

Building College Retail Store Advocacy on Campus



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High-Quality Sound from Yurbuds' Inspire and Focus Earbuds.

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Now introducing new calculators from Texas Instruments

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Freshen any dorm room with 3M

Back Cover

Check out the latest smartpen with Livescribe





Word-of-mouth recommendation is the primary factor behind 20-50% of all purchasing decisions.

Source: Branderati.com



Brand advocates are 70% more likely to be seen as a good source of information.

Source: Branderati.com



juice pack air for iPhone® 6

High-impact protection. All-day power.

From gaming to catching up with friends, the juice pack air Rechargeable External Battery will keep students doing what they do best. This compact yet protective design will keep the user's phone safe and fully charged at a flip of a switch.



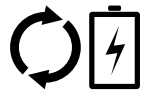
Additional Hours

2,750mAh delivers more than 100% extra battery.



Protection

A durable outer-band with rubberized support pads adds to the full-case protection.



Priority + Charge & Sync

When plugged in, the iPhone 6 recharges first, then the juice pack recharges itself.



Convenience

Choose when to charge the phone at the flip of a switch.



Color	DSC#	Vendor#
Black	66355	3043_JPA-IP6-BLK
White	66356	3044_JPA-IP6-WHT
Gold	66357	3045_JPA-IP6-GLD
Min 1	SRP \$99.95	Cost \$52.70



THE PERFECT SHAPE & SOUND



INSPIRE, MOTIVATE, AND FOCUS WITH THE #1 SELLING SPORT EARPHONE BRAND
PRE-BUILT COUNTERTOP DISPLAY NOW AVAILABLE!

Grab the attention of students with this pre-built countertop display offering customers a variety of high-demand Yurbuds earbuds in the convenience of an on-the-go display. This display features two varieties of Yurbuds making the customers' choices easy to either **INSPIRE** or **FOCUS**. This display holds (8) Earbuds: (4) Focus 100 Earbuds Black, and (4) Inspire 100 Earbuds Black.

DSC# 69008 | Min 1 | SRP \$159.92 | Cost \$90.60





78% of engaged employees would recommend their companies' products.

Source: Marshal Fisher, Value of helpful expertise



73% of customers say product knowledge is what they seek most from a sales person.

Source: Marshal Fisher, Value of helpful expertise



Extending the Power of Graphic Calculators

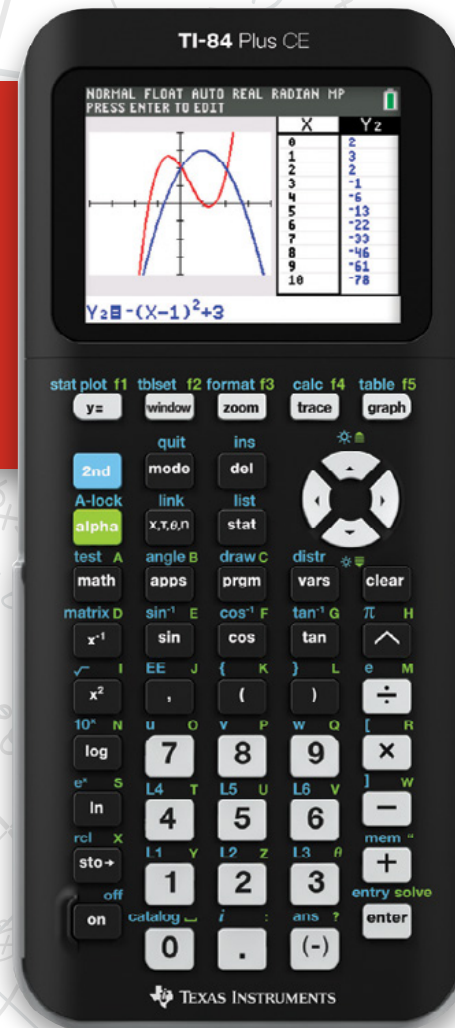
Meet the TI-84 Plus CE Familiar Function, Sleek New Look

Welcome the TI-84 Plus CE Graphing Calculator to the TI graphing calculator family. With familiar functionality to the Ti-84 Plus, this sleek and thin design will make homework easier than ever.

