



MAY 2022

**RESELLER'S
EDGE**

THE FUTURE OF RETAIL

THE ROAD AHEAD LOOKS GREEN

Take a look at some of our sustainably
responsible vendors.

pg.2 New laptops to impress your students...Dell

pg.7 Tackle Math with ease...Texas Instruments

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Duracell alkaline batteries and rechargeable NiMH batteries are a sustainable power source for today's battery powered devices.

Dell used over 27 million pounds of sustainable materials in its products and packaging between 2020 and 2021 ([forbes.com](https://www.forbes.com)).

Microsoft Surface aims to have 100% recyclable packaging in all Surface devices by 2030 ([microsoft.com](https://www.microsoft.com)).

Dell Technologies works to build a resilient supply chain that minimizes negative environmental impact and mitigates risk ([dell.com](https://www.dell.com)).

Duracell is taking action for the forest by planting 20,000 trees in France, Peru and Tanzania with ReforestAction ([reforestaction.com](https://www.reforestaction.com)).

Microsoft aims to protect, conserve, and sustain natural resource ([microsoft.com](https://www.microsoft.com)).

Texas Instruments does more than calculators. They have a mission to design new buildings that require fewer natural resources and electricity ([thebusinessdownload.com](https://www.thebusinessdownload.com)).

Logitech is committed to incorporating sustainability in their product design for more than 25% of their new products ([logitech.com](https://www.logitech.com)).

Livescribe is committed to environmentally friendly materials wherever possible and supports the sustainability of natural resources ([livescribe.com](https://www.livescribe.com)).

- 1 TI 30Xa Scientific Calculator**
DSC# 10119 | SRP \$15.00
- 2 Roaring Spring Blue Book Examination Book**
DSC# 89035 | SRP \$0.42
- 3 Casio HS8V Mini Calculator**
DSC# 20072 | SRP \$6.99
- 4 Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | SRP \$9.99
- 5 Maxell HP-200F Stereo Headphones**
DSC# 57104 | SRP \$17.99
- 6 BIC Xtra Precision Mechanical Pencil**
DSC# 74061 | SRP \$3.26
- 7 OnHand 5ft USB-A to Lightning Charging Cable**
DSC# 117768 | SRP \$19.98
- 8 Duracell CopperTop Alkaline Batteries AAA 4Pk**
DSC# 56108 | SRP \$7.42
- 9 Energizer MAX Alkaline Batteries AA 4Pk**
DSC# 55220 | SRP \$8.00
- 10 Paper Mate Pearl Eraser**
DSC# 56815 | SRP \$0.88



TOP SELLERS



NEW TOP SELLER FOR YOUR STUDENTS



The stunning 4-sided InfinityEdge display enables Dell to bring a 6.8% larger 16:10 display to the 13-inch laptop in a footprint more similar to an 11-inch laptop and in a 2% smaller size than before, delivering a 91.5% screen to body ratio.

 **Dell XPS 13 Plus 9320**
DSC# 154379 | Vendor# 3135 | SRP \$1,399.99

Surface Pro 7+

Your employees expect devices that are as adaptable as they are. Surface Pro 7+ is the versatile 2-in-1 business laptop they've come to love. Plus they support up to 15 hours of battery life. And when it's time to recharge, they can go from 5% to 80% in just under an hour.

DSC# 147257 | Vendor# 3BQ-00001 | SRP \$899.99



ECO-WISE

Saving our seas: Recognized as a CES® 2018 Best of Innovation Awards Honoree, Microsoft's black packaging trays are a step beyond recycled. 25% percent of the material consists of ocean plastics collected from coastal areas, while the remaining 75% is made up of other recycled plastics.

ENERGY EFFICIENT
The XPS 13 is ENERGY STAR® certified.

SAFER MATERIALS
Free of materials like cadmium, lead, mercury and some phthalates, it's also EPEAT® Gold registered and BFR/PVC-free.

RECYCLE FRIENDLY
90% of the laptop's parts can be easily recycled or reused, and the white bamboo packaging trays are 100% recyclable.

