



KEEPING IN TOUCH WITH YOUR CUSTOMERS

The Must-Have Accessory

Page 3

Never Miss A Word

Page 8

Study Distraction-Free

Page 16



More than half of Americans have scrapped a planned purchase because of bad service.

Source: helpscout.net

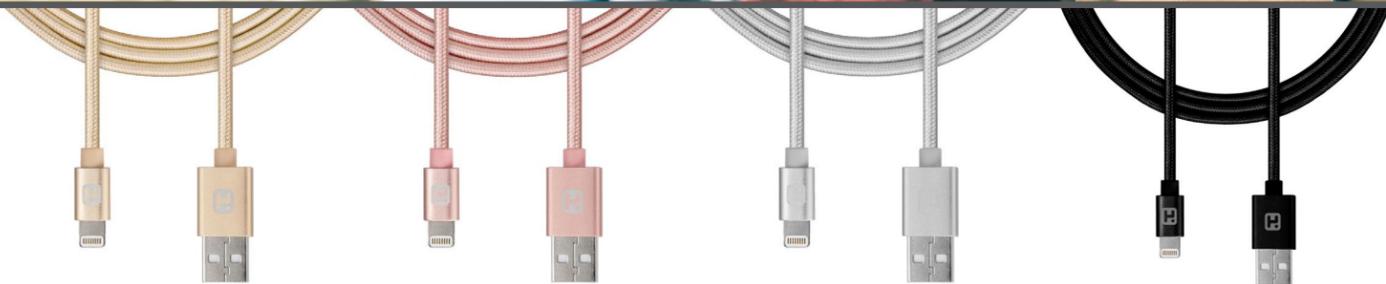


News spreads fast. Americans tell an average of 15 people about a bad experience, versus the 11 people they'll tell about a good one.

Source: helpscout.net

iHome™

Lightning cables
Charge it up fast!



Nylon Braided Charge and Sync Cable

These 6ft aluminum Lightning® cables are Apple MFi certified and they charge and sync any iPhone®, iPad®, or iPod®. Available in all Apple colors.

Color	DSC#	Vendor#
Gold	109683	IH-CT1066AD
Rose Gold	109684	IH-CT1066AR
Silver	109685	IH-CT1066AS
Black	109686	IH-CT1066AJ

ESRP \$25.72

[SHOP NOW »](#)

POPSOCKETS

Pop it. Grip it.
Control it!



Counter Display

These counter displays are perfect for the impulse shoppers. The compact sizes are great for a countertop or end stand anywhere in the store.

DSC# 121552 | 2-Tier Counter Display

*Must purchase 48 units to receive a free display

DSC# 121551 | 3-Tier Counter Display

*Must purchase 72 units to receive a free display

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#
Avengers	121561	101751
Star Wars	121557	800102
Los Angeles Lakers	121576	101660

ESRP \$19.29

[SHOP NOW »](#)



Increasing customer retention rates by 5% increases profits by 25% to 95%.

Source: invespro.com



28% of all customers read reviews while another 28% are willing to write them – that is regardless of product, industry, or customer type.

Source: helprace.com

GAME ON!



ROCCAT Khan Pro Gaming Headset

Designed for the needs of esports champs, the Khan Pro truly sets a new industry standard. It's the first Hi-Res Audio compatible gaming headset and it delivers richer highs, mids & lows so your students can pinpoint opponent locations with ease. Its high speed drivers eliminate lag and muddiness, and its passive noise cancelation means it works great even in noisy environments.

DSC#115880 | Vendor# ROC-14-620
ESRP \$128.67



ROCCAT Kone Pure SE Gaming Mouse

The Kone Pure SE is built for gamers who want the fan-favorite design of the Kone in a slimmer package. It weighs an incredibly low, featherlight 88g and boasts long-lasting Omron® switches. The lag-free Pro-Optic (R7) represents a battle-hardened sensor that's as reliable as it is accurate.

DSC# 115853 | Vendor# ROC-11-722
ESRP \$51.46

ROCCAT Suora FX Gaming Keyboard

The Suora FX is unmistakably the mechanical keyboard of choice for gaming purists. It boasts a frameless design, the result of which is a pure and efficient keyboard for gamers who like to plug and play.

DSC# 115857 | Vendor# ROC-12-251-BE
ESRP \$167.27



[SHOP NOW »](#)

SAMSUNG Freedom to Stay Fit



Gear IconX

With the freedom of a completely wireless design and long-lasting battery power, students can move to the music everywhere they go while keeping track of how far they go.

The Gear IconX doesn't just stream music via Bluetooth®—it also stores and plays it. Students can store up to 1,000 songs with 4GB of built-in storage. These little earbuds can also keep track of fitness. The real question is: is there anything they can't do?

