

DECEMBER 2023

# RESELLER'S EDGE



# GAIN THE ULTIMATE COMPETITIVE ADVANTAGE

for your gamer students

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pg.8 Ready, Set, Play: Esport College Leagues

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**1** TI 30X IIS Scientific  
Calculator  
DSC# 10017 | SRP \$17.00

**2** Pentel R.S.V.P. Ballpoint  
Pen Black .7mm Bulk  
DSC# 68169 | SRP \$1.20

**3** Encon Veratti 900  
Safety Goggles  
DSC# 155995 | SRP \$20.35

**4** TI 84 Plus Graphing  
Calculator  
DSC# 10326 | SRP \$139.00

**5** Roaring Spring  
Wirebound Notebook  
DSC# 141655 | SRP \$2.60

**6** Duracell CopperTop  
Alkaline Batteries AA 4Pk  
DSC# 56104 | SRP \$7.42

**7** Five Star® Paper Pocket  
Folder Display  
DSC# 64542 | SRP \$3.19

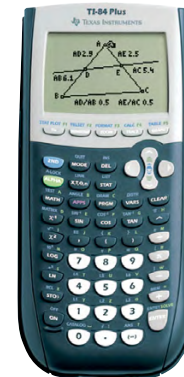
**8** Command Fog-Resistant  
Mirror  
DSC# 66039 | SRP \$15.33

**9** Skullcandy Jib In-Ear  
Earbuds with Mic  
DSC# 117614 | SRP \$9.99

**10** OnHand Wall Charger  
DSC# 125677 | SRP \$9.98



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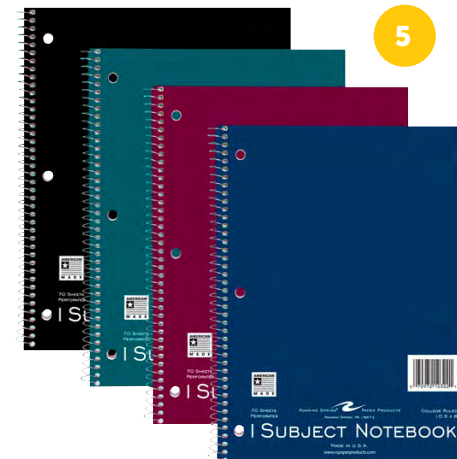
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7



2



5



8



3



6



9



10

# TOP SELLERS

# FACTOIDS

Outside of smartphones, **PC/laptop is the preferred gaming device** among Gen Z.

**GWJ**



**40% of esports followers** consider gaming as legitimate a pastime as sports.

**GWJ**

Computer hardware made for gaming is **crucial to students' success**, as well as the proper keyboards, desks, and headsets.

**intel**

**r/gaming** is the 4th biggest community on Reddit.

**GWJ**



**Around 70%** of college students play video games at least semi-frequently.

**The Hornet Newspaper**



YouTube's most-subscribed single creator channel (PewDiePie) made his name with **Let's Plays**.

**GWJ**

**More than 475 colleges and universities have created esports programs**, with some having organized tournaments and dedicated gaming facilities on campuses.

**Dell Technologies**

The industry has a projected **brand investment of \$1.4 billion** and many players are offered financial prizes and scholarships, making it a potential career option for many students.

**Dell Technologies**

A Gen Zer is **more likely to watch esports tournaments** than they are to watch the NBA, the UEFA Champions League, or Formula 1.

**GWJ**

**Social media** should be considered the most universal source of information or expression when it comes to gaming.

**GWJ**



# Battle Ready Dell and Alienware Gaming Innovation



## G15 5530 Gaming Laptop

Perfect for all types of gamers, this modern-retro style gaming laptop is a student favorite for cruising to the top of the leaderboards. The most spec-heavy games run with ease using the latest Intel® Core™ processors for lag-free gaming.