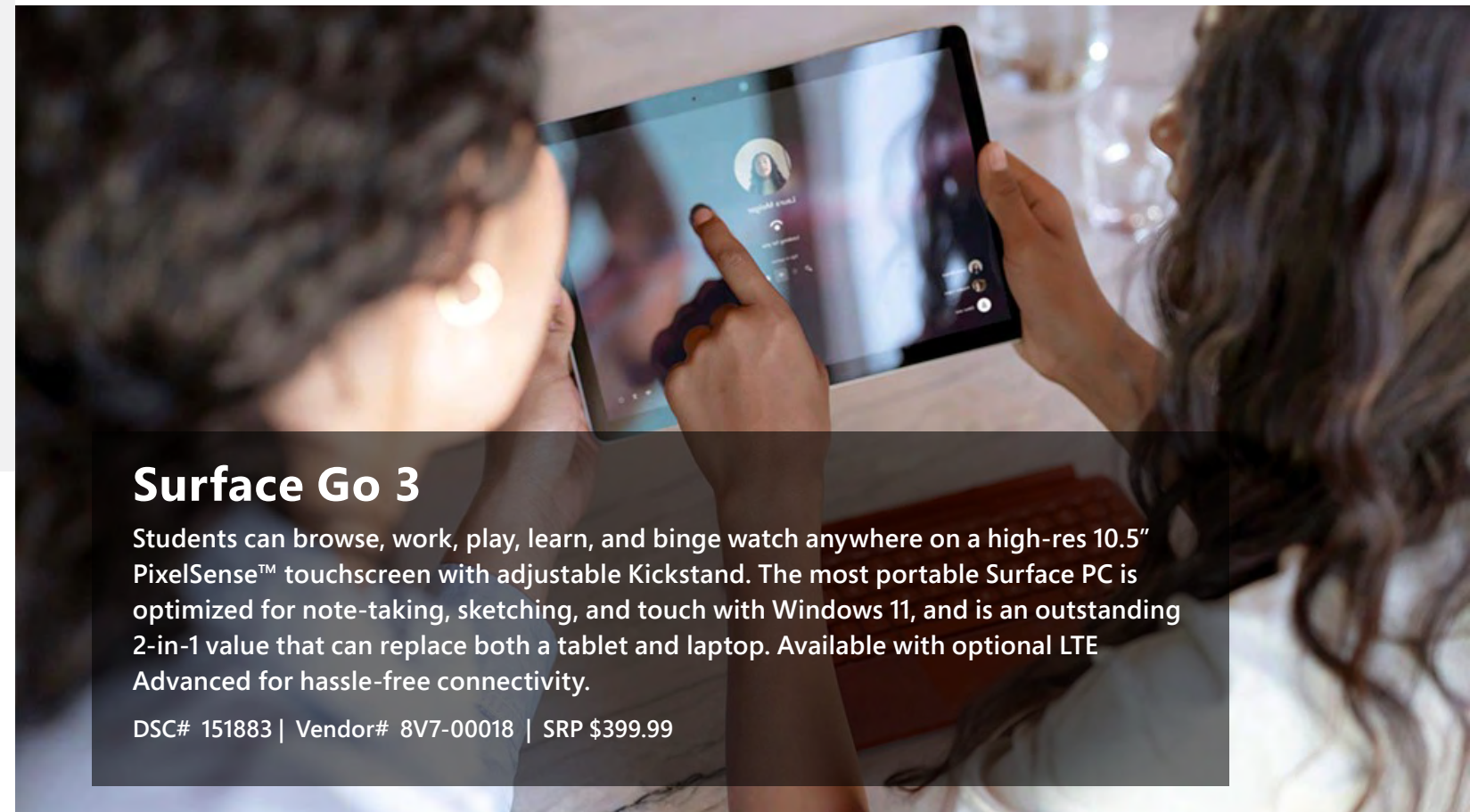


 **Alienware Low Profile RGB Mechanical Gaming Keyboard & Gaming Mouse**
DSC# 153618 | Vendor# OC 486-BBFX | SRP \$229.98

Surface Go 3

Students can browse, work, play, learn, and binge watch anywhere on a high-res 10.5" PixelSense™ touchscreen with adjustable Kickstand. The most portable Surface PC is optimized for note-taking, sketching, and touch with Windows 11, and is an outstanding 2-in-1 value that can replace both a tablet and laptop. Available with optional LTE Advanced for hassle-free connectivity.

DSC# 151883 | Vendor# 8V7-00018 | SRP \$399.99



WHY OFFER SUSTAINABILITY



Generation Z will soon become the **second-largest generation** in the world. Gen Z will take over Baby Boomers' mantle at 67.17 million, and that represents a lot of buying power — and Gen Z buys with its conscience as much as its wallet. Not only are they the second largest generation, but they are the current generation heading to college, meaning that they are the generation shopping in campus bookstores. College bookstores have a vested interest in offering sustainable products for students to purchase.

