

## Inside the Mind of the Millennial Consumer

*Premium sound* from  
the Sony MDRZX310  
headphones

**IFC**

Epic offers from  
**Avid**

**7-8**

Make it *dynamic* with  
Adobe Creative Cloud

**12**

Introducing charging  
from anywhere with  
**Battery on the Go**

**BC**



**90%** of millennials still prefer to purchase some items in store as opposed to online.

Source: Manthan Systems



## FULL STEREO SOUND



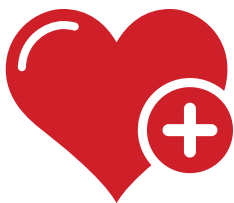
### Stereo Headphones with Mic

Sound meets style with smartphone playback controls for life on the go. More than your basic pair of over-the-head headphones, the Sony MDR-ZX310AP headset delivers rock-solid audio performance, integrated microphone for hands-free calling and media playback controls for convenient operation.

Color	DSC#	Vendor#
Black	42501	MDRZX310AP/B
Gray/Green	42502	MDRZX310AP/H
Blue	42503	MDRZX310AP/L
Red	42504	MDRZX310AP/R
White	42505	MDRZX310AP/W

Min 1 | SRP \$39.99 | Cost \$24.40

**SONY**<sup>®</sup>



**53%** of millennials say their favorite retailers provide a seamless omnichannel experience.

Source: Manthan Systems

# All the Classics *for Heading Back to Class*



## Modern Jen 2-Pocket Paper Folder

The Modern Jen 2-Pocket Portfolios are modern and bold with a suede-like feel. Each collection features three colors. Assorted Dots colors include: Lime, Ocean, and Red. Assorted Chevron colors include: Blue, Pink, and Yellow. Assorted Geo colors include: Black, Gold, and Purple. Made in the USA.

Color	DSC#	Vendor#
Dots	64233	36020
Chevron	64234	36021
Geo	64235	36022
Min 48   SRP \$2.99   Cost \$1.38		



## Modern Jen Journal

The Modern Jen Journal covers are modern and bold with a suede-like feel. The dotted lines on the interior pages add additional detail. The perforated sheets make tear-out easy. Each collection features three colors. Dots colors include: Lime, Ocean, and Red. Chevron colors include: Blue, Pink, and Yellow. Geo colors include: Black, Gold, and Purple. Made in the USA. 5.5x8.5in. 100 Sheet.

Color	DSC#	Vendor#
Dots	64236	77020
Chevron	64237	77021
Geo	64238	77022
Min 24   SRP \$5.99   Cost \$2.76		

## Crossover Notebook

Create great-looking memos, letters, reports, and more. Precisely the right set of features to handle your writing needs. White. 11.5x8.5in. 80 Sheet. 1 Subject/College Ruled.

DSC# 21577	Vendor# 11195	Min 12
SRP \$11.65   Cost \$3.79		



## Recycled Landscape Wide Notepad College Ruled

Enhance the note-taking experience with landscape-oriented pads. Each pad is ruled the long way, to fit better in work spaces. College ruled lines with 20lb premium recycled paper. Assorted colors include: Blue, Orchid, and Pink.

Size	DSC#	Vendor#	Min	SRP	Cost
6x8	30621	74625	24	\$7.44	\$3.00
11x9.5	30620	74535	12	\$9.31	\$3.75



## Wirebound Lefty Notebook

Includes one pocket. One subject/college ruled. 9x11in. 100 Sheet.