Color	DSC#	Vendor#
Black	119294	SM-R150NZKAXAR
Gray	120075	SM-R140NZAAXAR

ESRP \$257.35

[SHOP NOW »](#)





Everyone likes getting free things. Offer incentives like email promotions and subscriptions to gain new customers.

Source:wheniwork.com



If you aren't marketing your business, keep in mind your competitors are.

Source: huffingtonpost.com



RELIABLE FILE STORAGE

All your students need USB flash drives. Don't let those sales pass you by! Stock up with OnHand's USB flash drives now!

Swivel USB 3.0 Flash Drive

With OnHand's Swivel USB 3.0 Flash Drive, students can store and transfer large files faster in a compact design. Available in 4GB, 8GB, 16GB, and 32GB.

Description	DSC#	Vendor#	ESRP
32GB	120240	USB32GB-BLK	\$23.15
16GB	120241	USB16GB-BLK	\$19.29
8GB	120242	USB8GB-BLK	\$16.72
4GB	120243	USB4GB-BLK	\$11.57

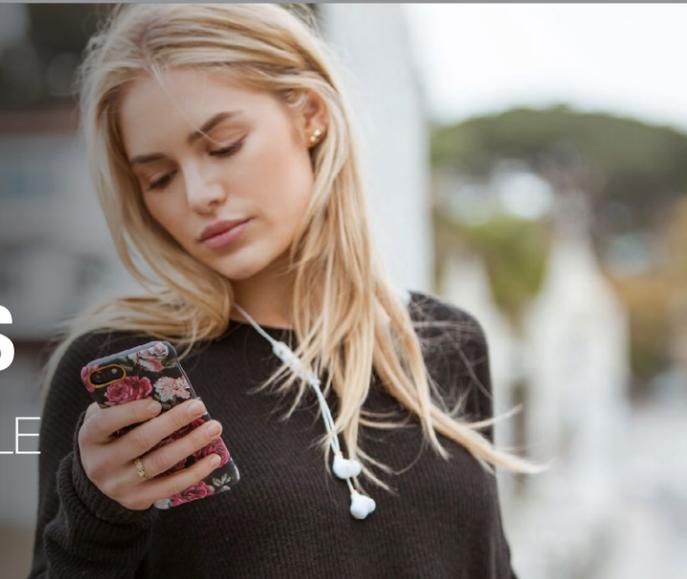


[SHOP NOW »](#)



ACCESSORIES IN A VARIETY OF DESIGNS

NEW LIMITED EDITIONS AVAILABLE WHILE SUPPLIES LAST!



Earbuds Plus

Meet Earbud Plus, designed to fit the ear for an ultimate experience. True to the Happy Plug's colorful identity, the Earbud Plus comes in a complete range of colors and styles. It provides the same great sound quality of Happy Plugs and combines the simplicity of an earbud and the sound experience of an in-ear, simply making this headphone the best of two worlds.

Description	Color	DSC#	Vendor#
Earbuds Plus	Vintage Roses	122157	7896
Earbuds Plus	Hawaiian Nights	122158	7898

ESRP \$38.59



Slim Case

Add color, style, and fashion to your student's iPhone® with this slim and lightweight soft touch case.

Description	Color	DSC#	Vendor#
Slim Case	Vintage Roses	122161	9304
Slim Case	Hawaiian Nights	122163	9306

ESRP \$38.59

[SHOP NOW »](#)





It costs 5x as much to attract a new customer, than to keep an existing one.

Source: investpro.com



The probability of selling to an existing customer is 60-70%, while the probability of selling to a new prospect is 5-20%.

Source: investpro.com



Capture it. Replay it. Send it.

Take the stress out of tests and classes for your students with an Echo™ smartpen from Livescribe.

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

record and play back

The Livescribe Echo records everything your students write and hear so they'll never miss a word. They can replay their meetings or lectures simply by tapping on their notes.

save, search and organize

Students can save their notes and recordings to their computer using Echo Desktop for fast, easy access to what's important. They can also search for words within their handwritten notes and find what they need fast.

send and share

Students can easily share their notes and audio from Echo Desktop as a standard PDF or as Pencilcast files - interactive ink and audio files.



The simplicity of pen & paper with all the power of digital notes!

What's included:

- 2GB Echo™ smartpen
- Livescribe desktop software
- Livescribe starter notepad (smart paper)
- Micro-USB cable for charging and data transfer
- Interactive Getting Started Guide
- Two ink cartridges
- Smartpen cap

DSC# 98825 | Vendor# APX-00008
ESRP \$231.56



[SHOP NOW »](#)

The Echo smartpen only works with Livescribe paper.



