



# BACK TO THE FUTURE: 6 TECHNOLOGIES YOU SHOULD BE USING IN YOUR SMALL BUSINESS

Get a LICK at  
CatTongue Grips

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Military-Grade  
Protection for  
Mobile Devices

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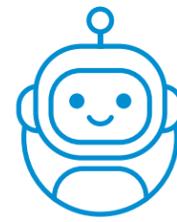
Damage-Free  
Decorating

Page 8



In this digital world, the more online tools you use, the greater opportunity you have to expand your customer base.

Source: business.frontier.com



By 2020, the average person will have more conversations with bots than with their spouse.

Source: digitalistmag.com



# Pop it. Wrap it. Grip it!



## Vent Mount

This allows your students to go hands-free whenever they're on the road. Simply attach it to an air vent and slide the PopSockets grip into the mount for a secure hold on their phone. It easily clips into horizontal, vertical, and angled air vents, and can be viewable from all angles.

**DSC# 119819 | Vendor# 800012**  
**ESRP \$19.48**



## Cell Phone Accessory

Add a single PopSocket, or a pair, to the back of almost any mobile device to transform its capabilities. PopSockets "pop" whenever your students need a grip, a stand, an earbud-management system, or just something to play with.

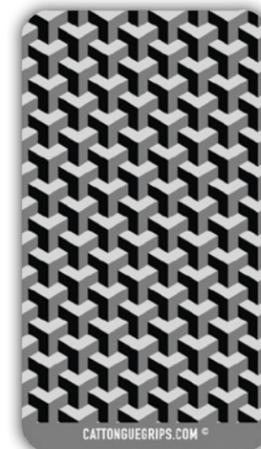
Description	DSC#	Vendor#	ESRP
Blue Ice Star	119803	101751	\$12.99
Brown Vegan Leather	119986	800102	\$14.99
Pixie Dust	119806	800086	\$12.99

**POPSOCKETS**

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# Get a LICK at this!



These adhesive non-slip grips can be applied to your student's mobile device or case to provide a layer of 'GRIPTION' in their everyday life: in the car, in their hand, or on the go. Available in 2 sizes: Kitty Cat measures 2.25 (W) x 4.0 (H) in and Tom Cat measures 2.5 (W) x 5.0 (H) in.

Description	DSC#	Vendor#
Don't Block Me	120662	KC17-00019
Mad for Plaid	120664	KC17-00029
Missy's Butterfly	120682	TC17-00081
Rose Bouquet	120686	TC17-00090

**ESRP \$16.88**

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## Easy to Apply: Just PEEL, STICK, & GRIP!





92% of consumers trust word of mouth, and 70% trust online reviews.

Source: slideshare.net



In 2016, regular online shoppers made 51% of their purchases online.

slideshare.net



# BUILT FOR STUDENTS TO GO FURTHER



### Exoskeleton Android™ Tablet Case

This tablet case fits most large 10" Android tablets. It features 360-degree protection with an adjustable secure armor frame. The impact resistant bumpers distribute and soften hard shocks and drops. It also has a kickstand and a finger strap for one-handed operation. Fits 100+ Android models.

**DSC# 121053**  
**Vendor# 10UNIVTAB-BK**  
**Min 8 | ESRP \$64.93**



### Plasma Series Case for Microsoft Surface Pro

This case features an armor shell and impact-resistant rubber bumpers, a 360-degree rotational hand strap, and a built-in kickstand for desktop use. It provides access to touchscreen, buttons, and ports, and is compatible with the Microsoft Type Cover Keyboard. Includes a hand and shoulder strap.

**DSC# 121023**  
**Vendor# SFPROHSS-L-IC**  
**Min 1 | ESRP \$129.92**



### Plasma Series Case for Macbook Pro® 13" with Retina

This case fits the Apple MacBook Pro 13" with Retina Display (3rd Generation). It features an armor shell with impact-resistant bumpers, a dual-lock secure screen closure, and cooling vents.

**DSC# 121052**  
**Vendor# UAG-MBP13-A1502-ASH**  
**Min 8 | ESRP \$103.92**

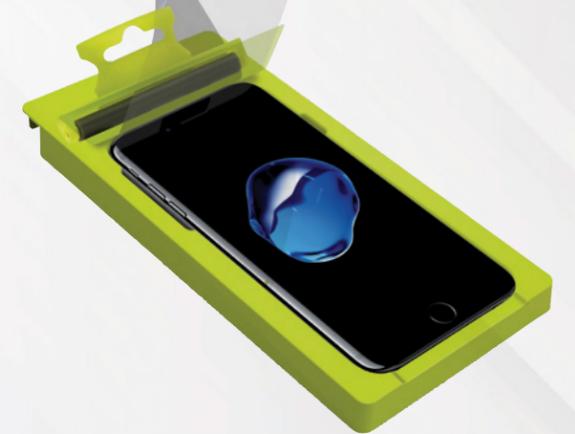
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# Protect What Matters Most

### HD Impact PU Screen Protector

This HD Impact screen protector uses hard-coating treatment and self-healing, industrial strength film to protect a student's device.