DSC# 88953	Vendor# 13504	Min 24
SRP \$7.24   Cost \$2.92		



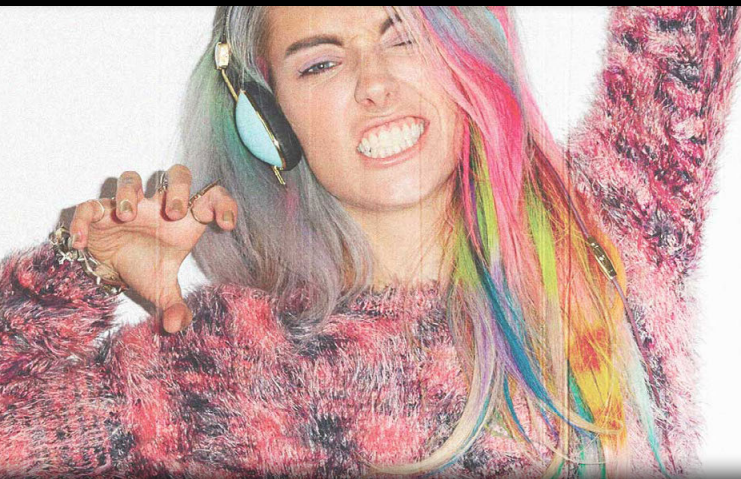
ROARING SPRING® PAPER PRODUCTS  
ROARING SPRING, PA 16673

# %

97% of millennial shoppers claimed that receiving discounts before shopping would drive them back to the retailer for future shopping events.

Source: Pythian

# WE ARE THE MUSE,



## Skullcandy

Enjoy a more comfortable and tightly tuned audio experience designed just for women. Ergonomically tweaked designs paired with a custom tuned sound profile mean they can listen clearer, louder, and longer. Our Pureclean™ antimicrobial ear pads fight the spread of unwanted oils and bacteria on the face and skin.

### #SkullcandyWomen



## YOU'RE A KNOCKOUT

### Knockout Headphones with Mic

#### Features:

Supreme Sound, Mic3+ remote, REX driver, ergonomic design, soft leather touch ear pillows, detachable cable, and travel bag.

Color	DSC#	Vendor#
Floral	41655	S5AVGM-395
Quilted Black	41656	S5AVGM-400
Robin	41654	S5AVGM-396

SRP \$99.99 | Cost \$51.50



**89%** of millennials said they wouldn't return to a store if the inventory they confirmed was there was not available upon visit. Integrating your online and offline data is crucial to capturing sales from this demographic.

Source: Pythian

# AND THE MUSIC.

## YOU KNOW YOU'RE A DIME



### Dime Earbuds with Mic

**Features:**

Supreme Sound, Mic1+ remote, flat cable, silicone gel tips, off-axis technology, and travel bag.

Color	DSC#	Vendor#
Robin	41626	S2PGGY-397
Floral	41627	S2PGGY-419
Geo Black	41628	S2PGGY-380

**SRP \$29.99 | Cost \$15.43**

## GO GET'EM BOMBSHELL

### Bombshell Earbud Headphones with Mic

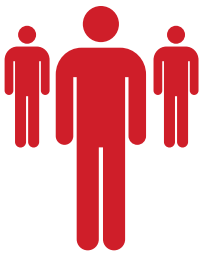
**Features:**

Supreme Sound, Mic1+ remote, flat cable, silicone gel tips, off-axis technology, and travel bag.

Color	DSC#	Vendor#
Geo Black	41612	S2FXGM-412
Robin	41613	S2FXGM-396
Floral	41614	S2FXGM-432

**SRP \$49.99 | Cost \$25.75**





Although millennial shoppers will research and purchase products online, they prefer to be inside a retail store talking to a helpful, human sales associate.

Source: RedPrairie Market Study

## Save 5% on Five Star Quality, Durability & Performance



### Five Star Trend Wirebound Notebook

Display contains: (72) 1 Subject Trend Notebooks, (24) 3 Subject Trend Notebooks, and (24) 5 Subject Trend Notebooks. Assorted colors include: White, Cobalt Blue, Teal, Pink, Warm Gray, and Lime.

DSC# 64574  
Vendor# 52020  
SRP \$1,112.40  
Regularly \$616.64

**Special \$586.24**

### Five Star Wirebound Notebook

Display includes (72) 1 Subject Notebooks, (24) 3 Subject Notebooks, and (24) 5 Subject Notebooks. Assorted colors include: Red, Army Green, Navy, and Black.

DSC# 64967  
Vendor# 51266  
SRP \$1,112.40  
Regularly \$616.64

**Special \$586.24**



mead

## Plan Ahead for 2015 with AT-A-GLANCE



### Collegiate & Audrey Academic Year Planners Display

Display includes: (6) 134-021A Monthly 3x6, (6) 134-200A Weekly/Monthly 5x8, (6) 134-905A Weekly/Monthly 8.5x11, (6) AYC200-45 Weekly/Monthly 5x8, and (6) AYC545-45 Weekly/Monthly 6x9.

