



MAY 2022

**RESELLER'S
EDGE**

THE FUTURE OF RETAIL

THE ROAD AHEAD LOOKS GREEN

Take a look at some of our sustainably
responsible vendors.

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Duracell alkaline batteries and rechargeable NiMH batteries are a sustainable power source for today's battery powered devices.

Microsoft Surface aims to have 100% recyclable packaging in all Surface devices by 2030 (microsoft.com).

Duracell is taking action for the forest by planting 20,000 trees in France, Peru and Tanzania with ReforestAction (reforestation.com).

Microsoft aims to protect, conserve, and sustain natural resource (microsoft.com).

Livescribe is committed to environmentally friendly materials wherever possible and supports the sustainability of natural resources (livescribe.com).

- 1** **Roaring Spring Blue Book Examination Book**
DSC# 89035 | ESRP \$0.54
- 2** **Casio HS8V Mini Calculator**
DSC# 20072 | ESRP \$8.99
- 3** **Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | ESRP \$9.99
- 4** **BIC Xtra Precision Mechanical Pencil**
DSC# 74061 | ESRP \$4.20
- 5** **OnHand 5ft USB-A to Lightning Charging Cable**
DSC# 117768 | ESRP \$19.98
- 6** **Duracell CopperTop Alkaline Batteries AAA 4Pk**
DSC# 56108 | ESRP \$9.55
- 7** **Paper Mate Pearl Eraser**
DSC# 56815 | ESRP \$1.13



TOP SELLERS

Prices subject to change.
Please visit www.dstewartcanada.com for current pricing.

WHY OFFER SUSTAINABILITY



Generation Z will soon become the **second-largest generation** in the world. Gen Z will take over Baby Boomers' mantle at 67.17 million, and that represents a lot of buying power — and Gen Z buys with its conscience as much as its wallet. Not only are they the second largest generation, but they are the current generation heading to college, meaning that they are the generation shopping in campus bookstores. College bookstores have a vested interest in offering sustainable products for students to purchase.

GEN Z EXPECTS SUSTAINABLE BRANDS

More than any other generation, Gen Z are the most likely to make purchase decisions based on values and principles (personal, social, and environmental). Climate change and protecting the environment was the number one concern for Gen Z, **according to a 2021 Deloitte study**.

"Generation Z is also more likely to purchase upcycled products, and like all their generational peers, Gen Z values quality above all else — and quality is one aspect that sustainably-made products always take the lead on.

After all, sustainably-made products are built to last." **(re/make).**

According to a study done by First Insight, there is a growing expectation for sustainable brands among Generation Z. Gen Z makes more shopping decisions based on sustainable retail practices than Millennials and Gen X do. 73% of Gen Z consumers surveyed were willing to pay more for sustainable products, with 54% saying they would pay more than a 10% price increase for a sustainably made product.

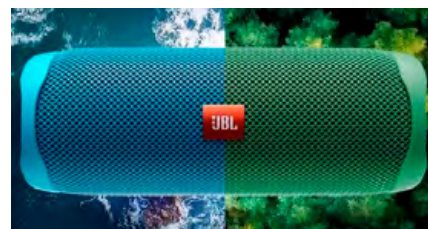
SUSTAINABLE OPTIONS FOR BOOKSTORES

There are several options of sustainable products for college stores to carry.



BIC REVOLUTION

BIC released a new line of their first eco-friendly stationery line called **BIC ReVolution**. Each BIC ReVolution product is made up of at least 50% recycled plastic.



JBL ECO FLIP 5

JBL offers a **waterproof, portable speaker** with Bluetooth®, built-in battery, and microphone. Made from 90% recycled plastic!