[SHOP NOW »](#)

Antivirus Software to Protect Your Student's Devices

Antivirus 2018 Educational

This antivirus is easy to use and tough on malware. It has layered protection that stops all forms of malware, including emerging new threats and provides anti-spyware to keep snoopers at bay and a new Game Booster mode for uninterrupted gaming sessions.

DSC# 115017 | 1 Year/1 PC | Vendor# BG1858 | ESRP \$19.29

Internet Security 2018 Educational

BullGuard Internet Security protects your students and all their devices from all types of malware including ransomware.

DSC# 115015 | 1 Year/3 Devices | Vendor# BG1846 | ESRP \$38.59

Premium Protection 2018 Educational

This premium security suite monitors and protects your students' entire digital life 24/7 and ensures their network and every device connected to it is always safe and can't be hijacked.

DSC# 115014 | 1 Year/10 Devices | Vendor# BG1841 | ESRP \$57.89



ENGINEERED FOR GAMERS

CRYSTAL-CLEAR VOICE CHAT AND EXCEPTIONAL AUDIO QUALITY PROVE IDEAL FOR TOURNAMENT AND COMPETITIVE GAMING

The LS25 has been developed for the eSports and competitive PC gaming community, concentrating on the features essential to provide superior performance during tournament play.

DSC#	COLOR	VENDOR#	ESRP	AVAILABILITY
115489	Black/Red	LS25	\$102.93	October
123171	Gray	LS31GY	\$193.01	November
123170	Black	LS35X	\$231.61	November
123172	Graphite	LS41	\$257.35	December

[SHOP NOW »](#)



6 AWESOME WAYS TO INTERACT WITH YOUR CUSTOMERS AND ATTRACT NEW ONES

When it comes to shopping, your students have tons of options to choose from. Now more than ever it is important to keep in contact with your customers while turning them from one-time customers into repeat customers. Not only that, but it's important to keep attracting new ones. Once your students make a purchase at your store, it's easy to market to them to get them to buy again.

1 BE GOOD

AND STAY AUTHENTIC

Provide products and services that your students will love.

2 FOSTER A CLOSEKNIT CUSTOMER COMMUNITY

Students love being part of a conversation. Give your students a way to connect with you and each other to share ideas, ask questions, find answers, and engage in conversations about your products and services. It shows them you care, builds loyalty, and gives them an outlet to profess their love for your store (which will peak the interest of potential customers who are window shopping online).



3

OFFER EXCLUSIVE OPPORTUNITIES

Everyone likes to be unique and important. Imagine how your students would feel if they were told they could get a sneak peek at a product or a chance to sample a product. What about being rewarded for being a loyal customer?

They'd feel pretty darn special.



4

SUIT UP YOUR STORE: LOOKS MATTER

The "build it and they will come" adage doesn't quite work when it comes to websites and products. Your E-Commerce site design is an important facet of customer respect. Optimize the user experience with an intuitive website.

5 BE SOCIAL

We are in the day and age where everyone is on some form of social media. It's no surprise that the brands most active on social media also have the most enduringly passionate followers. But it's not enough to merely exist on social media. Engage with your followers, comment on their posts, be informative, and make them laugh. There's a million ways to interact with your students, just make sure you're listening to what they want.

6

INVOLVE THE PEOPLE WHO MATTER MOST

One of the most rewarding things for loyal customers is feeling like they're part of the business they're investing in. Give your students a say and ask them directly for feedback.

Source: <https://bloggingbistro.com/wp-content/uploads/2014/01/6-Ways-to-Attract-a-Fanatical-Brand-Following.png>



89% of companies see customer experience as a key factor in driving customer loyalty and retention.

Source: investpro.com



Nothing beats face-to-face interactions. This helps form a lasting impression on your customers. If it's good, then you'll make a loyal customer.

Source: slideshare.net



Cut the Cord! Set Your Students Free!

Antennas with "No Pointing" Required



Leaf Metro HDTV Antenna

Ideal for city dwellers, dorm rooms, workshops, tailgates, or RVs, Leaf Metro packs a mighty punch in an ultra-slim, compact design. Proudly made in USA, the patented Leaf Metro is a paper-thin indoor TV antenna that simply connects to the TV using the included detachable 10 ft. coaxial cable. Setup is as easy as plugging it in, turning on the TV, and scanning for channels. Watch 100% free TV in crystal clear HD from available over-the-air broadcast networks in the area.