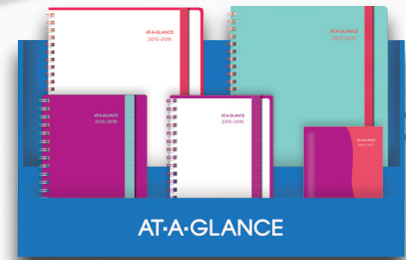
DSC# 65828 | Vendor# DL19091016  
SRP \$585.90 | Cost \$273.42



### Academic Year Planners Display

Display includes: (6) 104-200A Weekly/Monthly 5x8, (6) 793-201A Weekly/Monthly 5x8, (6) 134-200A Weekly/Monthly 5x8, (6) 801-200A Weekly/Monthly 5x8, (6) 882-200A Weekly/Monthly 5x8, and (6) AYC200-45 Weekly/Monthly 5x8.

DSC# 65829 | Vendor# DL19101016  
SRP \$666.24 | Cost \$322.10



### Color Play Academic Year Planners Display

Display includes: (6) 894-021A 2-Year Pocket 3x6, (6) 894-200A Weekly/Monthly 5x8, (6) 894-905A Weekly/Monthly 8.5x11, (6) 895-200A Weekly/Monthly 5x8, and (6) 895-905A Weekly/Monthly 8.5x11.

DSC# 65830 | Vendor# DL19111016  
SRP \$542.10 | Cost \$270.08

AT-A-GLANCE®

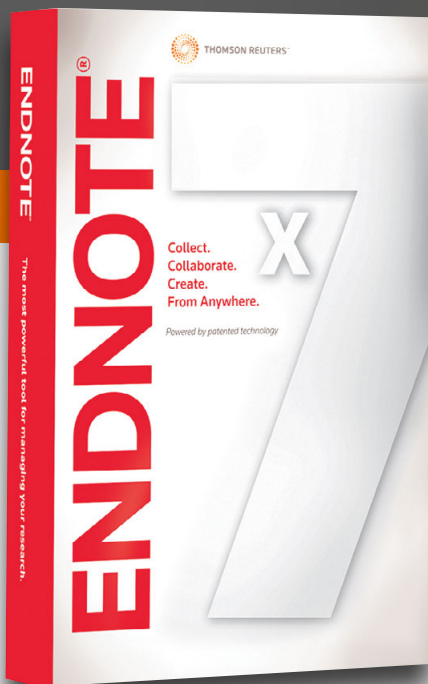


**43%** of millennial respondents noted that they were very likely to frequent a store if it provided a rewards program.

Source: Pythian

THOMSON REUTERS  
**ENDNOTE**

## Streamline the Research Process with EndNote X7

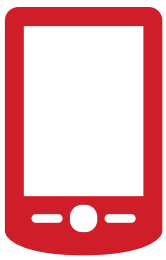


Sync your EndNote and EndNote Web libraries so all references, attachments, and groups in one can be accessed from another. Track references and find your favorites with new rating and status tools. See more with the expanded layout options to make better use of your screen. Email a reference, including file and figure attachments with one click. Use the PubMed direct export format to import records in fewer steps. Manage medical journal names and abbreviations with the updated terms list covering over 13,000 journals.

Description	DSC#	Vendor#	SRP	Cost
EndNote X7	37610	41504892	\$229.95	\$158.87
EndNote X7 Upgrade	37611	41483128	\$109.95	\$79.42
EndNote X7 Student	37612	41505892	\$115.95	\$83.76



THOMSON REUTERS



**73%** of millennials report that they make purchases directly on their smartphones

Source: Bazaarvoice

Educational



# Pro Tools 11

The new standard in audio production

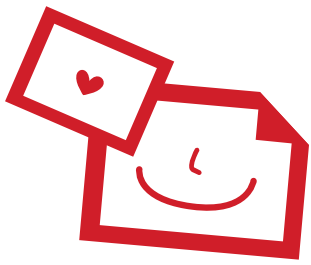


Avid® Pro Tools® is used by more audio professionals in music, film, and television than any other DAW. With Pro Tools 11, you get an all-new audio engine, 64-bit performance, and HD video workflows to creatively take your music and audio to a whole new level. What's more, students can take advantage of special \$299\* educational pricing with Pro Tools 11 Academic, enabling them to learn the same tools the pros use and get a jumpstart on their career.

