



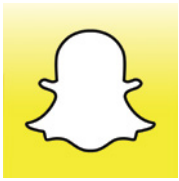
Say Hello to 2016

Exclusive Incase Hardshell CasesIFC

Only Carry the Best—
Brenthaven: The Collins CollectionPage 1

The Most Revolutionary Smartpen
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Snapchat will become a standard marketing platform. Just like Facebook, Twitter, and Instagram, Snapchat is now a standard marketing platform. 'Real-time' social media is a fun tool to conduct marketing experiments, try it today!

Source: Clickz.com



Personalize Your MacBook

Hard Shell Cases Exclusively at The Douglas Stewart Company*



Protect and personalize the MacBook Pro with Retina display. The lightweight, form-fitting hardshell case offers complete protection without sacrificing access to ports, lights, and buttons. Durable MacBook covers feature sophisticated styling, injection-molded construction, and rubberized feet to keep laptops cool and firmly in place

*Also available at the Apple® Store

Color	Size	Description	DSC#	Vendor#	Min	SRP
Blue Moon	13in	MacBook Pro w/Retina	71189	CL60622	1	\$64.04
Clear	13in	MacBook Pro w/Retina	71186	CL60608	1	\$64.04
Pink Sapphire	13in	MacBook Pro w/Retina	71188	CL60621	1	\$64.04
Black Frost	13in	MacBook Pro w/Retina	71187	CL60607	1	\$64.04
Blue Moon	15in	MacBook Pro w/Retina	71193	CL60624	1	\$64.04
Clear	15in	MacBook Pro w/Retina	71190	CL60610	1	\$64.04
Pink Sapphire	15in	MacBook Pro w/Retina	71192	CL60623	1	\$64.04
Black Frost	15in	MacBook Pro w/Retina	71191	CL60609	1	\$64.04



By 2018, millennials' annual spending is expected to reach \$3.4 trillion. Retailers need to reach millennials, plain and simple. Lucky for campus stores, their campuses are swimming with the country's purchasing power leaders. If you are not reaching students, think about how you can seamlessly deliver shopping experiences millennials expect.

Source: Smartinsights.com



Urban Intelligence

Sleek Collins Collection Sleeves

Brenthaven Collins Sleeve

The Collins Sleeve is a custom-fit, beautifully styled sleeve for 11-inch, 13-inch, and 15-inch laptops and tablets. Its slim, tailored shape makes for easy placement into a larger bag while on the go. Soft pinstriped lining protects devices from being scratched and adds to the clean aesthetic of the sleeve.

Description	Size	DSC#	Vendor#
Collins Sleeve	11in	41898	1912
Collins Sleeve I	13in	41897	1913
Collins Sleeve II	15in	41896	1914

SRP \$51.22

WHAT'S IN STORE FOR 2016?

To succeed in 2016, retailers need to leverage three trends that are transforming the retail landscape. Once retailers welcome these trends and integrate them into their strategy, they will see higher conversions and larger transaction sizes. Get ready for 2016 with these 3 trends:

"In a truly multichannel world, the customer has access to consistent content and commerce experiences across all digital and physical touchpoints."

1. Millennials continue to set the tone

Millennials make up a large percentage of college campuses; so don't forget about them quite yet. By 2017, it is estimated that millennials will have more spending power than any other generation. Millennials carry their social networks everywhere they go, allowing you to advertise and communicate with your shoppers 24/7.

They look for trustworthy information, personalization, and socially mindful products and practices. **63% of Millennials** say that knowing a company is "mindful of its social responsibilities" makes them more likely to buy from them.



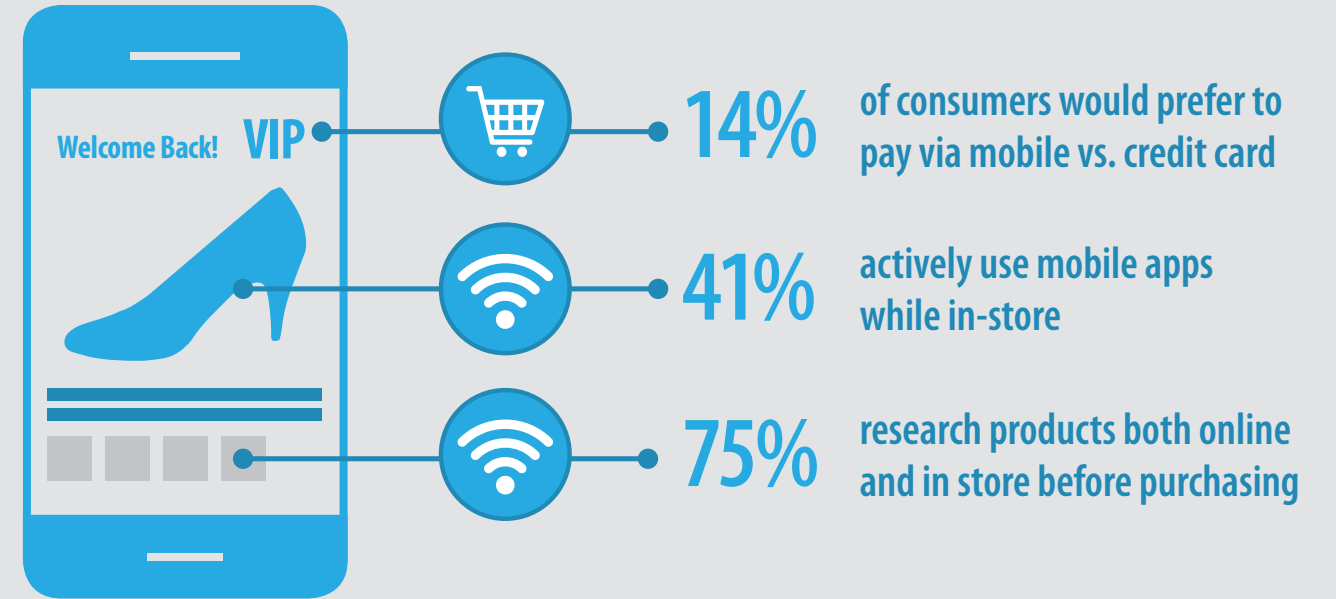
Why should retailers care?

By 2025, Millennials will make up 75% of the global workforce.



2. Mobile means everything

Mobile is here and now, smartphones are everywhere. **Over 85% of Millennials have a smartphone.** Mobile is the primary driver of web sales growth for many online retailers; box-stores should put mobile technology at the front of their web strategy. The use of mobile apps for shopping has doubled in the past year!



3. Shopping is social

We've seen social media sites like Pinterest and Instagram slowly transition to a social platform strategy. This will not be going away. Customers, especially millennials, enjoy talking about products and services all over the web. These conversations play a role in consumers' purchasing decisions. Shoppers are actively seeking out user-generated content about products and services. **70% of consumers research items online before making an in-store purchase.**

Providing content for consumers to share will be helpful, but a key differentiator between you and your competitor is providing relevant social content. Students want product suggestions and user-generated content that they can filter and sort according to the elements they care about.

Sources: Smartinsights.com and Bazaarvoice.com



0705.12.2015



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