DSC# 161013 • Vendor# 210-BGJW  
SRP \$1,549.99 • Cost \$1,442.27



## Alienware AW610M Wired-Wireless Gaming Mouse

Dual mode wired & wireless gaming mouse with a rechargeable lithium-ion battery and seven programmable buttons for performance that takes no prisoners. Gamers can stay on top of the action, whether wired or while charging, and wield greater precision while in the middle of combat.

DSC# 139401 • Vendor# 545-BBCC  
SRP \$79.99 • Cost \$66.66



## Alienware Tri-Mode Wireless Gaming Headset AW920H

Get your students unprecedented immersion with this gaming headset that supports Dolby Atmos®, Active Noise Cancelling and versatile connection options. They'll be able to hear every step, relay every command, and react faster and more accurately to off-screen targets even in the most chaotic of battlefields.

DSC# 155429 • Vendor# 520-AAVG  
SRP \$199.99 • Cost \$152.16

# OUTFIT YOUR CONSOLE • PC • MOBILE GAMERS



## JBL QUANTUM GAMING HEADSET FOR CONSOLE

Get headsets optimized for PlayStation, Xbox, and Nintendo Switch console gaming

## JBL QUANTUM GAMING HEADSET

Fueled by years of research, JBL has combined precisely engineered products with custom, cutting-edge software to put gamers in the center of the action. The JBL Quantum gaming headsets are ideal for laptop/PC gamers and console gamers, both amateur and professional. Gamers will rise to the top with hyper-accurate, immersive sound that reveals every detail of the world around them without missing another step, shot, or jump.

DSC# 140928 • Vendor# JBLQUANTUM400BLKAM  
Min 1 • SRP \$99.95 • Cost \$60.69

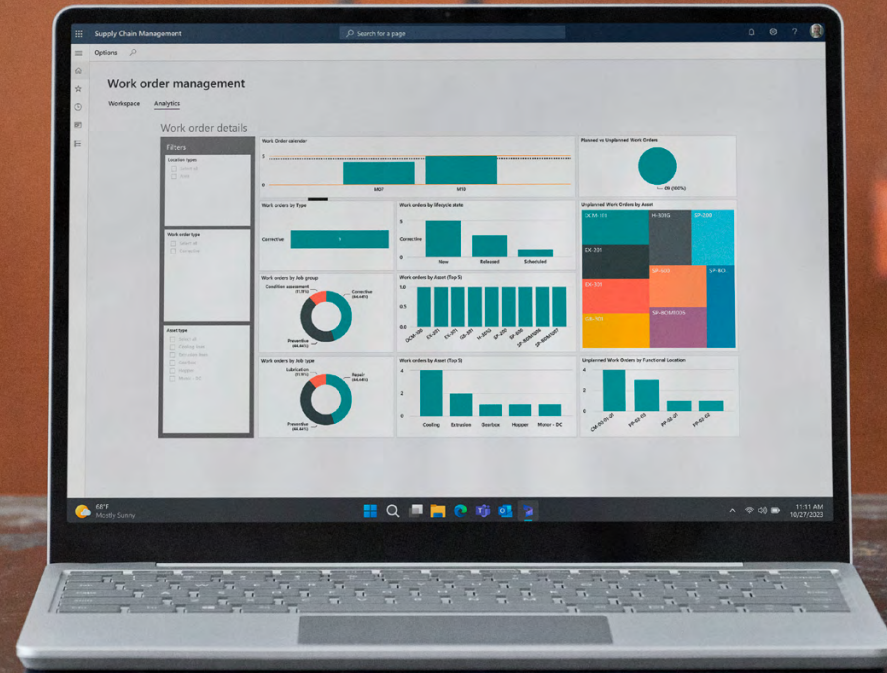


## JBL QUANTUM TWS AIR

Immerse your gamers in low-latency, pinpoint-accurate surround sound with JBL QUANTUM TWS AIR. Designed for effortless gaming on the go, QUANTUM TWS AIR also sports Smart Ambient Aware and JBL Dual Source™ technology so they can switch from game audio to incoming calls seamlessly. All that, plus up to 8 hours of playtime and an additional 16 in the charging case, means the JBL QUANTUM TWS AIR is good to go wherever their adventures lead.