Description	DSC#	Vendor#	SRP	Cost
Pro Tools 11 Student Edition	30458	9900-65459-00	\$299.00	\$255.24
Pro Tools 11 Student Edition, Upgrade from Pro Tools 9	30463	9920-65169-00	\$99.00	\$84.51
Pro Tools 11 Student Edition, Upgrade from Pro Tools 10	30462	9920-65168-00	\$99.00	\$84.51

\* Education Suggested Retail Price. For more information on education pricing, please visit [www.avid.com/education](http://www.avid.com/education).





**84%** of millennials report that user-generated content has at least some influence on what they buy.

Source: Bazaarvoice



**Terence Lee**  
Roger LA  
Creative Director/Owner

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SRP \$295.00 • Cost \$251.83

DSC# 54922  
Vendor# 9935-65755-00  
SRP \$119.88 • Cost \$102.34



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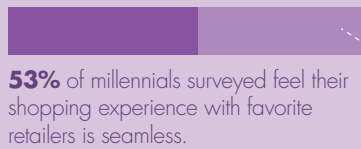
# A RETAILER'S GUIDE TO THE MILLENNIAL SHOPPER

Retailers that are trying to market to a new type of buyer may struggle with the changing needs of millennial shoppers. Businesses that are able to stay successful over the long term are those that make the effort to cater to the changing needs of consumers.

## SEAMLESS SHOPPING

DESPITE THE RISE OF E-COMMERCE, MILLENNIALS ARE STILL BUYING MOSTLY IN-STORE. BUT, NOW THEY'RE USING THEIR MOBILE DEVICES WHILE IN-STORE TO ACCESS INFORMATION AND REVIEWS ON THEIR POTENTIAL PURCHASES.

### SEAMLESS SERVICE MEANS SEAMLESS SHOPPING



Of the remaining shoppers who don't consider the experience seamless,



### UN-SEAMLESS RETAILERS

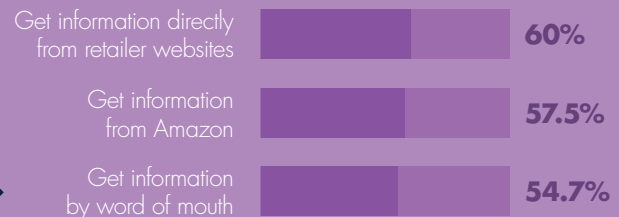


However, only **54.6% OF RETAILERS** don't feel their shopping experience is seamless; leaving a real divide between their assumptions and their customers' experience.

### RESEARCH DRIVES SALES

Nearly **85%** of respondents report researching products before making purchases.

Retailers with websites that fail to provide accurate product descriptions and reviews encourage potential customers to look elsewhere for the information they rely on before making their purchases.



## MOBILIZING IN STORE

NOT SURPRISINGLY, CONSUMERS' LIKELIHOOD OF UTILIZING THEIR MOBILE PHONES WHILE MAKING PURCHASES INCREASES WITH EACH SUBSEQUENT GENERATION, WITH MILLENNIALS BEING THE MOST MOBILE SAVVY.

### MOBILE MILLENNIALS



69%

Read product reviews



50%

"Check in" for discounts, using location-based mobile apps



46%

Request price matches



44%

Scan QR codes to get more information

### STATIC RETAILERS



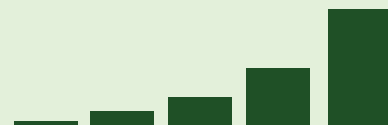
50% OF RETAILERS REPORT THEY DON'T MARKET DIFFERENTLY TO VARIOUS SHOPPER DEMOGRAPHICS

Doing this allows proactive merchants to bring in new customers and establish loyalty, while others play catch up.