GEN Z EXPECTS SUSTAINABLE BRANDS

More than any other generation, Gen Z are the most likely to make purchase decisions based on values and principles (personal, social, and environmental). Climate change and protecting the environment was the number one concern for Gen Z, **according to a 2021 Deloitte study**.

"Generation Z is also more likely to purchase upcycled products, and like all their generational peers, Gen Z values quality above all else — and quality is one aspect that sustainably-made products always take the lead on.

After all, sustainably-made products are built to last." **(re/make).**

According to a study done by First Insight, there is a growing expectation for sustainable brands among Generation Z. Gen Z makes more shopping decisions based on sustainable retail practices than Millennials and Gen X do. 73% of Gen Z consumers surveyed were willing to pay more for sustainable products, with 54% saying they would pay more than a 10% price increase for a sustainably made product.

SUSTAINABLE OPTIONS FOR BOOKSTORES

There are several options of sustainable products for college stores to carry.



BIC REVOLUTION

BIC released a new line of their first eco-friendly stationery line called **BIC ReVolution**. Each BIC ReVolution product is made up of at least 50% recycled plastic.



JBL ECO FLIP 5

JBL offers a **waterproof, portable speaker** with Bluetooth®, built-in battery, and microphone. Made from 90% recycled plastic!



SOLO NEW YORK RE:CYCLED

Solo New York offers **fashionable backpacks and bags** made from recycled plastic bottles. These bags are antimicrobial and water resistant with modern, urban designs.

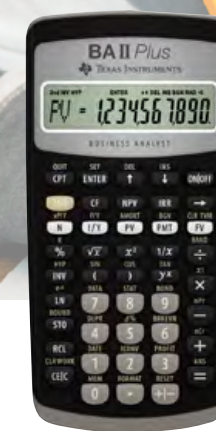
Get More Done



TI-84 Plus Graphic Calculator

- Standard graphing for math and science, permitted on standardized tests.
- Ideal for Pre-Algebra, Algebra 1 and 2, Trigonometry, Statistics, Business and Finance, Biology, and Physics.
- Permitted for use on SAT, PSAT/NMSQT, ACT, AP, IB, and Praxis exams.
- Includes USB cable for instant computer connectivity.
- Preloaded software, including the Cabri Jr Geometry app.
- Student units connect by adapter to ViewScreen panel or TI-Presenter video interface.

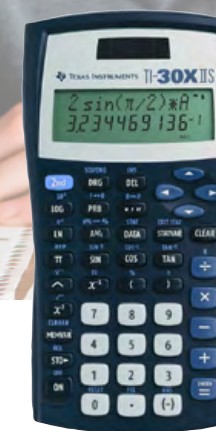
DSC# 10326
Vendor# 84PL/CLM/1L1
SRP \$139.00



TI-BA II Plus Financial Calculator

- Best-selling financial calculator in the US and Canada.
- Approved for use on the CFA, FRM and Actuary exams.
- Ideal calculator for students, managers and statisticians.
- Profitability calculations: cash flow function calculates NPV and IRR for uneven cash flows.
- Time-value-of-money and amortization keys solve problems including: pension calculations, loans, mortgages, etc.
- List-based statistics basic functions allow addition and storing of data with four types of regression.
- Four different methods for calculation depreciation, remaining book value and remaining depreciable value.

DSC# 10063
Vendor# IIBAPL/TBL/1L1
SRP \$45.00



TI-30X IIS Scientific Calculator

- 2-line scientific calculator with advanced features.
- Easily scroll, review and edit current or previous entries. Perform a variety of conversions and advanced calculations.
- See both equation and answer.
- Solar and battery powered. Slide on case included.
- Appropriate for General Math, Pre-Algebra, Algebra 1 & 2, Geometry, Trigonometry, Statistics, Science, and Biology.

DSC# 10017
Vendor# 30XIIS/TBL/1L1
SRP \$17.00

HOW GEN Z IS LEADING THE WAY

SUSTAINABILITY HELPS YOU CONNECT WITH YOUR CUSTOMERS

TOP REASONS STORES ARE IMPLEMENTING SUSTAINABILITY EFFORTS

Generation Z students prefer to buy from vendors and retailers that have sustainability efforts.

These students are also willing to pay more for sustainable goods.

It saves retailers money, and lots of it.

By going "Green Clean" and using cleaning products that have significantly less harsh chemicals in them, retailers are having a profoundly positive impact on the health of their employees and customers.

Being sustainable can attract and retain customers.