SOLO NEW YORK RE:CYCLED

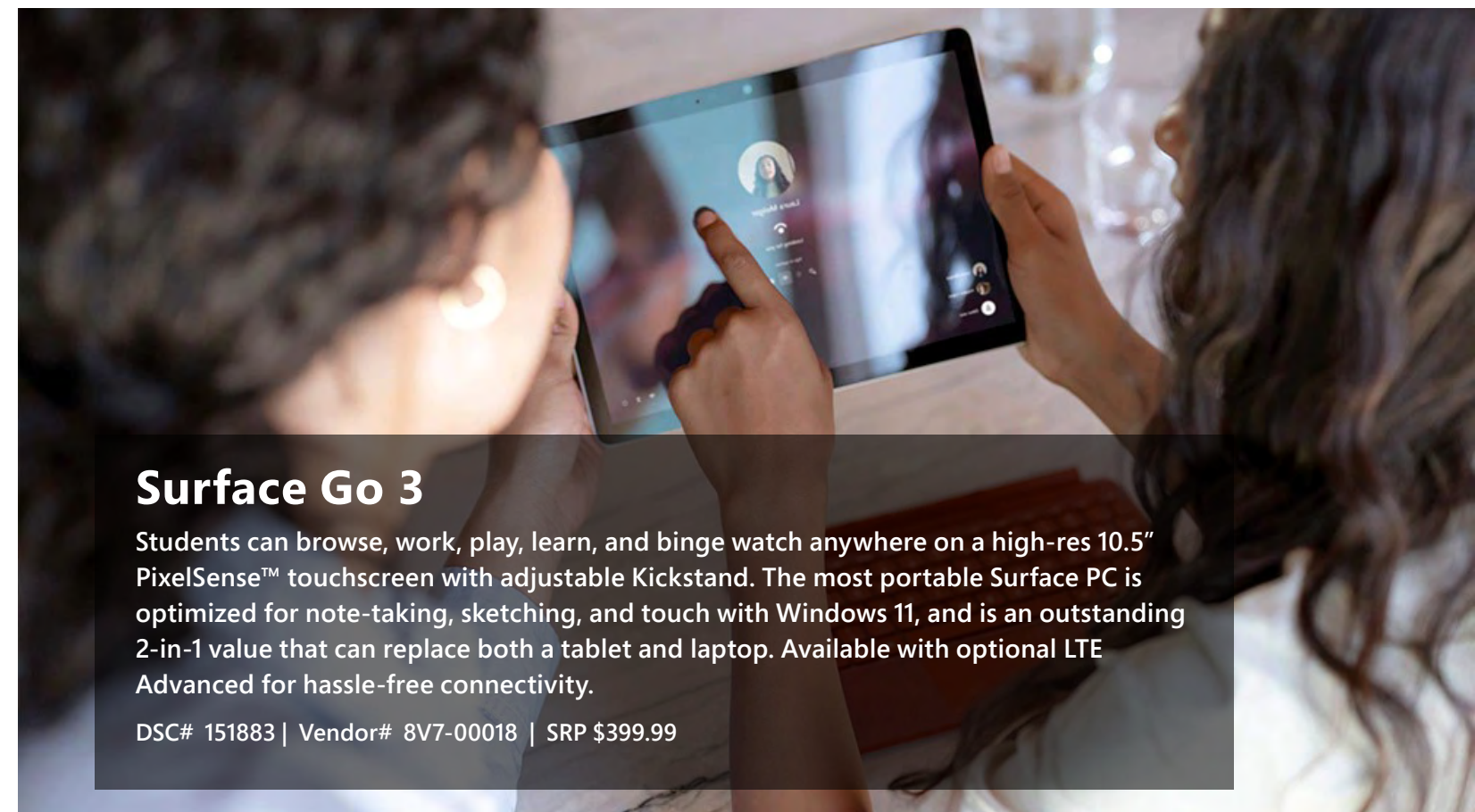
Solo New York offers **fashionable backpacks and bags** made from recycled plastic bottles. These bags are antimicrobial and water resistant with modern, urban designs.



Surface Pro 7+

Your employees expect devices that are as adaptable as they are. Surface Pro 7+ is the versatile 2-in-1 business laptop they've come to love. Plus they support up to 15 hours of battery life. And when it's time to recharge, they can go from 5% to 80% in just under an hour.

DSC# 147257 | Vendor# 3BQ-00001 | SRP \$899.99



Surface Go 3

Students can browse, work, play, learn, and binge watch anywhere on a high-res 10.5" PixelSense™ touchscreen with adjustable Kickstand. The most portable Surface PC is optimized for note-taking, sketching, and touch with Windows 11, and is an outstanding 2-in-1 value that can replace both a tablet and laptop. Available with optional LTE Advanced for hassle-free connectivity.

DSC# 151883 | Vendor# 8V7-00018 | SRP \$399.99



HOW GEN Z IS LEADING THE WAY

SUSTAINABILITY HELPS YOU CONNECT WITH YOUR CUSTOMERS

TOP REASONS STORES ARE IMPLEMENTING SUSTAINABILITY EFFORTS

Generation Z students prefer to buy from vendors and retailers that have sustainability efforts.

