

## **DO YOUR STUDENTS HAVE THE END-OF-SEMESTER BLUES?**

### **Discover the beauty of retail therapy**

Be anything but  
ordinary with these  
new products...

**INSIDE FRONT  
COVER**

The must-have  
accessory for the  
Nintendo® Switch...

**PAGE 4**

Research smarter  
this semester...

**PAGE 12**



78%

of course materials bought in fall 2017 came from the campus bookstore.

Source: NACS



College students spent \$21 billion on clothing and shoes in 2018.

Source: Refuel Agency



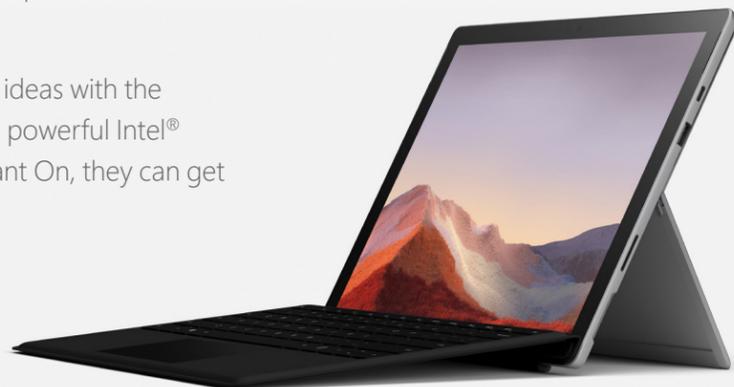
## Stand out from the ordinary

Connect, create, get comfortable with the new Surface Pro 7

Students can work and play virtually anywhere. With tablet-to-laptop versatility and better connectivity with USB-C™ and USB-A ports, ultra-slim and light Surface Pro 7 adapts to your students.

Wherever your students go, whatever they do, fuel their ideas with the power of next-gen Surface Pro 7 standing ready. With its powerful Intel® Core™ processor, Fast Charging, all-day battery and Instant On, they can get back to work whenever inspiration strikes

COLOR	SPECS	DSC#	VENDOR#	SRP
Platinum	i5/16GB/256GB	139266	PVS-00001-EDU	\$1,424.05
Black	i7/16GB/256GB	139268	PVT-00015-EDU	\$1,519.05



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## Surpass Ordinary

Slim, stylish, and lightweight laptop with the new Surface Laptop 3

New Surface Laptop 3 fuels your students' ideas and reflects their style with a thin, light design, choice of colors, 2 keyboard finishes, and 2 sizes—a vibrant 13.5" or new 15" touchscreen.

COLOR	DISPLAY	SPECS	DSC#	VENDOR#	SRP
Cobalt Blue	13.5in	i5/8GB/256GB	139297	PKU-00043-EDU	\$1,329.05
Sandstone	13.5in	i5/8GB/256GB	139298	PKU-00064-EDU	\$1,329.05

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College students **spend an average of \$53.34** on college-branded gear during Back-to-School.

Source: NRF



Even just a small amount of regular retail therapy can help prolong life.

Source: British Medical Journal

**AFTERSHOKZ**

## STAY TUNED IN

Headphones that deliver unrivaled situational awareness



### XTRAINERZ WIRELESS HEADPHONES

Students can take open-ear listening to new depths with Xtrainerz wireless MP3 headphones. Xtrainerz are an innovative solution for consuming audio in and out of the water. The open-ear design removes the limitations of traditional swimming headphones, and the 4GB memory stores up to 1,200 songs, allowing them to take Xtrainerz on any adventure; no wires, no devices, no limits. (Not Bluetooth® compatible.)

**DSC# 139075 | VENDOR# AS700BD**  
**SRP \$149.95 | COST \$83.33**

[Shop Now »](#)



### AEROPEX WIRELESS HEADPHONES

Built for intense workouts and extreme weather conditions. Pushing the boundaries of open-ear listening, these headphones have PremiumPitch 2.0+ and angled transducers to ensure optimal placement on the cheekbones, allowing for more dynamic bass, higher volume, and less vibration. They are also fully waterproof, allowing your students to defy the elements.