DSC# 157681 • Vendor# JBLQTWSAIRBLKAM  
Min 1 • SRP \$99.95 • Cost \$60.69





## Performance for everyday productivity Surface Laptop Go 3

Power students' everyday productivity with an ultrathin design for when they're on the go or at their desk. The Surface Laptop Go 3 will exceed their expectations as they tackle projects and tasks throughout their day with professional-grade performance and all-day battery life.

### Why students want this new laptop:

- Efficient app performance with an Intel® Core™ i5 processor.
- Protected with chip-to-cloud security.
- Crisp and clear video calls.
- Vibrant 12.4-inch touchscreen display.

DSC# 161343 Vendor# XK3-00001 SRP \$854.99



## Versatility for any challenge Surface Laptop Studio 2

Students can face any challenge head on with the power to achieve and the freedom to create. The Surface Laptop Studio 2 is the ultimate powerhouse for productivity delivering 2x more computing power and up to 2x more graphics performance.

**Stay productive all day** with up to 64 GB of LPDDR5 RAM and all-day battery life.

**Handle heavy workloads and multitasking** with up to 64 GB of LPDDR5 RAM, the latest 13th Gen Intel Core i7 processor built on the Intel® Evo™ platform, and cutting-edge NVIDIA laptop GPUs.

**Seamlessly transition** from a touchscreen laptop for heavy workloads, to a perfectly angled display for collaboration, to a portable canvas for brainstorming and notetaking.

DSC# 161369 Vendor# 3224 SRP \$1,994.99

# READY, SET, PLAY

## ESPORT COLLEGE LEAGUES

### THE RISE OF ESPORTS

Esports have transformed casual video games to competitive leagues that are similar to traditional sports leagues. Esports college leagues have emerged as platforms where students showcase their gaming prowess and span a wide array of popular game titles, including League of Legends, Overwatch, Rocket League, and more. Students now have the chance to represent their colleges on a grand stage, competing against peers from other institutions. As a result, esports have also transformed how college stores stock gaming equipment.

### INCREASING DEMAND

Who are your potential customers and what do they want to see on social media? Conduct market research, analyze competitors, and engage with followers to understand what content resonates with them and develop a strategy for the apps your customers are most likely to use.

### INCREASING DEMAND

As students gear up to compete, the demand for high-quality gaming peripherals and equipment skyrockets. This increased demand translates into higher foot traffic and sales for these stores, and as stores invest in gamers, the gamers will invest back into stores.

In the dynamic realm of esports, a new phenomenon is taking center stage: college leagues. These leagues have not only transformed the college gaming landscape but have also impacted local stores that are stocking esports equipment. Let's explore how these leagues are shaping the gaming scene their local university stores.

### COMMUNITY ENGAGEMENT

Esports college leagues foster a sense of community among gamers, and college stores can tap into this sense of camaraderie by hosting pre-tournament gatherings, workshops, and events. These gatherings not only bring gamers together but also position the store as a hub for the local gaming community.

### DIVERSITY IN PRODUCT STOCKING

With a wider variety of games being played competitively, the need for specialized equipment has grown. College stores can expand their product offerings to cater to a range of gaming genres and titles and support their local leagues by ensuring they have everything aspiring esports athletes need to compete at their best.

### FINAL THOUGHTS

College leagues have become a driving force in the esports world, impacting local college stores and what they keep in stock. The intersection of competitive gaming and community engagement offers a unique opportunity for these stores to thrive by stocking gaming equipment for esports athletes. As esports continue to grow, local retailers can benefit by connecting with a growing audience of passionate gamers and solidifying their place in the esports ecosystem.

[Read full article](#)

# SONY® Their World, Nothing Else

## Sony Wireless Noise Canceling Headphones

Sony rewrites the rules for distraction-free listening with industry-leading noise cancellation. Sony headphones provide awe-inspiring audio quality, unprecedented noise cancellation, and exceptional call quality.