Description	DSC#	Vendor#	ESRP
Galaxy S9	120048	62288PG	\$38.98
iPhone 6/7/8	120033	61550PG	\$38.98



### HD Glass Screen Protection

This HD Glass Screen Protector is anti-scratch (9H pencil hardness) with a glossy finish to provide HD ultra-clear protection for iPad® 9.7 (2017/2018). The HD eliminates any rainbow effect, waving, or pixilation.

**DSC# 120287 | Vendor# 61977PG | ESRP \$58.48**

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By 2020, 100 million consumers will shop in augmented reality.

Source: slideshare.net

2020

By 2020, 85% of a customer's brand experience will occur without any human interaction.

Source: slideshare.net



## Charging Solutions Galore!



### ReTrak Helix Lightning® Lanyard

This tangle-free, 2-in-1 lanyard and cable can be clipped to your student's badge or keys.

**DSC# 118682**  
**Vendor# ETHLANLT**  
**ESRP \$25.98**



### Wireless Charger with Micro USB Adapter

This ultra-convenient wireless charger includes a 5ft Micro USB cable and provides a subtle LED light to indicate charging status. It safely protects your students' devices from overheating and is compatible with all Qi enabled devices.

**DSC# 117752**  
**Vendor# ETHQI**  
**ESRP \$12.99**



### Charge & Sync Lightning® Cable

Apple MFi certified, high speed, tangle free charge and sync cable with ultra-durable, reinforced connectors.

**DSC# 117740**  
**Vendor# ETHLTWT**  
**ESRP \$19.48**

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## CHARGING ACCESSORIES FOR ON THE GO

### Charge MAXX V1 Display Shipper

Charge MAXX provides a 100% guarantee and has a small footprint. This display includes: (8) Home Chargers in Black, Blue, Green, Pink, Red, and White, (10) Car Chargers in Black, Blue, Green, Pink, Red, and White, (24) iPhone USB cables in Black, Blue, Green, Pink, Red, and White, (12) Micro USB cables in Black, Blue, Green, Pink, Red, and White, (12) Type-C USB Cables in Black and White, (16) Earbuds in Black, Blue, Red, and White.

**DSC# 117470 | Vendor# POS-V1-KIT | ESRP \$765.83**

### Charge MAXX MFi Display Shipper

The compact size of this display makes it perfect to place near a register for your impulse buyers. This display includes: (8) Home Chargers in Black, Blue, Green, Pink, Red, and White, (10) Car Chargers in Black, Blue, Green, Pink, Red, and White, (24) MFi iPhone USB cables in Black and White, (12) Micro USB cables in Black, Blue, Green, Pink, Red, and White, (12) Type-C USB Cables in Black and White, (16) Earbuds in Black, Blue, Red, and White.

**DSC# 117471 | Vendor# POS-MFI-KIT | ESRP \$921.80**

### Charge MAXX Floor Stand Display

This display has the ability to hold 118 pieces of ChargeMAXX product. It is a great way to merchandize the product in your store no matter what size store you have. There is great branding and text on all sides of the display to highlight the products and branding. The display is made out of a thin PVC material to insure it is durable and easy to set up and move if needed throughout your store location.

**DSC# 118959 | Vendor# CM-FS-118**  
**Free with minimum purchase of 118 units of qualifying peggable packaged product.**

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# BACK TO THE FUTURE:

## 6 TECHNOLOGIES YOU SHOULD BE USING IN YOUR SMALL BUSINESS

Technology is changing faster than you can buy a new pair of shoes. It's changing the whole shopping experience. Many small businesses rely on technology to start and scale their companies. Get your store connected and see the world of endless possibilities. Here are some of the ways you should be embracing technology in your small business.

### SOCIAL MEDIA OUTREACH

Use social media to market your business and grow your customer base. We currently rely on Generation Z for a good portion of our business and most of Gen Z uses social media. By 2020, Gen Z will make up 40% of the world's consumers. Millennials and Gen Z make up almost half of the media audience. If they enjoy following you on social media, they're more likely to spend their money with you.

Social media trends are always changing. To beat your competitors in the social media game, make sure you stay up to date on social media trends.

Companies enjoy **22% higher** conversion rates with customers who are socially engaged.

### USE CHATBOTS

Your students are probably more comfortable utilizing chatbots that are available on various social media platforms, like Facebook **than talking on the phone.**

### UTILIZE TOUCHLESS PAYMENT

This is everywhere! Apple Pay®, Google Pay, Android Pay, PayPal, etc.

