the perfect sleeve so they can easily carry their Apple laptop with them. Moreover, the soft inner lining prevents the laptop from being scratched inside the sleeve. The perfect match between style and protection.



Why is this product a good solution?

The products are attractive, modern and have a perfect-fit design, which offer great value for money.



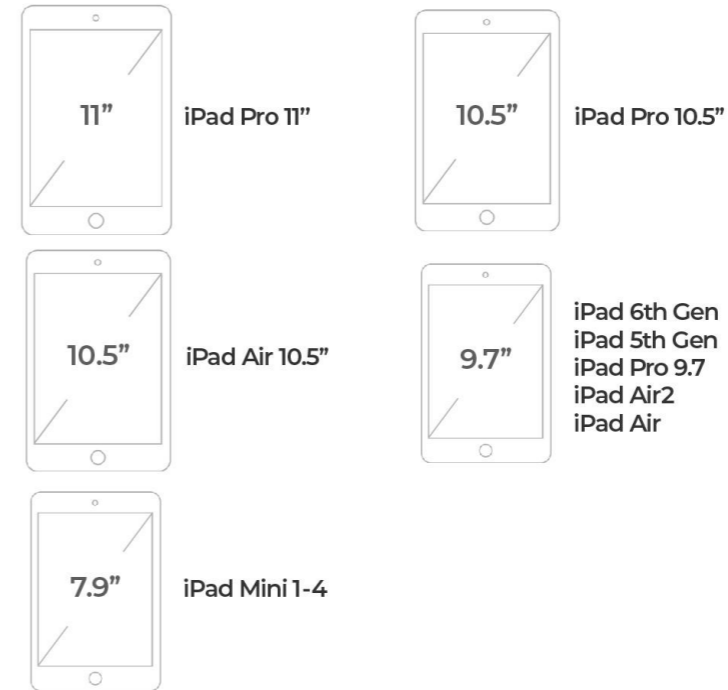
What marketing resources are available to support sales?

We have a [communications pack](#) which includes lifestyle photos, product photos, and tech data sheets.

Transform your iPad® into a mobile production suite.



Compatability



What are the benefits to the education sector?

Padcaster® turns the iPad® into a potent learning tool that teaches valuable skills while giving students the freedom to explore the world around them. Capture, create and share compelling digital content that enriches your entire educational ecosystem. It empowers students to create everything from the morning news to live streaming of sports and school events.



Why is this product a good solution?

Padcaster® is a dynamic tool that heightens the educational experience and enhances learning. The moment a Padcaster® is displayed in a classroom, learners get excited about what they will launch into creating and designing. The Padcaster® Kit fits into the Padcaster® Case, and with the kit students can transform their iPads® into an all in-one mobile production suite. The Padcaster® Case is rugged and versatile. Padcaster® takes student's video creation to the next level.



What marketing resources are available to support sales?

- [Tutorial and Tips for Usage](#)
- [You Tube Videos: 8 Ways the Padcaster can be used in Education](#)
- [E-Magazine: Mobile Media Monthly](#)
- [Product Images](#)

To place an order or for more information

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[Douglas Stewart EDU](https://www.linkedin.com/company/douglas-stewart-edu)