### MOBILE PAYMENT OPTIONS



50% of smartphone users anticipate they will use mobile wallets by the year 2017.



In fact, U.S. mobile-based transactions have grown an average of 118% per year for the last 5 years.

### RETAILERS AND PAYMENT OPTIONS



Although younger generations are more likely to use mobile payment options, 88.8% of retailers don't offer mobile payment options to their shoppers.



Offering mobile payment options lets retailers market to and attract Millennial shoppers. They also provide retailers with additional tools for marketing to their customers.

# THE CALL OF THE COUPON

WITH THE POWER OF KNOWLEDGE, CONSUMERS CAN PRICE-MATCH EVERYTHING. COUPONS ARE KING, AND DISCOUNTS AND OFFERS ARE A MUST FOR COMPETITIVE BRANDS.



63% of Millennials would be more likely to "check in" to businesses on various social channels if it meant they'd receive a coupon or discount for doing so.

A 20% discount is enough to prompt almost 50% OF RESPONDENTS to visit a retailer's location.



23% said they would need coupons valued at least 50% off.



17% said they'd appreciate discounts at any price.



## LOYALTY GOES MOBILE



84% of consumers said they're more likely to visit websites of retailers with loyalty programs.

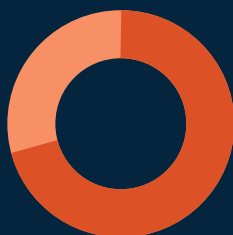


75% of consumers would switch to brands that deliver real-time discounts and promotions to their smartphones while shopping.



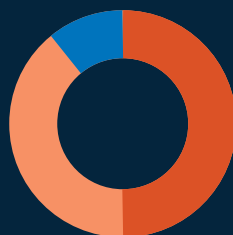
73% of smartphone users are interested in using their mobile devices to interact with brands' loyalty programs.

## RETAILERS AND THEIR COUPONS\*



### MISSING MOBILE

72.7% of retailers don't offer mobile coupons to their shoppers. Only 27.3% do.



### LACKING LOYALTY OPTIONS

50.5% of retailers don't offer any loyalty programs. 41% of retailers offer simple loyalty programs. 8.4% of retailers offer integrated loyalty programs that cover all channels.

DESPITE THE DEMAND FOR COUPONS AND REWARDS IN THE MARKETPLACE, 88.7% OF BUSINESSES DO NOT ACTIVELY PARTICIPATE IN DAILY DEAL OFFERINGS.

# MERCHANTS AND MILLENNIALS

Make sure that your company is on the same page as your customers. Remembering your target demographic and evolving with today's retail trends will keep your company attractive to Millennials.



OPTIMIZE YOUR WEBSITE



GET THE MOST FROM REVIEWS



REWARD LOYALTY



MOBILIZE YOUR PAYMENT OPTIONS



CREATE A SEAMLESS SHOPPING EXPERIENCE

SOURCES: Merchant Warehouse | NRF | Search Engine Land | AdAge | Oracle | eMarketer

\*Does not add to 100% due to rounding



Merchant Warehouse





**One-third of millennial** consumers say they have more fun browsing for items than actually purchasing them.

Source: The Intelligence Group

# Leading the Charge for Interactive Retail

## Charging Stations from OnHand

*"Product is selling! ...The students use it to charge their devices. Also this has increased traffic in the store!"*

- Missouri State University

*"Not only is our charging station a great way to spruce up our supply department, but the new products like speakers and cables are great! Looking forward to great sales"*

- Hobart & William Smith College

*"Now we can offer a service that no one else in [our] college can"*

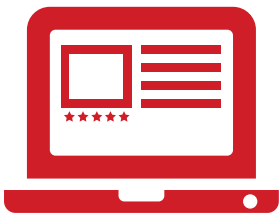
- Red River College



### OnHand Charging Station Merchandiser

The Charging Station allows customers to charge-wup their mobile devices with cables available for purchase. Invest in your tech offering and merchandise up to 144 units on the Charging Station.