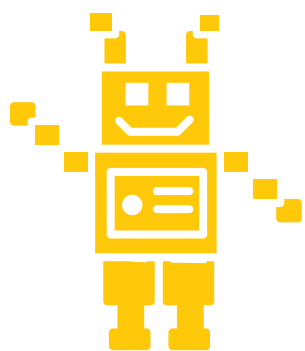
- 1 WH-1000XM5 Wireless Noise Cancelling Headphones**  
With a newly developed driver and DSEE – Extreme and Hi-Res audio support, this headphone boasts unprecedented noise cancellation and exceptional sound quality.  
DSC# 157277 Vendor# WH1000XM5/B SRP \$399.99 Cost \$270.98
- 2 WH-XB910N Wireless Headphones**  
Gamers can shut out the world with next level noise cancelation and impressively deep, punchy bass. With up to 30 hours of battery life, they can game uninterrupted.  
DSC# 157275 Vendor# WHXB910N/B SRP \$249.99 Cost \$152.33
- 3 Wireless Noise Cancelling Headphones**  
Level-up gaming comfort with Sony's lightest Wireless Noise-Cancelling headband ever and up to 35-hour battery life with quick charging.  
DSC# 158759 Vendor# WHCH720N/B SRP \$149.99 Cost \$101.59
- 4 Wireless Headphones with Mic**  
With up to 50-hour battery life and quick charging, these headphones with a mic are designed to be lightweight and comfortable for all-day use.  
DSC# 158758 Vendor# WH-CH520/B SRP \$59.99 Cost \$36.55



# BONUS ROUND: GET TO KNOW GAMERS

## Match their aesthetic Calculators now in coral, mint, & rose gold

Texas Instruments' graphing calculators come with preloaded apps for math and science, a color display, and consistent TI-84 Plus functionality. With a sleek design, this calculator is perfect for every student and has a rechargeable battery for students' convenience.



### CHOOSE YOUR CHARACTER: WHO IS GAMING?

- Smartphone players:  
**55% male, 45% female**
- PC/Laptop players:  
**61% male, 39% female**
- Console players:  
**60% male, 40% female**
- Esports viewers:  
**65% male, 35% female**
- Livestream viewers:  
**63% male, 37% female**



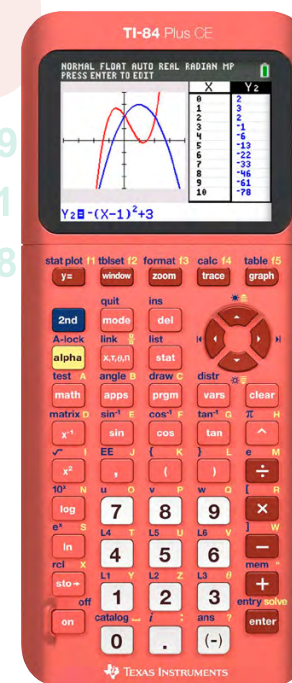
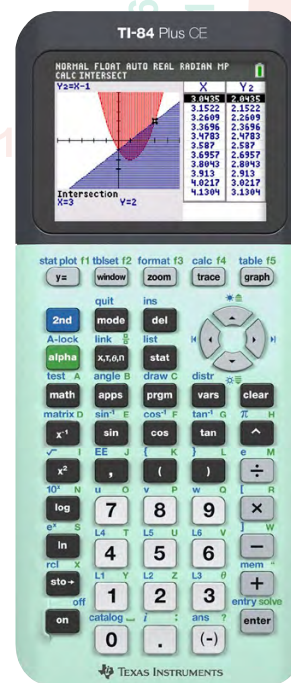
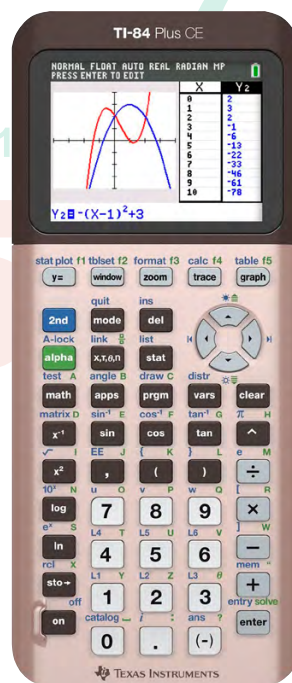
### WELL PLAYED: GAMING MOTIVATIONS