Key Features:

- » 30% lighter and thinner than earlier generation models
- » Vibrant backlit color screen
- » TI Rechargeable battery
- » Pre-loaded with apps and images
- » Available in fun colors: Black, Pink, Denim, and Red

Color	DSC#	Vendor#
Black	68221	84PLCE/TBL/1L1
Pink	69878	84PLCE/TBL/1L1/D
Denim	69879	84PLCE/TBL/1L1/G
Red	69880	84PLCE/TBL/1L1/J
Min 1	SRP \$149.99	



Charge up with the TI-84 Plus CE Graphing Calculator Charging Station. By recharging up to 10 calculators at a time, this Ti-84 Plus CE compatible charging station will keep users' calculators organized.

DSC# 68345 | Vendor# 84CEDS/PWB/2L1
Min 1 | SRP \$75.00



Itsy-Bitsy Brilliant Polaroid Cube It's Hip to Be Cube



Users can document their next bike ride, family reunion, or road trip with the Polaroid Cube. Built to handle just about everything you can imagine, this splash-resistant, shockproof, and mountable camera is packed with fun. Recording action at a 720p or 1080P video rate and a 124-degree wide-angle lens, imagine the adventures!

Polaroid Cube Features:

- » 6MP SMOS sensor
- » Selectable 720p or 1080p video rate
- » 124-degree wide-angle lens
- » Built-in rechargeable battery
- » 90 continuous minutes per charge
- » Magnetic or clip mount
- » Available in: Black, Blue, or Red

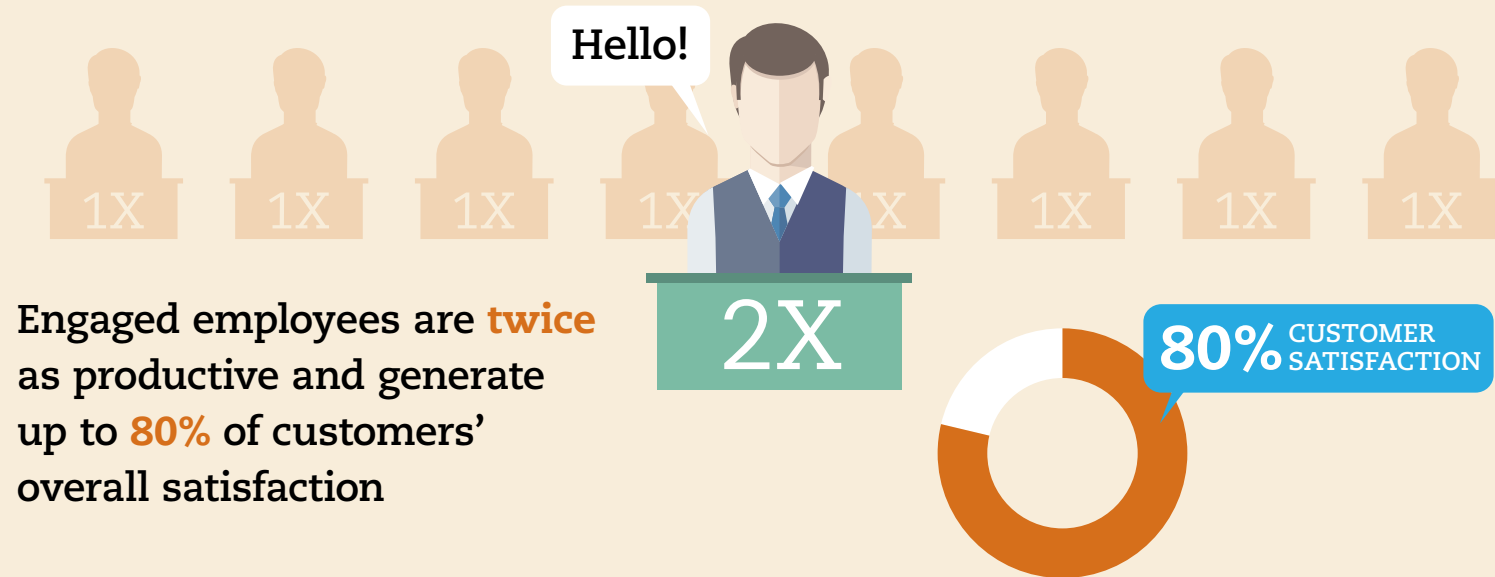
Color	DSC#	Vendor#
Black	68964	POLC3BK
Blue	68965	POLC3BL
Red	68966	POLC3R
Min 1	SRP \$99.99 Cost \$83.33	