Touchless payment makes the checkout a quick and easy process, making this a convenient form of payment for students on the go.

**All the millennials are using these now.**



### OUT WITH PAPER AND IN WITH THE CLOUD

Paper files, print-outs, and sticky notes have been replaced by apps and streamlined cloud storage solutions. These high-tech solutions can store far more information and keep it readily accessible.

Cloud computing cuts labor **costs in half.**

**82%** of companies report **saving money** moving to the cloud.

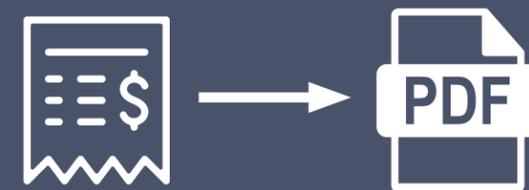


### PAPER ACCOUNTING TO CLOUD-BASED SYSTEMS

**Eliminate errors and increase efficiency** with cloud-based accounting systems to keep up with the complex finances associated with running a small business.



### NO MORE CHAOTIC DATA COLLECTION



Gone are the shoeboxes of receipts or binders overflowing with haphazard charts. **Digital data capture streamlines every step of the process.**

Source: <https://www.thebalancesmb.com/how-to-technology-in-small-business-2951633>



65% of B2B customers say their B2B experience does not match their consumer experiences on Amazon.com and similar sites.

Source: slideshare.net



87% of Millennials say that they base their purchasing decisions on whether or not a company makes positive social efforts.

Source: slideshare.net

**VELCRO**  
**HANGables™**  
Removable Wall Fasteners

**YOU'RE AWESOME  
SO HANG AWESOME**

**VELCRO® Brand Removable Mounting Fasteners**  
Making it simple for students to hang papers, photos, and posters with no hassle and no damage to their wall or the item being hung.

Type	DSC#	Vendor#	Min	ESRP
Squares	119611	95190	6	\$5.19
Tape	119613	95178	6	\$4.54

**VELCRO® Brand HANGables™ Removable Wall Fasteners**  
The perfect way to decorate without damaging walls in apartments or dorm rooms. Then, when they're ready, use the easy peel tab to remove cleanly.

Type	DSC#	Vendor#	Min	ESRP
Corners	119616	95182	6	\$6.49
Strips	119617	95183	6	\$7.79

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VELCRO® and other marks are owned by Velcro BVBA

**resqme®**

**WHEN EVERY SECOND COUNTS**

Make sure your students feel safe! These products are easy for students to carry with them, even in their pocket.

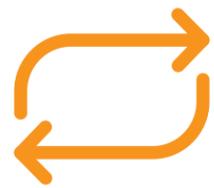
**defendme® Personal Safety Alarm**  
A sleek personal alarm featuring a 120dB siren to attract attention to the user in an emergency situation. The powerful alarm can be heard up to 300 feet.  
**DSC# 119052 | Vendor# 25.900.01  
Min 12 | ESRP \$14.23**

**prepareme® Essentials Mini Kit**  
Kit includes: (20) Small adhesive bandages, (20) Large adhesive bandages, (1) roll of tape, (2) vinyl gloves, (10) tissues, gauze roll, (2) gauze pads, (3) butterfly bandages, (3) knuckle bandages, (1) resqme tool, (1) crank flashlight, (1) First Aid guide, First Aid case, and premium carry case.  
**DSC# 119048 | Vendor# 03.81121.07  
Min 6 | ESRP \$25.93**

**resqme® Keychain Car Escape Tool**  
The original 2-in-1 window breaker and seatbelt cutter, this safety tool cuts jammed seatbelts and breaks car side windows during an emergency. Made in the USA.  
**DSC# 119053 | Vendor# 25.100.01  
Min 12 | ESRP \$14.23**

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Back in 2008, there were already more objects connected to the Internet than people.

Source: forbes.com



According to estimations by the McKinsey Global Institute, the IoT will have a total economic impact of up to \$11 trillion by 2025.

Source: forbes.com

**SOLO**  
NEW YORK

## BAGS AND CASES FOR THE MODERN GO-GETTER

### Momentum Backpack

Fully padded 15.6-inch laptop compartment with an internal iPad®/tablet pocket. Front zippered pocket and interior organizer section keeps accessories organized. Padded back and shoulder straps for added comfort.

**DSC# 119354 | Vendor# UBN741-4 | ESRP \$77.98**

### Arc Backpack

Fully padded 17.3-inch laptop compartment with an internal iPad®/tablet pocket for your students. Front zip-down organizer section with key clip, quick access pocket, and slide mesh pockets that fit most water bottles. Expandable open compartment for easy access has file compartment. Padded carry handle and padded back and shoulder straps for added comfort. Back panel slides over luggage handle. Lightweight.