These students are also willing to pay more for sustainable goods.

It saves retailers money, and lots of it.

By going "Green Clean" and using cleaning products that have significantly less harsh chemicals in them, retailers are having a profoundly positive impact on the health of their employees and customers.

Being sustainable can attract and retain customers.

Gen Z is very much aware of their overall impact on their communities. By implementing better, more sustainable practices, stores can become more efficient, save money, and attract and retain loyal customers.

TOP REASONS VENDORS ARE IMPLEMENTING SUSTAINABILITY EFFORTS

- 1 They see positive, measurable impacts.
- 2 Customers are demanding sustainable products and packaging.
- 3 Sourcing raw materials ethically and sustainably helps increase supply chain longevity.
- 4 They attract more employees that value their missions.
- 5 Their sustainability efforts have led to partnerships with other like-minded companies.
- 6 They grow 28x faster than non-sustainable companies.

HOW CAN YOU MAKE YOUR STORE MORE SUSTAINABLE?

- 1 Go paperless—try emailing receipts to students instead of printing them.
- 2 Look for clean energy options.
- 3 Source sustainable brands (like the ones featured in this edition of Reseller's Edge!)
- 4 Upcycle or donate unsold stock or samples.

COVID-19 captured the world's attention in 2020, but so did wildfires and air pollution. Sustainability is now top of mind for our youngest generation. With leading vendors at The Douglas Stewart Company declaring significant efforts towards more sustainable business practices, sustainability is difficult for us to ignore. COVID-19 may have reenergized the environmental movement, but this is no fad. Incorporating sustainable products from top loved brands will be your first step in becoming a more eco-friendly and profitable retailer.

SOURCES

www.thebalancesmb.com/going-green-tips-for-retailers-2890538
www.shopify.com/retail/sustainability-retail
remake.world/stories/humans-of-fashion/gen-z-cares-about-sustainability-brands-should-too/
blog.shawmutdelivers.com/the-year-of-sustainability-why-more-companies-are-going-green-in-2020
whizbangtraining.com/8-reasons-retailers-go-green/



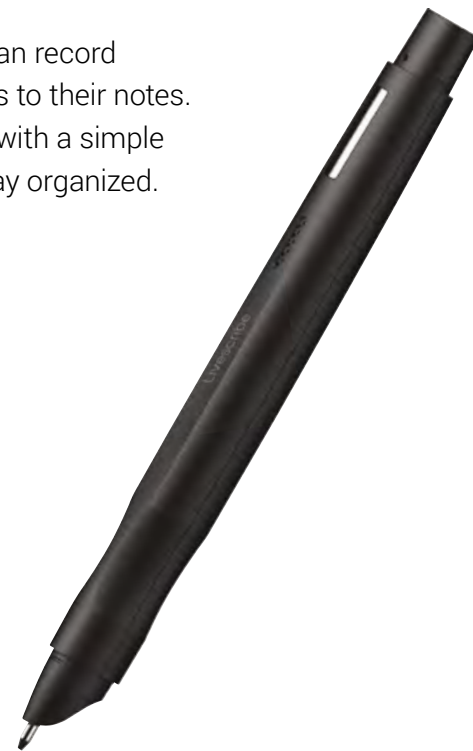
Notetaking Has Never Been Easier

Introducing the Livescribe Echo II



Students can capture what's important with an Echo 2 smartpen. They can record everything they hear, say, and write—all while linking their audio recordings to their notes. Users can quickly replay audio from their Livescribe paper or a computer with a simple tap on their handwritten notes. It's never been easier to take notes and stay organized.

DSC# 153011 | VENDOR# APX-00043 | ESRP \$192.96



DURACELL®

Deliver Extra Life or Extra Power with the #1 Trusted Battery Brand



DSC# 145587
VENDOR# D23 03263
ESRP \$9.51



DSC# 145584
VENDOR# D23 03263
ESRP \$9.51

DURACELL OPTIMUM ALKALINE BATTERIES

Duracell Optimum Alkaline Batteries give students extra life in some devices or extra power in others. Batteries are packaged in a slider pack with a resealable storage tray allowing them to peel and reseal as much as they need in the organized storage tray.



EXTRA LIFE

Work and play longer on devices.



EXTRA POWER

Students will get more out of their tools and devices.



UNIQUE PACKAGING

Resealable packaging offers convenient storage.