	DSC#	Vendor#	SRP	Cost
Beginner Pack	64106	BEG-CSMOH	\$1,689.20	\$960.52
Fully Loaded Pack	64108	FULL-CSMOH	\$3,028.56	\$1,727.49
Sell Through Pack	64109	SELL-CSMOH	\$4,737.78	\$2,694.92



**64%** of millennials believe that companies should offer more ways to share their opinions online.

Source: Bazaarvoice

Students get ahead with Creative Cloud™



**Receive 60% savings on the 2014 release!**



What skills are becoming most essential for new hires to possess?

Tech-Savvy	Communicate through digital and visual media	Creativity
88%	82%	76%

Creativity is critical for economic growth.

**78%** of hiring managers believe creativity is required for economic growth and **85% believe it is valuable to society.**

But only **51%** think businesses grasp the importance of creativity.

Creative Cloud™ offers all the tools students need to get ahead in today's workforce. The latest release offers fourteen all-new versions of everyone's favorite creative apps and hundreds of new features.

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Contact your Account Manager at 800-279-2795 for more information on how to get set up with Adobe POSA.



When purchasing, millennials like to feel that they are making a good investment. When researching products prior to purchase, this generation will likely take to messaging that emphasizes practicality, durability, and authenticity.

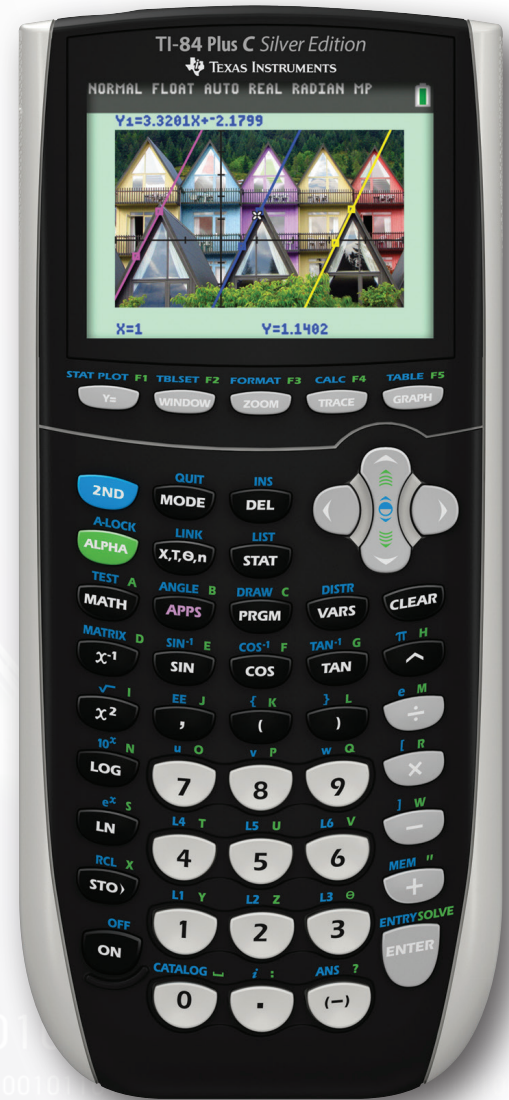
Source: Harris Interactive

# High Performance Calculation

## 84 Plus C Silver Edition Graphing Calculator

Introducing the next generation of the popular TI-84 family of graphing calculators—the TI-84 Plus C Silver Edition. Now in color and updated with new features. High-resolution, backlit, full color display. Students can use digital images or their own photos. Recharges with ease using the built-in TI Rechargeable Battery. Familiar TI-84 Plus functionality. Students can customize it with color slide cases and faceplates.

**DSC# 20347 | Vendor# 84PLSEC/TBL/ILI**  
**SRP \$180.00 | Cost \$121.03**





**Almost half of millennials** report that they will abandon brands they perceive to have ethics they don't agree with.

Source: Ideastogo.com

# moshi Mythro

## Your Perfect On-the-Go Earbud

Indulge your senses with Moshi Audio's Mythro, a stylish headset imbued with minimalistic aesthetics and a vibrant sonic presence. Encased in a strong and lightweight aluminum housing is Moshi Audio's DR8 Neodymium driver that delivers a crisp sound with deep punchy bass. The in-ear design coupled with our proprietary hybrid-injection ear tips effectively block out external ambient noise while providing hours of comfortable listening. Mythro is also equipped with an integrated microphone for answering calls on the fly while listening to your favorite tunes.