**DSC# 119396 | Vendor# PRO742-4 | ESRP \$90.97**

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## The World's Smartest Shaker

Everything You Need, All in One Unit

**SHOP NOW »**

### Double Wall Shaker Bottle

Keep your your student's drinks cold or warm longer. The bottle has a slim, sleek grip and eye-catching prints.

**Jungle | DSC# 119201  
Vendor# 10375001**

**Hawaii | DSC# 119200  
Vendor# 10375101**

**ESRP \$16.88**

### O2GO One Shaker Bottle

A redefined version of the classic look by taking away the middle compartment for a more compact design. This allows for more room for water without the shaker taking up more space.

**Army Green | DSC# 119193  
Vendor# 10581002**

**Navy Blue | DSC# 119195  
Vendor# 10581102**

**ESRP \$12.99**

**smartshake™**

**TechSmith®**

## Screen Recording Made Easy



### Camtasia/Snagit 2018 Educational Bundle

Students and educators can save a bundle by purchasing Camtasia and Snagit together! TechSmith Camtasia—this reliable screen recording and video editing tool helps students convey their message conveniently and effectively, no matter the audience. TechSmith Snagit—screen capture and so much more.

**DSC# 122225 | Vendor# CSBNAV01-18/18 | ESRP \$245.66**



### Camtasia 2018 Education

Camtasia empowers your students and educators to make amazing videos even if they've never made one before.

Add eye-catching animations, music, and captions in record time. With Camtasia, students will be able to produce stunning videos without being a professional video editor.

Educational pricing available to full-time students, faculty, staff and employees of accredited non-profit educational institutions.

**DSC# 122219 | Vendor# CAMSAV01-18  
ESRP \$219.67**

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### Snagit 2018 Educational

Snagit gives student's and educators the tools to communicate ideas visually and create content that can be easily shared with students. They can even record their screen or webcam to do a quick lesson, or demonstration.

Students and educators can easily share images and recordings using TechSmith Snagit's variety of outputs.

Educational pricing available to full-time students, faculty, staff and employees of accredited non-profit educational institutions.

**DSC# 122231 | Vendor# SNAGAV01-18  
ESRP \$38.93**





Half of all small businesses still don't have a website.

Source: allbusiness.com



Email is consumers' preferred channel of communication from brands.

Source: allbusiness.com

# COMING SOON!



EndNote X9 is the reference management software that not only frees students from the tedious work of manually collecting and curating research materials and formatting bibliographies, but also gives them greater ease and control in coordinating with colleagues.

This means students can research smarter.  
Smarter teamwork | Smarter workflow | Smarter insights

**Student Version:** Current proof of enrollment required. All X9 purchases include both Mac and Windows.

**Commercial Version:** All X9 purchases include both Mac and Windows.

**Commercial Upgrade:** All X9 purchases include both Mac and Windows. Serial number from previous version of EndNote required.



Description	DSC#	Vendor#	SRP
EndNote X9 Commercial	122284	42527973	\$324.89
EndNote X9 Commercial Upgrade	122285	42527971	\$129.92
EndNote X9 Student Edition	122286	42527970	\$150.71

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happy plugs  
STOCKHOLM

## THE HOTTEST TREND IN FASHION THIS SEASON IS BOTANICA EXOTICA



Meadow floral patterns from previous seasons morph into exotic tropical botanical prints as this trend heats up for the SS18 design season. This design features a steamy look teeming with life. Inspired by an airy toss of plant elements with an exotic ocean color to create drama, shifting the mood from romantic and light to sensual and sophisticated.

### In-Ear Earbuds with Mic

These earbuds combine high performance audio, fashionable colors and a stylish design at the same time. The silicon eartips come in different sizes. They work with all smartphones on the market and have a built-in mic and remote.

**DSC# 119736 | Vendor# 7893 | ESRP \$45.48**



### Earbuds Plus with Mic

Meet Earbud Plus, designed to fit the ear for an ultimate experience. Provides the same great sound quality of Happy Plugs and combines the simplicity of an Earbud with the sound experience of an In-Ear, making it the best of two worlds.

**DSC# 119737 | Vendor# 7894 | ESRP \$38.98**



### Slim Case

The ultimate garment for a mobile phone. The precise form fitting construction makes the phone look its best. Stylish, sleek and keeps the phone scratch free.

Description	DSC#	Vendor#	ESRP
Slim Case for iPhone 8	119738	9301	\$38.98
Slim Case for iPhone X	119740	9303	\$45.48
Slim Case for iPhone 8 Plus	119739	9302	\$38.98

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