

AUGUST 2012

Products Plus

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Writing Instruments

101

Everything you need to know about pens and pencils!

Pencils

Pens

Key Brands

Introducing Duracell DuraLock™

Power Preserve Technology with a 10-Year Guarantee in Storage



The DuraLock™ system is engineered to preserve power in storage. Batteries transfer chemical energy into electricity to power devices and if there is a chemical reaction in storage, the active ingredients are oxidized, or wasted, decreasing the available power. By design, DuraLock™ protects the power ingredients to help retain capacity.

Size	Count	DSC#	Vendor#	Min	SRP	Cost
AAA	2 Pk	56106	MN2400B2Z	18	\$3.48	\$2.00
AAA	4 Pk	56108	MN2400B4Z	18	\$6.12	\$3.48
AA	2 Pk	56103	MN1500B2Z	14	\$3.48	\$2.00
AA	4 Pk	56104	MN1500B4Z	14	\$6.12	\$3.48
C	2 Pk	56102	MN1400B2Z	8	\$6.12	\$3.72
C	4 Pk	56155	MN1400R4ZX17	6	\$9.19	\$7.06
D	2 Pk	56101	MN1300B2Z	6	\$6.12	\$3.72
D	4 Pk	56157	MN1300B4Z17	12	\$9.19	\$7.06
9V	1 Pk	56105	MN1604B1Z	12	\$6.12	\$3.72
9V	2 Pk	56116	MN1604B2Z	12	\$9.19	\$7.06

DURACELL®

AirStash® Wireless USB Flash Drive for an iPad® or iPhone®!

- USB flash drive for iPad and iPhone
- Wirelessly streams movies, music, photographs, books, and documents to an iPad or iPhone
- Eliminates need to dock with a computer or use email to transfer files
- Size of a pack of gum
- 8GB interchangeable card included

DSC# 29007
Vendor# 666602
SRP \$149.99
Cost \$111.11

maxell



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Heathered Shoulder Bag
Capsule In Ear Headphones
Perforated Snap Case for iPhone 4S
15" Hardshell Case for MacBook Pro

Hardshell Case Raspberry
DSC# 99431
Vendor# CL57814
SRP \$49.95

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AirMouse Helps Teachers Teach and Students Learn

- When presenting in the classroom, students retain more when the teacher uses a Gyroscopic Air Mouse from Gyration
- Ideal partner to interactive whiteboards and projectors that allow the teacher to control any application from anywhere in the room and turn the presentation into a truly interactive experience
- Gyroscopic Air mice offer 39 "effects" including: highlighting, timer, pen, pointer and more
- Seven programmable action gestures and buttons on the mouse to ensure students are retaining the most from the presentations
- Gyroscopic mice automatically switch over to regular optical mouse mode when placed on a flat surface
- Mac and PC compatible
- Assistive technology product



DSC# 19012
Vendor# GYM1100FKNA
SRP \$149.95
Cost \$116.13



DSC# 19001
Vendor# GYM2200
SRP \$59.99
Cost \$47.31

SMK-LINK

To learn more about these products, contact your Account Manager at 800-279-2795.

ENERGIZER BATTERIES

Now that's Positive Energy!



SIZE	COUNT	DSC#	VENDOR#	SRP	COST
AA	2 Pk	55219	E91BP-2	\$4.20	\$2.02
AA	4 Pk	55220	E91BP-4	\$7.38	\$3.49
AAA	2 Pk	55221	E92BP-2	\$4.20	\$2.02
AAA	4 Pk	55212	E92BP-4	\$7.38	\$3.49

Min 12

SIZE	COUNT	DSC#	VENDOR#	SRP	COST
AA	2 Pk	55244	EA91BP-2	\$6.99	\$3.41
AA	4 Pk	55253	EA92BP-4	\$13.59	\$6.59
AAA	2 Pk	55266	EA92BP-2	\$6.99	\$3.41
AAA	4 Pk	55267	EA92BP-4	\$13.59	\$6.59

Min 12





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Writing Instruments 101

Get your team up to speed with this quick reference training guide covering all the basics they need to answer your customers' questions.

PENCILS:

- Pencil "lead" is composed of a mixture of clay and graphite
- More clay, less graphite – Harder, lighter, less smear
- Less clay, more graphite – Softer, darker, smears easily

Types

- Color – wood case with color inside made from either chalk, clay, or wax mixed with binding agents and pigments

- Ebony – thick, black pencil used for drawing
- Graphite – typically used for drawing and writing
- Liquid – uses liquid graphite that writes like a pen, but erases like a pencil
- Mechanical – general use pencil with refillable lead size options of 0.3mm, 0.5mm, 0.7mm, and 0.9mm
- Wood Case – typical No. 2 pencil used in classrooms and on standardized tests

PENS:

■ Ballpoint

- Convenient, and last a long time
- Use thick, oil-based ink that is contained in the pen body
- Ink dries immediately once on paper
- Tends to have more drag
- Does not need to be capped when not in use

■ Felt tip

- Porous tip of fibrous material
- Fine- and small-tip markers used for writing/drawing on paper
- Medium-tip markers often used for coloring
- Large-tip markers typically used on surfaces such as posters, or boxes

■ Fountain

- A cylinder of water-based liquid ink with a nib at the end
- Ink takes longer to dry
- Pen glides across paper
- Must be capped when not in use
- Different size nibs (ranging from extra-fine to broad) that flex while writing and impact ink flow

■ Gel

- Combines the best of the ballpoint and rollerball pen
- Smooth writing feel, similar to a rollerball pen
- Ink adheres more fully to paper and is fairly water resistant
- Thicker, water-based ink that holds color better than other types of ink
- Several different colors available, including glitter and metallic options

■ Rollerball

- Convenience factor of a ballpoint pen coupled with the smooth effect of a fountain pen
- Uses water-based liquid or gel ink that is contained in the pen body with a ball at the end
- Ink is easily absorbed into the paper
- Smoother feel that glides easily
- Comes in a wide variety of colors

Sources:

1. Leadholder – The Drafting Pencil Museum, Mechanical Writing Pencils vs. Drafting Pencils <http://leadholder.com>
2. Writing Instruments: The Different Types of Pens, www.infobarrel.com