- Social (working with and/or against other players)
- Achievement
- Action
- Mastery (being strategic to complete milestones)
- Creativity
- Immersion (playing in fantasy and story-oriented worlds)



### PLAYER 1, PRESS START: GAMERS ON SOCIAL MEDIA

- The most popular social media platforms for gamers are:
- Twitch
  - Twitter
  - YouTube
  - Discord
  - Reddit



WHILE SUPPLIES LAST

#### 84 Plus CE Graphing Calculator

COLOR	DSC#	VENDOR#	SRP	COST
Rose Gold	160084	84PLCE/TBL/1L1/ZK	\$149.00	\$118.40
Mint	160085	84PLCE/TBL/1L1/ZD	\$149.00	\$140.02
Coral	160086	84PLCE/TBL/1L1/ZL	\$149.00	\$118.40

#### 30XIIS Scientific Calculator

COLOR	DSC#	VENDOR#	SRP	COST
Pink	160087	30XIIS/TBL/1L1/BL	\$17.00	\$10.94





# Less smudging, more writing

Check out these BIC® top sellers



## 40% More Efficient than traditional wall chargers

LBT Ultra-Fast mini line up introduces GaN technology to improve charging speeds while keeping their device safe from overheating.

**Efficiency and Safety:** Gallium Nitride (GaN) produces less heat, allowing products to be compacted into a smaller form factor while maintaining the same efficient charging speeds in a smaller case.

**Minimized Carbon Footprint:** GaN technology reduces the carbon footprint by 30% per product while producing the same power output.

**Travel-friendly:** GaN Chargers travel lightly with their 30% smaller form factor.



### BIC® Xtra Life Mechanical Pencil

This non-refillable mechanical pencil contains three full-length leads housed in a sleek black, colored, or gray barrel accented with a variety of colorful pocket clips. Features a clutch-action mechanism to advance and retract leads.

DSC# 74062 • Vendor# MPP51-BLK  
Min 12 • SRP \$3.53 • Cost \$1.65



### BIC® Brite Liner Pen Style Highlighter

With a soft grip for comfort and control, and a chisel tip for both broad & fine strokes, this highlighter is ACMI approved and non-toxic and won't dry out when cap is left off for up to 8 hours.

DSC# 74064 • Vendor# BLP51W-AST  
Min 6 • SRP \$5.43 • Cost \$2.24



### BIC® Gel-ocity Quick Dry Retractable Gel Pen

Features fast-drying ink for less smudging and provides a super-smooth writing experience with a comfortable full-grip barrel.

DSC# 107140 • Vendor# RGLCGP41-AST  
Min 6 • SRP \$9.65 • Cost \$4.79



# Dare to color outside the lines with uni-ball favorites.



## uni-ball Signo 207 Retractable Gel Pen

Formulated for consistently smooth ink flow, the SIGNO 207 ensures that every word is brilliantly communicated. Features innovative Super Ink that protects against water, fading, and fraud as well as stylish metallic accents with a high-quality finish.

**DSC# 142131**  
**Vendor# 33957PP**  
**Min 6**  
**SRP \$5.10**  
**Cost \$2.53**



## uni-ball EMOTT Ever Fine Fineliner Pen

This sleekly designed fine liner pen has a comfortable square barrel and delivers fade-proof vibrance and definition.

**DSC# 152397**  
**Vendor# 24835**  
**Min 10**  
**SRP \$20.68**  
**Cost \$9.38**



## uni-ball Spectrum Retractable Gel Pen

Features even-flowing, innovative Super Ink technology and a comfortable rubber grip to ensure comfort for extended writing and creating.