The Advocate Squad

Why Employee Advocacy Matters

Every retailer has to gauge the amount of time to spend on in-store versus online promotion, expertise of sales staff versus customer service team, and so forth. Investing in proper sales training of your retail sales team is proven to help your store create customer loyalty and boost sales. Here's how:



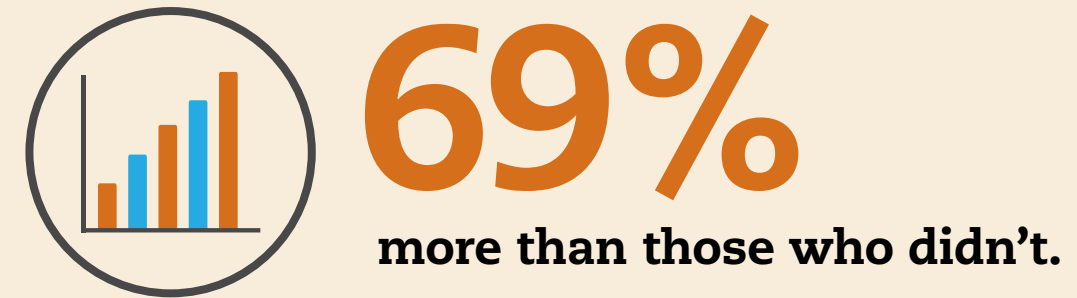
Socially engaged employees...

- Increase your store awareness
- Increase your store's position in search engine results
- Enable your customers to more easily find answers online
- Decrease your cost of creating digital content
- Reinforce and legitimize your store marketing
- Allow your store to tap into new networks
- Help differentiate your company from others

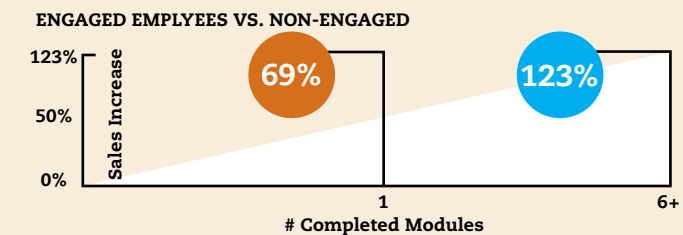
Retail sales associates who engage with online product training sell more. **A lot more.**



Sales associates who completed 1 short interactive product training sold



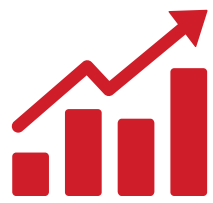
And associates that completed six or more online product trainings sold **123%** more than those who completed none.



Customers support this initiative too...



In short, even a little training can go a long way. Educating your sales people on the value proposition of the products you carry is becoming one of the most important trends in retail. Retailers and customers alike have long known that expertise on the sales floor leads to both happier customers and higher sales.



Increased employee engagement can equal a 12% increase in customer satisfaction which drives up revenue and margin growth.

Source: Marshal Fisher, Value of helpful expertise



Stores that invest in customer experience management see an increase of 42% in customer retention.

Source: Aberdeen report

THE GRIND HOOK UP



EXTREME SOUND,
CLASSIC DESIGN



AMERICANA



SCOUT CAMO



BLACK

Comfort and sound are the fundamentals of Grind headphones. The plush foam ear pads combined and unmatched sound leaves students and faculty alike wearing these headphones all day long. Users can control their music and calls with one easy button. Just tap and go with Grind headphones.

Features:

- Unmatched, extremely smooth sound with powerful bass
- Crown comfort inserts
- Foam ear pillows for all day comfort
- Tap Technology, control your music with one button
- Available in a variety of iconic colors

Color	DSC#	Vendor#	Color	DSC#	Vendor#
Black	67134	S5GRHT-448	Ill Famed Royal	67168	S5GRHT-454
Scout Camo	67135	S5GRHT-492	White/Black	67169	S5GRHT-472
Explore	67136	S5GRHT-467	Against the Grain	67170	S5GRHT-471
Americana	67165	S5GRHT-470	Stripes	67171	S5GRHT-469
Ill Famed Purple	67167	S5GRHT-468	Locals Only	67172	S5GRHT-466

Min 1 | SRP \$59.99 | Cost \$32.00



ZipKord Solutions

Efficiency at its best



GET 5% FREE WITH EACH DISPLAY!