**DSC# 138441 | VENDOR# AS800CB**  
**SRP \$159.95 | COST \$88.89**

**moshi**

## Adapt to Any Situation



### USB-C to Dual USB-A Adapter

This USB-C to Dual USB-A Adapter is a sleek, portable adapter that provides two additional USB 3.1 Gen 1 ports for your students' USB-C MacBook. Connect any standard USB device such as an external hard drive, keyboard, mouse, or printer using this adapter. Both ports provide for high-speed data transfer (at up to 5 Gbps). The adapter's anodized aluminum housing not only minimizes EM interference, but also complements their MacBook perfectly.

**DSC# 113811 | VENDOR# 99MO084214**  
**SRP \$24.95 | COST \$15.06**

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### USB-C Multimedia Adapter

The perfect accessory for digital creatives on the move, Moshi's USB-C Multimedia Adapter brings critical functionality to any USB-C device. This 3-in-1 adapter features a built-in SD card reader for quickly transferring photos and videos, an HDMI video adapter for connecting to an external display, and a dual-port USB hub for storage backups and other peripherals. The card reader slot supports both SD and SDHC/XC memory cards with transfer speeds up to 104 Mbps. The HDCP-compliant HDMI port outputs 4K UHD video (30 Hz) as well as multi-channel digital audio to supported devices. There are also two USB 3.1 (Gen 1) ports that transfer data at speeds up to 5 Gbps and charge any connected devices.

**DSC# 115979 | VENDOR# 99MO084213**  
**SRP \$59.95 | COST \$34.79**



Picking something out and then buying it was found to be **40 times more effective** at countering sadness than just browsing.

Source: University of Michigan



of shoppers purchased something to cheer themselves up.

Source: The Journal of Psychology and Marketing



## The Ultimate Solution for Daily Life

Give your students the gift of protection for their devices

tomtoc produces quality products for laptops and digital gears with a fine regard for functions and details. All tomtoc products are manufactured with premium materials in a continuous venture to protect the tech your students rely on and to enhance life on the go.



### Nintendo Switch Eva Hard Shell Travel Carrying Case

This stylish case is custom-made to transport your students' console and accessories while offering protection with high-quality polyester exterior to make it more handheld-friendly and soft fleece interior to protect their device against scratches. Spill resistant.

COLOR	DSC#	VENDOR#	MIN	SRP	COST
BLACK	138389	A05-5D01	1	\$24.99	\$17.78
GRAY	138390	A05-5G01	1	\$24.99	\$17.78

### 360 Protection Premium Tablet Messenger Bag

A simple but elegant look to match both your students' casual and formal outfits with patent bottom corners like a car airbag to protect their laptop from drops and bumps. This bag has a durable fabric from Cordura, the toughest military level collection with excellent resistance to abrasion, and excellent tear strength. Water repellent.

COLOR	DSC#	VENDOR#	MIN	SRP	COST
BLACK	138395	H13-A01D	20	\$42.99	\$27.78
BLACK	138399	H13-B03D	20	\$45.99	\$28.89



### 360 Protection Premium Laptop Sleeve

A simple but elegant look to match both your students' casual and formal outfits with patent bottom corners like car airbag to protect your laptop from drops and bumps. This sleeve has a durable fabric from Cordura, the toughest military level collection with excellent resistance to abrasion, and excellent tear strength. Water repellent.

COLOR	DSC#	VENDOR#	MIN	SRP	COST
BLACK	138397	H13-B02D	1	\$39.99	\$26.11

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# A SHOPPER'S HIGH

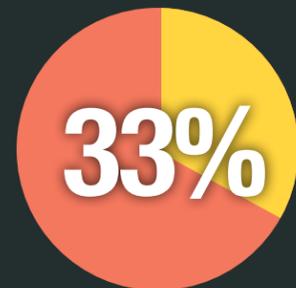
## ARE WE SHOPPING OURSELVES OUT OF A BAD MOOD?



Tammy Faye Bakker once said, "I always say shopping is cheaper than a psychiatrist." America's shopping addiction has a new name: retail therapy. Whether we want to admit it or not, U.S. adults have been busily shopping their worries away. But does this retail high last? Here, we take a look at the aftermath of a shopping spree to find out whether buying really plays positively on our emotions.

