

MARCH 2025

RESELLER'S EDGE

MERCHANDISE EFFECTIVELY IN YOUR STORE

TIPS AND BEST PRACTICES FOR 2025

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1 Sony XM5 Wireless Headphones
DSC# 157277 | SRP \$399.99

2 Roaring Spring Wirebound Notebook 3 pk
DSC# 141656 | SRP \$4.41

3 Five Star Wirebound Notebook 6 pk
DSC# 64613 | SRP \$9.09

4 Polaroid Now Gen 2 Instant Camera
DSC# 158837 | SRP \$149.99

5 UAG Metropolis SE iPad Pro 11in Case
DSC# 165117 | SRP \$69.95

6 Satechi 6.5 ft Charging Cable
DSC# 137042 | SRP \$19.99

7 Duracell AAA Coppertop Alkaline Batteries 4 pk
DSC# 56108 | SRP \$7.42

8 Casio FX-115ES Plus Scientific Calculator
DSC# 145876 | SRP \$19.79

9 Polaroid Now+ Gen 2 Instant Camera Everything Box
DSC# 163904 | SRP \$147.99

10 Urbanista San Francisco USB-C Wired Earbuds
DSC# 160428 | SRP \$20.00



TOP SELLERS

FACTOIDS

Merchandise planning helps avoid inventory imbalance by preventing overstocking.

Leafio

Merchandising helps retailers predict and adapt to customer demands in real-time.

RetailLoop

Bright colors in a display grab consumers' attention.

Repsly

73% of customers say good visual merchandising makes them more likely to return.

Contravision

Interactive merchandise displays increase customers' in-store shopping time.

Beyond Retail Industry

Products at eye level are **82% more likely** to be picked up and purchased.

Contravision

Successful retail merchandising leads to **higher levels of customer satisfaction** because it helps customers easily find what they want.

Indeed Editorial Team

68% of customers purchased a product or service because a sign caught their eye.

FedEx Newsroom

Using different colors in merchandising displays draws on customers' emotions.

Lightspeed

Merchandise the products people want, not what they need.

Bob Phibbs

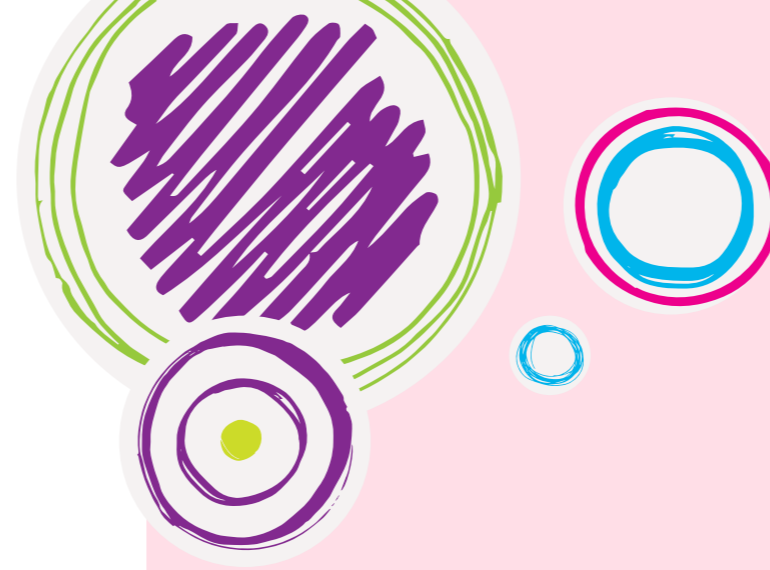


Classic Pens and Mechanical Pencils



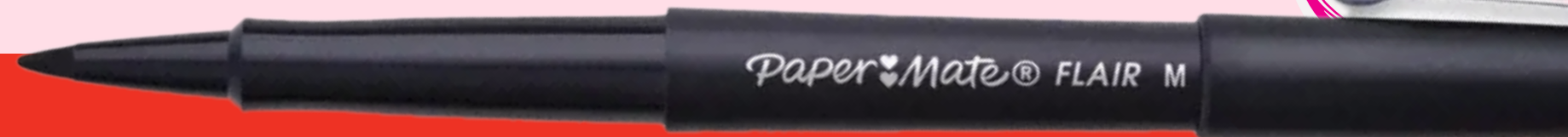
Clearpoint Mechanical Pencils

Paper Mate Clearpoint mechanical pencils have the feel of a pen and the look and performance of a pencil. With a convenient side-click advance mechanism on the barrel, students can load lead without losing their grasp. Available in both 0.5mm and 0.7mm lead.



InkJoy Gel Pens

Spread joy (not smears) with Paper Mate InkJoy Gel Pens. With vivid gel ink that dries 3X faster* for reduced smearing, it's like a party on the page where smudges aren't invited. Brilliant color ensures their writing will be bright and filled with fun. Fully wrapped with a comfort grip, Paper Mate InkJoy pens have a smooth style that keeps the joy flowing as fast as their thoughts.



Flair Felt Tip Pens

Boost your writing fun-factor with Paper Mate Flair Felt Tip Pens! With a rainbow of bright colors and smear-resistant ink that won't bleed through the page, these colored pens make writing a blast. The medium point (0.7mm) writes in bold, colorful lines so their self-expression makes a major statement. Comes in our classic colors, scented, dual tip or metallic porous point pens.

