



MAY 2023

**RESELLER'S
EDGE**

CREATING A BETTER FUTURE

Tackling Sustainability for Back-to-School

pg.3 The Beat Goes On...JBL

pg.8 On-the-Go Flexibility...Microsoft Surface

pg.14 Tips to Go Green...Infographic

- pg. 3 JBL
- pg. 5 Dell
- pg. 7 Sony
- pg. 8 Microsoft
- pg. 10 Gen Z and Sustainability
- pg. 12 Texas Instruments
- pg. 13 Duracell
- pg. 14 Tips to Make Your Store Greener

- 1** **TI 30XIIS Scientific Calculator**
DSC# 10017 | SRP \$17.00
- 2** **Roaring Spring Blue Examination Book**
DSC# 89035 | SRP \$0.42
- 3** **Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | SRP \$9.99
- 4** **Roaring Spring Wirebound Notebook**
DSC# 141655 | SRP \$2.60
- 5** **BIC Xtra Precision Mechanical Pencil**
DSC# 74061 | SRP \$3.53
- 6** **Energizer MAX Alkaline Batteries AAA 4Pk**
DSC# 55212 | SRP \$8.00
- 7** **Duracell CopperTop Alkaline Batteries AAA 4Pk**
DSC# 56108 | SRP \$7.34
- 8** **FIVE STAR Wirebound Notebook**
DSC# 64613 | SRP \$9.09
- 9** **Sony Stereo On-Ear Headphones**
DSC# 104092 | SRP \$19.99
- 10** **OnHand Charging Cable Black 5ft**
DSC# 117778 | SRP \$14.98



TOP SELLERS

FACTOIDS

93% of survey respondents said the pandemic had influenced their views on sustainability.
IBM

Gen Z prioritizes **climate change** as the third most pressing issue currently.
heforshe

Gen Z customers are willing to spend **10% more** for a sustainable product.
Forbes

Gen Z consider **sustainability** to be more important than brand name.
Forbes

Gen Z demands sustainable retail, making most of their purchasing decisions based on **personal, social, and environmental values**.

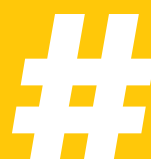
FirstInsight

Consumers are most likely to make sustainable or ethical choices in the categories they deem essential and buy most frequently.

Deloitte

The hashtag **#sustainability** has over 12 million posts on Instagram and **#thrifftok** videos are trending on TikTok and YouTube.

Team Lewis



3 out of 4 consumers report they want to do more to reach their sustainability goals at home.

IBM

3 out of 5 consumers say socially responsible or sustainable products made up at least half of their last purchase.

IBM

79% of people report wanting to buy environmentally sustainable products.

Kantar



THE BEAT GOES ON

with the JBL Flip 6 2-way speaker system

Engineered to deliver loud, crystal clear, powerful sound with exceptional low frequencies and midrange, and clear high frequencies. Flip 6 also features optimized dual passive radiators for deep bass, fine-tuned with using Harman's advanced algorithm.

DSC# 156206
VENDOR# JBLFLIP6REDAM
SRP \$129.95

Eco-Friendly Packaging

JBL is committed to a more sustainable, earth-friendly packaging. The Flip 6 is packaged in a recyclable paper-based box, including the inner tray. The plastic hangtag is over 90% recycled and the exterior is printed with soy ink.





BOLD SOUND FOR EVERY ADVENTURE

This big-sounding, yet easy-to-carry speaker goes with them everywhere, giving students' life a soundtrack.

Key Features:

- 12 hours of playtime on a single charge
- IP67 waterproof and dustproof
- Stands vertical or horizontal
- Wireless Bluetooth connection
- Variety of color options



CAMPUS PROGRAM OFFER

EDUCATION REBATE OFFERS

\$50 REBATE WITH THE PURCHASE OF SELECT DELL PCs \$499-\$949.*	\$100 REBATE WITH THE PURCHASE OF SELECT DELL PCs \$950-\$1,349.*	\$150 REBATE WITH THE PURCHASE OF SELECT DELL PCs \$1,350+.*
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DELL Technologies


*PURCHASE IN-STORE. SUBMIT PROOF OF PURCHASE TO www.identified.com/dellpromo2023 Offer valid 01/29/2023 - 01/28/2024

Take the following steps to verify your student status and receive your promotional Dell rebate check:

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3. Enter your personal information.
4. Verify your student eligibility. Enter a valid .EDU email address or another email domain sponsored by your educational institution. If you do not have an .EDU email address, Identit-e will attempt to validate your student status through your school's enrollment records.
5. Provide a copy of your store receipt(s) as proof of purchase. The qualifying system must have been purchased between 1/29/2023 - 1/28/2024. The receipt must show the retailer name, the purchase date, and itemized purchase including price. Verification requests must be submitted no later than February 28, 2024, 11:59pm CST.
6. Identit-e Services will confirm receipt of your request and will review within 24 hours. If further action is needed, you will be notified via email from Identit-e Services.
7. Once validated, Identit-e will mail your rebate check to the address indicated in your request within 6-8 weeks.
8. The rebate check is valid for 90 days from issue date.

TERMS AND CONDITIONS: Promotion valid only at participating college retail outlets. Purchases from other retail outlets do not qualify. Offer valid 1/29/2023 - 1/28/2024 at 6:59AM. TERMS AND CONDITIONS: Promotion valid only at participating college retail outlets. Purchases from other retail outlets do not qualify. Qualified purchase must be made between 01/29/2023 and 01/28/2024. Rebate request with student eligibility verification must be submitted at www.identified.com/dellpromo2023 by February 28, 2024, 11:59pm CST. Valid proof of purchase for submitted rebate requests must be provided by March 15, 2024, 11:59pm CST. Limit 2 rebates per customer. Offer good only in the U.S. Rebates will be issued in US dollars, in the form of a check. Rebates are non-transferable. Rebate check expires if not cashed within 90 days from the date of issuance, after which time Identit-e, LLC Rebate Services and Dell Inc. will have no further obligation. Identit-e is not responsible for lost, stolen, misdirected or undelivered mail. Allow up to 8 weeks for receipt of rebate after verification request has been approved. For inquiries, visit www.identified.com/dellpromo2023. Dell only accepts returns of the entire bundle. Dell, EMC, and other trademarks are trademarks of Dell Inc. or its subsidiaries.

Allow up to 6-8 weeks for receipt of rebate after verification request has been approved.
For inquiries, visit www.identified.com/dellpromo2023.

 SCAN TO REDEEM

The 2023 Dell Campus Program Offer

Start the semester with savings!
Students can receive up to \$150 in rebate.

Looking to the Future

Dell's goal is that by 2030, for every product a customer buys, they will reuse or recycle an equivalent product. 100% of Dell packaging will be made from recycled or renewable material. More than half of Dell product content will be made from recycled or renewable material.



THE DELL STOCKING PROGRAM from The Douglas Stewart Company

In-Stock | Ready to Ship | Premium Support

Need it now? Get an entire catalog of Dell laptops and PCs shipped immediately with no minimum orders and the same **Dell return policy**.



Get Closer to the Music

Sony delivers exceptional bass performance and noise cancellation for a truly remarkable listening experience.

Block Out More

Sony's noise cancellation is highly effective at blocking out daily noise like voices and the background sounds, making these headphones perfect for studying or traveling.

Total Immersion

Headphones perfect for handling heavy beats and can reproduce a full range of frequencies up to 40kHz.

Smart Listening

Adaptive Sound Control automatically detects activity such as travelling, walking, and waiting, then adjusts ambient sound settings accordingly.



DSC# 157276
VENDOR# WH1000XM5/S
SRP \$399.99

Sustainable Packaging

The WH-1000XM5 product box uses Original Blended Material, Sony's proprietary sustainable paper.



Surface Go 3

The most portable touchscreen 2-in-1

Perfect for everyday tasks, homework, and play, the Surface Go 3 is optimized for digital pen and touch. Designed for Windows 11 (also available with Windows 10 Pro OS), the Surface Go 3 has a Pentium® Gold 6500Y processor, all-day battery, tablet-to-laptop versatility, and built-in Microsoft security.



DSC# 151882 | SRP \$399.99



Zero waste by 2030

Feel good about your Microsoft purchases. Microsoft is on a journey to be zero waste by 2030, aiming to create devices built with integrity and reduced carbon impact across their life cycles.

Surface Pro 9

On-the-go flexibility

Surface Pro 9 delivers tablet flexibility with laptop performance and battery life—all in one ultra-portable device. Now with powerful new processors and optional high-speed 5G connectivity. Built for anything students need, anywhere they need it. Type cover not included.