Say adiós to knotted cords and clutter, and hello to organization. This 2in x 2in acrylic counter display has a lockable door and arrives pre-filled with the most popular phone accessories. Easily charge mobile devices with the dual USB car adapter, non-retractable MFI approved lightning USB 2.0 cable, dual USB wall adapter or the retractable USB to Micro/30 pin iPhone® combo cable. There's something for everyone with these bright colored cables!

Display includes:

- 42 dual USB car adapters
- 21 non-retractable MFI approved lightning USB 2.0 cables
- 21 dual USB wall adapters
- 42 retractable USB to Micro/30 pin iPhone combo cable

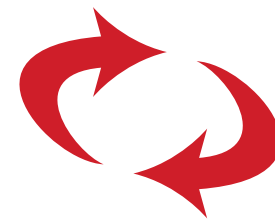
DSC# 41581 | Vendor# AV122L
Min 1 | SRP \$1,400.00





53% of changes in online and offline sales correlate with changes in the number of employee advocates.

Source: www.thesocialworkplace.com



Employee advocates create and share content from their employers social networks onto their own.

Source: www.thesocialworkplace.com



Decorate with Ease

Command Adhesive Hook

Command Hooks offer a mounting solution that holds firmly and removes cleanly. They leave no surface damage and are reusable. White.

DSC#	Vendor#	Size	Pack	Min	SRP	Cost
57426	17081-2VP	Small/Medium	4 Pk	4	\$5.32	\$3.96
83750	17001	Medium	2 Pk	6	\$4.50	\$2.40
57422	17001-VP-6PK	Medium	6 Pk	12	\$12.09	\$6.51

Command Picture Hanging Strip

3M Picture Hanging Strips with Command Adhesive hold firmly where placed. Fasteners can be separated and reattached. When removed, they come off cleanly without surface damage. White.

DSC#	Vendor#	Size	Pack	Min	SRP	Cost
57469	17204	Medium	6 Pk	4	\$6.12	\$4.63
57468	17203	Small/Medium	24 Pk	4	\$8.98	\$6.80

Post-it Super Sticky Lined Note

Post-it Super Sticky Notes stick practically anywhere! Revolutionary adhesive technology ensures notes will stick securely to more surfaces. Assorted colors include: Blue, Green, and Pink.

DSC#	Vendor#	Size	Pack	Min	SRP	Cost
59819	675-3SSAU	4x4	1 Pk	6	\$7.99	\$4.27



Moshi—Strengthening Mobile Lifestyles

First-class Lightning Cables



These licensed USB cables with lightning connectors range in size from 3.3 ft. to 10 ft. Your users will be able to enjoy the flexibility of these cables relaxing on the couch or sitting in the back seat of a car. Both ends of the cable are encased in aluminum to maximize durability and minimize interference. Sync the latest Apple devices such as iPhone® 5 and 6, iPod touch® (5th Gen), iPod nano® (7th Gen), iPad® (4th Gen), iPad Air®, and iPad mini™. Colors include: White, Black, and Gold.

Color	Length	DSC#	Vendor#	Min	SRP	Cost
White	1M	35902	99MO023119	1	\$20.00	\$14.46
Black	1M	35903	99MO023006	1	\$20.00	\$14.46
Gold	1M	41483	99MO023221	1	\$20.00	\$14.46
White	3M	41484	99MO023118	1	\$30.00	\$19.88





2402 Advance Road
Madison, WI 53718

reseller's **EDGE**

PRESORTED
FIRST CLASS
U.S. POSTAGE
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0300.05.2015



Turn Your Words Into Action

With the Livescribe 3 smartpen and the Livescribe+ mobile app, users can simply write on paper and watch it instantly appear on their tablet or smartphone. Notes become more useful when they are tagged, organized, searchable and converted to text. Users can create tasks, reminders, calendar events, new contacts and more, right from their notes. They can use the mic on a tablet or smartphone to add recorded audio that's synced with their handwriting so they can be sure they'll never miss a word. They can quickly share notes and ideas with friends and colleagues. Get more done in less time—all with just a few quick taps of a finger.

DSC# 39192 | Vendor# APX-00016 | Min 1 | SRP \$149.95 | Cost \$124.96

Beta Now Available