DSC# 122025 | 25 Mile Range
Vendor# MH-110543
ESRP \$25.72

[SHOP NOW »](#)



Slate HDTV Antenna

This antenna has a sleek and modern bar design and is both indoor and outdoor ready. Amplified with new FirstStage technology, the amplifier is located right next to the antenna, setting the noise floor of the digital system and mitigating the loss created by the coaxial cable, resulting in less pixelation for students to enjoy a crystal-clear picture. A detachable high-performance 10 foot coaxial cable is included, giving students ultimate flexibility to place Slate almost anywhere.

DSC# 122034 | 40 Mile Range
Vendor# MH-110032
ESRP \$64.33



Slate Premium HDTV Antenna

This antenna has a sleek and modern bar design and is both indoor and outdoor ready. Amplified with new FirstStage technology, the amplifier is located right next to the antenna, setting the noise floor of the digital system and mitigating the loss created by the coaxial cable. Slate can pull in over-the-air shows and channels up to 50 miles away in uncompressed HD, up to 1080 HD and is future-proofed 4K ready. A detachable high performance 16 foot coaxial cable is included, giving users the ultimate flexibility to place Slate Premium almost anywhere.

DSC# 122031 | 50 Mile Range
Vendor# MH-110016
ESRP \$90.06



The Best Stylus for iPad®, iPhone®, and Android

Students can step up their social media game, take photos, and draw with Snap 2 — a fine point stylus and a Bluetooth® camera shutter remote bundled into one device.

Snap 2

Snap 2 combines the precision of a fine point stylus with a Bluetooth® camera shutter remote to create the ultimate creative tool for iPhone users. Users can draw, doodle, and write on a phone with precision. Elevate your students' storytelling on Snapchat and Instagram.

Color	DSC#	Vendor#
Space Gray	121324	ADS2SG
Peach Pop	121325	ADS2PP
Parakeet Blue	121326	ADS2PB

ESRP \$45.02

[SHOP NOW »](#)





Recognize that your customers have friends who are like them. Ask them to make referrals.

Source: thebalancesmb.com



Keeping in contact with your customers is guaranteed to increase your sales.

Source: yourstory.com



Microphones

Exceptional Mics for Exceptional Performances in the Classroom, Speaking Arenas, and More!

Your students can hear their music's full potential with enCORE 100—the studio-grade dynamic microphone that reproduces their voice exactly as they hear it. Students can achieve true-to-life sound for live vocals, studio tracking, broadcast, and more with this proprietary hand-tuned dynamic capsule. They can be heard clearly with a cardioid polar pattern that delivers impressive off-axis rejection and high SPL handling. The enCORE 100 comes with a new all-black finish plus an additional chrome mic grille, so they can customize the look to their application.

DSC# 121859 | Vendor# 836213005118 | ESRP \$128.67

SHOP NOW »

Unmatched Creative Software

Students can achieve painting perfection with the most realistic and professional digital art studio. Painter 2019 offers an expansive collection of Natural-Media and unlimited art materials to exceed the creative needs of any illustrator, photographer or fine artist. With powerful in-app learning, a modern user interface, and custom brushes, students can create a stunning painting or photo art for any genre.

Collaboration is easy with Photoshop import and export compatibility, and blazing-fast performance. Students can experience paint that simulates drips, layers, and clumps exactly like traditional media. With a few brushstrokes, they'll quickly see why Painter 2019 is the top choice of artists worldwide.

SHOP NOW »

Description	DSC#	Vendor#	ESRP
Painter 2019 Commercial Upgrade (DVD)	122353	PTR2019MLDPUG	\$294.68
Painter 2019 Education (DVD)	122354	PTR2019MLDPA	\$128.67
Painter 2019 Commercial (ESD)	122357	ESDPTR2019ML	\$552.04
Painter 2019 Commercial Upgrade (ESD)	122358	ESDPTR2019MLUP	\$294.68
Painter 2019 Education (ESD)	122359	ESDPTR2019MLA	\$128.67



99701 2853.09.2018



DISCOVER LIFE AT FULL VOLUME!

RIFF WIRELESS ON-EAR HEADPHONES

These Bluetooth® Wireless headphones are packed with features. With up to 12 hours of battery life, refined acoustics, rapid charge, and a collapsible design, these headphones are perfect for students that are constantly on the go. Featuring memory foam ear cushions for all-day comfort and a built-in microphone to easily make phone calls, activate a virtual assistant, and volume control.



Color	DSC#	Vendor#
Blue/Speckle/Sunset	117602	S5PXW-L673
Black/Black/Black	117603	S5PXW-L003
Vice/Gray/Crimson	117604	S5PXW-L635
Gray/Speckle/Miami	117605	S5PXW-L672

ESRP \$64.33

SHOP NOW »