DSC# 156650 | SRP \$1,899.99

GEN Z AND SUSTAINABILITY

College students care about important social issues such as racial equality, LGBTQ+ rights, and sustainability and climate change. Stores will find that striving for authenticity and ethical products will attract this generation of shoppers. Here are some facts about Gen Z and their desire for sustainability.

SUSTAINABILITY AS A MAIN ISSUE

According to a **global study**, Gen Z prioritizes climate change as the third most pressing issue currently. Compared to older generations, with only 51% of baby boomers sharing this view, significantly more young people care about their purchases being sustainable and eco-friendly.

SUSTAINABILITY VS. BRAND NAMES

Gen Z **prefers to buy sustainable brands**, in fact most are willing to spend even 10% more for a sustainable product versus its cheaper alternative. Gen Z shoppers consider **sustainability to be more important** than brand names, and they have even begun to influence previous generations as well, with nearly **90% of Gen X consumers** being willing to spend 10% extra or more for a sustainable product, compared to just 34% in 2020, and a 30% jump in participation from Baby Boomers.



SUSTAINABILITY AFTER COVID-19 PANDEMIC

Coming of age during the COVID-19 pandemic has greatly influenced Gen Z. For many, the pandemic taught people to do less, spend less, and waste less. People have adapted to working from home, ordering cleaner products, and considering their personal impact on the environment. Although people cared about sustainability before COVID, the **pandemic certainly brought it into focus** for much of Gen Z. In fact, according to **a study at the end of 2019**, Gen Z demands sustainable retail, making most of their purchasing decisions based on personal, social, and environmental values.

SUSTAINABILITY AND SOCIAL MEDIA

Gen Z is the most active generation on social media, and the online landscape shows how much Gen Z cares about environmental awareness. The hashtag **#sustainability** has over 12 million posts on Instagram and **#thrifttok** videos are trending on TikTok and YouTube.

THE BOTTOM LINE

Gen Z is known for caring for climate change and sustainability, and your store will benefit from stocking eco-friendly products for Back-to-School shopping. For a list of products you should carry, **check out this article**.

Read Article: <https://retailconnection.dstewart.com/2023/04/05/gen-z-and-sustainability/>

Reducing environmental impact

To minimize environmental impacts, TI implements strategies to reduce water consumption, waste, and greenhouse gas emissions. TI responsibly manages the use and disposal of materials and chemicals to protect the environment and reduce landfill waste.



Calculators for standardized tests



TI-84 Plus Graphing Calculator

Standard graphing for math and science

DSC# 10326
SRP \$139.00

TI-84 Plus CE Graphing Calculator

Enhanced color graphing calculator with software and rechargeable battery

DSC# 68221
SRP \$149.00

TI 30XIIS™ Scientific Calculator

2-line scientific calculator with advanced features

DSC# 10017
SRP \$17.00

TI BA II Plus™ Financial Calculator

Bestselling financial calculator

DSC# 10063
SRP \$45.00

DURACELL®

#1 Trusted battery brand

Students can count on CopperTop for long lasting, reliable power. Superior quality, dependability, and decades of innovation have made Duracell the brand it is today.

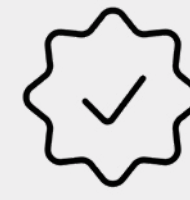
Best Uses

Duracell Coppertop batteries work in devices like:

- Toys
- Remote controls
- Flashlights
- Calculators
- Clocks and Radios
- Portable Electronics
- Wireless Mice and Keyboards



Formulated with **POWER BOOST™** ingredients



Guaranteed 12 years in storage



Suitable for everyday devices

8 TIPS TO MAKE YOUR STORE GREENER

Going green is a process, and it is okay to take it one step at a time instead of trying to tackle every goal at once. Pick one positive change each month and start gradually making changes. Here are some practical ideas you can implement:



Replace light bulbs with energy efficient lighting.



Reduce paper waste in restrooms with energy efficient hand dryers.



Switch to a green web hosting service.



Use recyclable or compostable materials when possible.



Make energy efficient upgrades to reduce energy consumption.



Order sustainable products to sell to students (Get a shopping list [HERE](#)).



Conduct an energy audit to see where your store's energy usage can be cut back.



Review daily activities to see where you can reduce waste or use sustainable materials.