**DSC# 153866**  
**Vendor# 70230**  
**Min 6**  
**SRP \$8.06**  
**Cost \$3.66**

**uni-ball®**

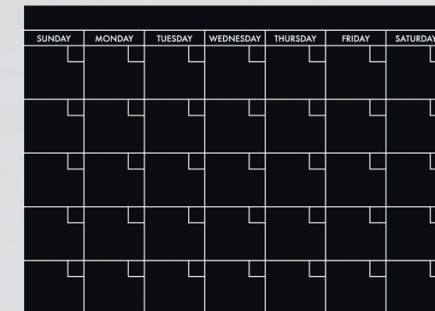
# Add personality to their walls today with RoomMates Wall Decals

Update any space, dorm rooms, offices, and classrooms, with RoomMates Peel and Stick Wall Decals. Simply peel and stick to any smooth, flat surface for instant results. Remove, reposition and reuse as often as needed. No sticky residue, hooks, or holes are left behind.



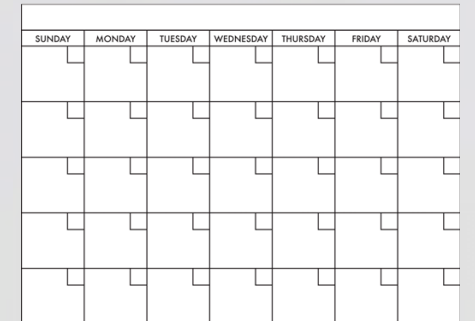
## Blush Beauty Dry Erase Peel and Stick Calendar

**DSC# 161183**  
**Vendor# RMK4489SCM**  
**Min 1 • SRP \$16.99 • Cost \$8.38**



## Basics Dry Erase Calendar Giant Peel and Stick Wall Decal

**DSC# 154242**  
**Vendor# RMK4286GM**  
**Min 1 • SRP \$18.99 • Cost \$9.37**



## Chalk Calendar Giant Peel and Stick Wall Decal

**DSC# 154244**  
**Vendor# RMK4921GM**  
**Min 1 • SRP \$18.99 • Cost \$9.37**





## Fast charge, low price Charge MAXX POS Display

These innovative point-of-sale displays will maximize exposure in all types of retail environments and are an ideal way to sell Charge MAXX grab 'n' go products.

Charge MAXX features:

- Fast charge technology
- Durable materials
- Great value and margin

### Charge MAXX PLUS MFi Display Shipper

This display includes:

- (5) 18W USB & USB-C Dual Port Car Charger Black
- (5) 18W USB & USB-C Dual Port Car Charger White
- (5) 18W USB & USB-C Dual Port Wall Charger Black
- (5) 18W USB & USB-C Dual Port Wall Charger White
- (10) USB-C to Lightning Cable (MFi Certified) Black 4ft
- (10) USB-C to Lightning Cable (MFi Certified) White 4ft
- (10) USB-C to USB-C Cable Black 4ft
- (10) USB-C to USB-C Cable White 4ft
- (10) Audio MAXX Earbuds with Mic Black
- (10) Audio MAXX Earbuds with Mic White

DSC# 153280 • Vendor# POS-PLUS-MFI  
SRP \$899.20 • Cost \$449.65

### Charge MAXX PLUS V1 Display Shipper

This display includes:

- (5) 18W USB & USB-C Dual Port Car Charger Black
- (5) 18W USB & USB-C Dual Port Car Charger White
- (5) 18W USB & USB-C Dual Port Wall Charger Black
- (5) 18W USB & USB-C Dual Port Wall Charger White
- (10) USB-C to Lightning Cable Black 4ft
- (10) USB-C to Lightning Cable White 4ft
- (10) USB-C to USB-C Cable Black 4ft
- (10) USB-C to USB-C Cable White 4ft
- (10) Audio MAXX Earbuds with Mic Black
- (10) Audio MAXX Earbuds with Mic White

DSC# 153279 • Vendor# POS-PLUS-V1  
SRP \$799.20 • Cost \$400.00