Color	DSC#	Vendor#
Pink	37873	99MO035302
Red	37874	99MO035322
Yellow	37875	99MO035731
Gunmetal	37876	99MO035241
Purple	64498	99MO035411

**SRP \$30.00**  
**Cost \$18.07**



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reseller's **EDGE**

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FIRST CLASS  
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99704 0118.12.2014

# Get Charged(x3)

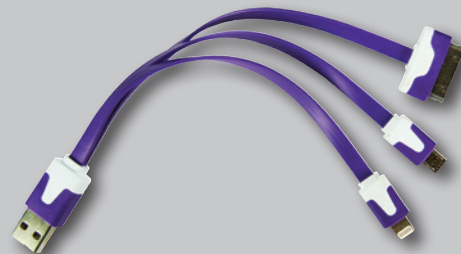
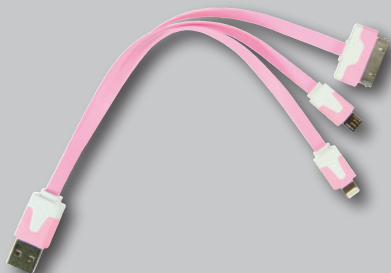
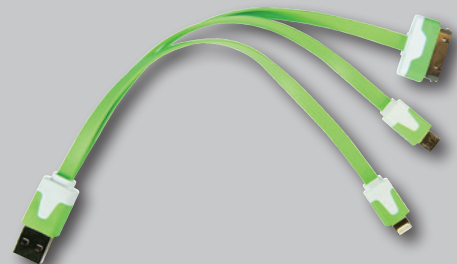
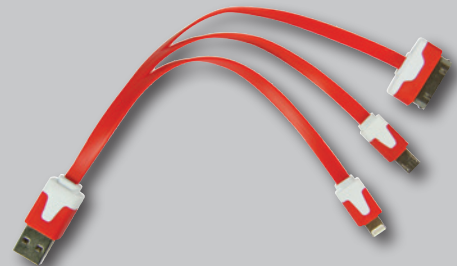
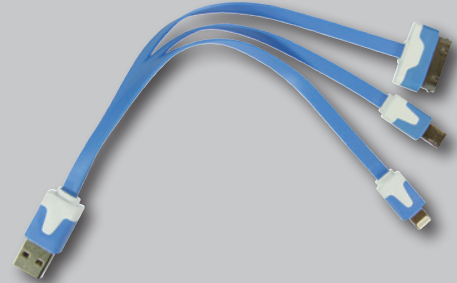
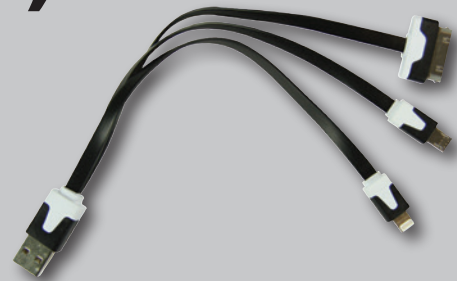


## Whips 3-Way USB Cable

Easily charge your cell phone or small electronics. Works with all Android and Apple devices. Charge up to 3 devices at once. Compact size for maximum convenience. Colorful and super strong USB cable that is a must have, works with iPhone 3, 4, 4S, 5, 5C, 5S, 6, 6 Plus, and all Android phones. This cable will last a long time; our no-tangle design and reinforced cable ends make for a great experience.

### Features:

- 12 inch long USB flat style cable with no-tangle design
- 8 pin - current Apple products
- Micro - Android based products
- 30 pin - legacy Apple products



Color	DSC#	Vendor#
Black	63781	WHIP-BLK
Blue	63782	WHIP-BLU
Red	63783	WHIP-RED
Green	63784	WHIP-GRN
Pink	63785	WHIP-PIN
Purple	63786	WHIP-PUR

**SRP \$9.99**

**Cost \$5.00**