SONY[®]

Hear the Difference

Noise-cancelling headphones from Sony



Sustainable, Rechargeable Batteries

Lithium Ion Rechargeable
AA & AAA Batteries

Paleblue batteries are designed to outperform alkaline batteries and can be recharged and reused up to 1,000 times per battery. These fast charging batteries come with a USB-C port on each battery, and the included charging cable can charge 4 Paleblue batteries at once. Recharge and reuse Paleblue batteries to prevent alkaline batteries from clogging up landfills.





COLLEGE STUDENT SPENDING HABITS

Nearly **67% of college students are under 24 years old**, meaning Gen-Z currently comprises the largest share of college students in the nation. Due to this, it's important to understand Gen-Z's spending habits so your college retail store can keep up with their shopping lifestyle.

Gen-Z are highly conscious of their funds and how their money is spent. It's typical for most Gen-Z customers to research a product then compare it with multiple options before making the final purchase. It will benefit your retail store to **have a varied selection of similar products** for Gen-Z shoppers to browse through while they weigh their options.

This group of customers likes to research stores and products online and use social media to make their purchasing decisions. Having a **dedicated website or social media page for your store** will attract Gen-Z customers as they use your digital space to research your store's inventory, discover brands you carry, and find more information about your retail location.

While online shopping plays a big part in Gen-Z's shopping habits, the experience of shopping in-person at a brick-and-mortar store is still highly valuable for this group. More than **three quarters of Gen-Z consumers prefer to purchase clothing and apparel in-person** so they can see the products with their own eyes, try them on before making a decision, and take them home instantly instead of waiting for them to be delivered. This is just one facet of the in-person experience for Gen-Z college students. Enhancing your store with fun merchandise displays is a great tool to draw this group of customers into your store!

Gen-Z shoppers are quite different from their predecessors, and it's crucial to adapt your store to accommodate these differences. Stocking up on a wide selection of options for them to compare, owning a website or social media account for your store, and having clothing and apparel options available in your store will positively affect your sales among Gen-Z consumers.



WALLET-FRIENDLY ANC FRESH ANC

Get quality noise-cancelling headphones without breaking the bank. 4-mic, 40mm drivers, 22 hours of battery life, and digital active noise-cancelling amp these headphones up to stand toe-to-toe with any competitor at a fraction of the price.





A5 Spiral Smart Ruled Notebooks

The perfect companion notebook for Livescribe smart pens with precast recording controls and quick-send controls on every page. The matte black cover and high-quality durable paper withstand ink bleeding through pages. Livescribe notebooks help students take notes like never before.

LivePen Smart Pen

The LivePen instantly connects to smart phones via the Livescribe+ app to digitize hand-written notes and drawings in real time, transcribe handwriting into text, and search for files to let end users find and share notes when needed. The future is now - elevate notetaking with the Livescribe LivePen.



➤ ULTRAHUMAN

The Ultimate Wearable Technology

Ultrahuman Ring AIR

Sleek, stylish, comfortable, and discreet – the Ultrahuman Ring AIR helps users unleash their full potential with comprehensive wellness monitoring. Consumers can track the best time to exercise, when to step outside, monitor screentime, body movements, sleep patterns, calories, heart rhythms, glucose levels, and even menstrual and ovulation cycles with precision. Perfect for casual use and durable enough for any exercise.



FIVE STAR®
★★★★★
BUILT STRONG TO LAST LONG®

NOTEBOOKS THAT LAST ALL YEAR!*

These college-ruled wirebound notebooks from Five Star® come with 100-200 sheets, water resistant front cover to help protect notes, high-quality paper that resists ink bleed-through, SPIRAL LOCK® wire to stop coils from snagging on paper, and perforated pages for easy tearing. End users can comfortably take notes and take them where they need without worrying about the annoying wear and tear that comes with daily campus life.

*Guarantee is valid for one year from purchase or delivery date, whichever is longer. Does not cover misuse. Go to fivestarbuiltstrong.com for details.



GEAR UP & GAME ON!

ESPN-LICENSED SPORTS GEAR

Pro Bristle Dartboard Kit

Turn dorms, patios, and living rooms into dart throwing parties with the Primetime Sports dartboard starter kit complete with everything users need to start playing.

Over-the-Door Basketball Hoop

This classic over-the-door basketball hoop set comes with 2 mini basketballs and an air pump, so users can start balling as soon as they get home. The hype never ends with the built-in score board and scoring sounds. The foldable rim makes for easy storage just about anywhere.

MERCHANDISING TIPS



Follow the Rule of 3

Customers are more likely to stop when they see symmetrical or balanced designs. Place three products side by side, arrange them by height, or make a pyramid of products. Balanced designs draw shoppers' eyes to products and increases the likelihood they'll make a purchase.



Keep Things Changing

Merchandising displays lose effect over time, no matter how well they're set up. Customers are always looking for something new and exciting – try implementing a rotating merchandising setup throughout the year to keep customers engaged with your products.

Planogram Tools Help

Planograms are extremely easy ways to map out and organize merchandising displays. Use these FREE planogram resources from Douglas Stewart to get started on effective merchandising in your store.



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trends by following us on social media**