Gen Z is very much aware of their overall impact on their communities. By implementing better, more sustainable practices, stores can become more efficient, save money, and attract and retain loyal customers.

TOP REASONS VENDORS ARE IMPLEMENTING SUSTAINABILITY EFFORTS

- 1 They see positive, measurable impacts.
- 2 Customers are demanding sustainable products and packaging.
- 3 Sourcing raw materials ethically and sustainably helps increase supply chain longevity.
- 4 They attract more employees that value their missions.
- 5 Their sustainability efforts have led to partnerships with other like-minded companies.
- 6 They grow 28x faster than non-sustainable companies.

HOW CAN YOU MAKE YOUR STORE MORE SUSTAINABLE?

- 1 Go paperless—try emailing receipts to students instead of printing them.
- 2 Look for clean energy options.
- 3 Source sustainable brands (like the ones featured in this edition of Reseller's Edge!)
- 4 Upcycle or donate unsold stock or samples.

COVID-19 captured the world's attention in 2020, but so did wildfires and air pollution. Sustainability is now top of mind for our youngest generation. With leading vendors at The Douglas Stewart Company declaring significant efforts towards more sustainable business practices, sustainability is difficult for us to ignore. COVID-19 may have reenergized the environmental movement, but this is no fad. Incorporating sustainable products from top loved brands will be your first step in becoming a more eco-friendly and profitable retailer.

SOURCES

www.thebalancesmb.com/going-green-tips-for-retailers-2890538
www.shopify.com/retail/sustainability-retail
remake.world/stories/humans-of-fashion/gen-z-cares-about-sustainability-brands-should-too/
blog.shawmutdelivers.com/the-year-of-sustainability-why-more-companies-are-going-green-in-2020
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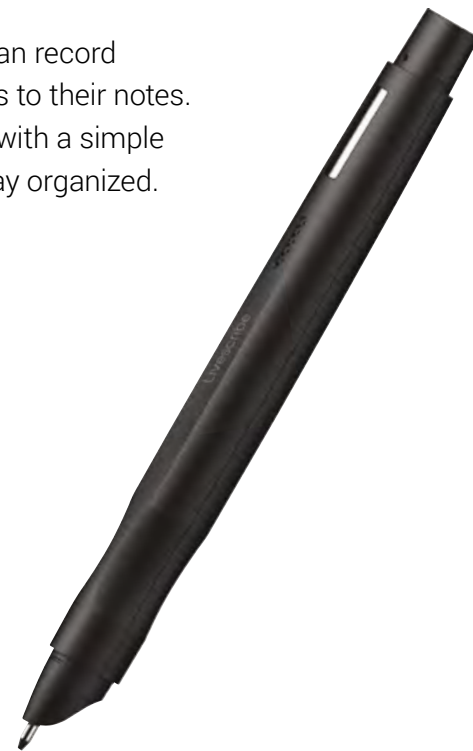
Notetaking Has Never Been Easier

Introducing the Livescribe Echo II



Students can capture what's important with an Echo 2 smartpen. They can record everything they hear, say, and write—all while linking their audio recordings to their notes. Users can quickly replay audio from their Livescribe paper or a computer with a simple tap on their handwritten notes. It's never been easier to take notes and stay organized.

DSC# 153011 | VENDOR# APX-00043 | SRP \$149.95



DURACELL®

Deliver Extra Life or Extra Power with the #1 Trusted Battery Brand



DSC# 145587
VENDOR# D23 03263
SRP \$9.51



DSC# 145584
VENDOR# D23 03263
SRP \$9.51

DURACELL OPTIMUM ALKALINE BATTERIES

Duracell Optimum Alkaline Batteries give students extra life in some devices or extra power in others. Batteries are packaged in a slider pack with a resealable storage tray allowing them to peel and reseal as much as they need in the organized storage tray.



EXTRA LIFE

Work and play longer on devices.



EXTRA POWER

Students will get more out of their tools and devices.



UNIQUE PACKAGING

Resealable packaging offers convenient storage.



logitech®

defy logic

with products that pair together

Unleash personality onto your students' desk space and beyond with POP Keys. Together with a matching POP Mouse, let your true self shine with a statement desktop aesthetic and fun customizable emoji keys.



**Logitech Pop Keys
Wireless Mechanical Keyboard**

DSC# 153911 | VENDOR# 920-010708 | SRP \$99.99

Logitech Pop Mouse Wireless Mouse

DSC# 153912 | VENDOR# 910-006544 | SRP \$39.99