### PURCHASING HAPPINESS

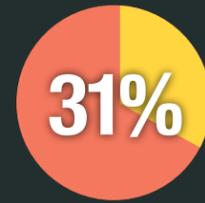
"Whoever said money can't buy happiness simply didn't know where to go shopping." - **Bo Derek**



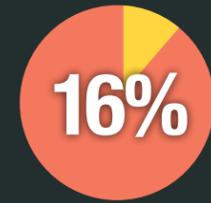
said retail therapy made them feel happier afterward.



**1 in 4 U.S. Adults** admit they have gone shopping in pursuit of retail therapy.



Twice as many women than men said they've shopped to elevate their mood.

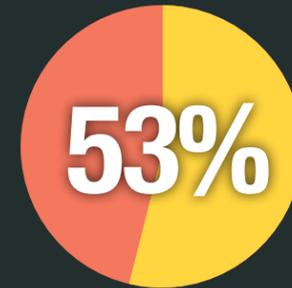
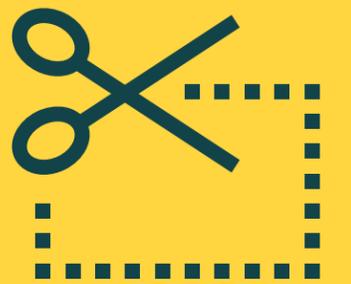


### FASHION ADDICTIONS

"I like my money right where I can see it—hanging in my closet." - **Carrie Bradshaw, Sex and the City**



of U.S. adults said using coupons to save money gives them a thrill or rush.



said they have celebrated good news by going shopping for themselves



said they have hidden purchases from a significant other.



said they feel guilty shopping for themselves when they don't need anything.



said retail therapy didn't put them in a better mood.



admitted they felt guilty after shopping in search of retail therapy.

Clearly, a shopping spree won't cure a serious case of the blues, but we'd be lying if we said we've never experienced the high of buying something new for ourselves or a loved one. The thrill of a new purchase may not last long, but the short-lived boost can still help us get over that mid-day slump or shake off a bad Friday night date. And sometimes, that quick burst of happiness over a new sweater is just what the doctor ordered.

All data appears from a 2011 survey conducted by Harris interactive on behalf of CouponCabin.com. Source: Couponcabin.com



28%

of shoppers bought as a form of celebration.

Source: The Journal of Psychology and Marketing



More than half of Americans admit to retail therapy—buying something to improve mood or feel better.

Source: TNS Global



# WHO'S GOT SPIRIT?

SDS Design is a family-run business that is licensed with hundreds of colleges. They offer a variety of products including auto magnets, decals, and dizzlers. They can also fully customize orders.



Display is free with the purchase of: (144) 2in Dizzler Decals and (96) 3in Dizzler Decals



## Dizzler Display

Showcase designs and educate customers on various applications for Dizzlers. This spinner rack makes all the designs easily accessible. Display is free with the purchase of: (144) 2in Dizzler Decals and (96) 3in Dizzler Decals.

## Dizzlers

These uniquely created, ultra-durable stickers have a strong adhesive and patented protective coating. Perfect for decorating heavily handled items such as phones, laptops, coolers, and more. Waterproof and dish washer safe.

DSC# 128999 | VENDOR# 3INDIZZDISPOPT1

Visit [www.dstewart.com](http://www.dstewart.com) for more styles.

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## CHARGE UP ANY DEVICE

Rayovac has spent over 110 years thinking about batteries so your students can think about them less. A great choice for powering up their electronic gadgets the long-lasting power source is ideal for daily use. Use to run a wide range of devices—from calculators and remotes to flashlights and smoke alarms. These mercury-free batteries have a shelf life of 7 years. Made in the USA.



DESCRIPTION	DSC#	VENDOR#	MIN	SRP	COST
AA 2PK	65782	815-2K	12	\$2.73	\$1.36
C 2PK	65790	814-2K	12	\$6.89	\$3.01
9V 1PK	65792	A1604-1K	12	\$5.74	\$3.01

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75%

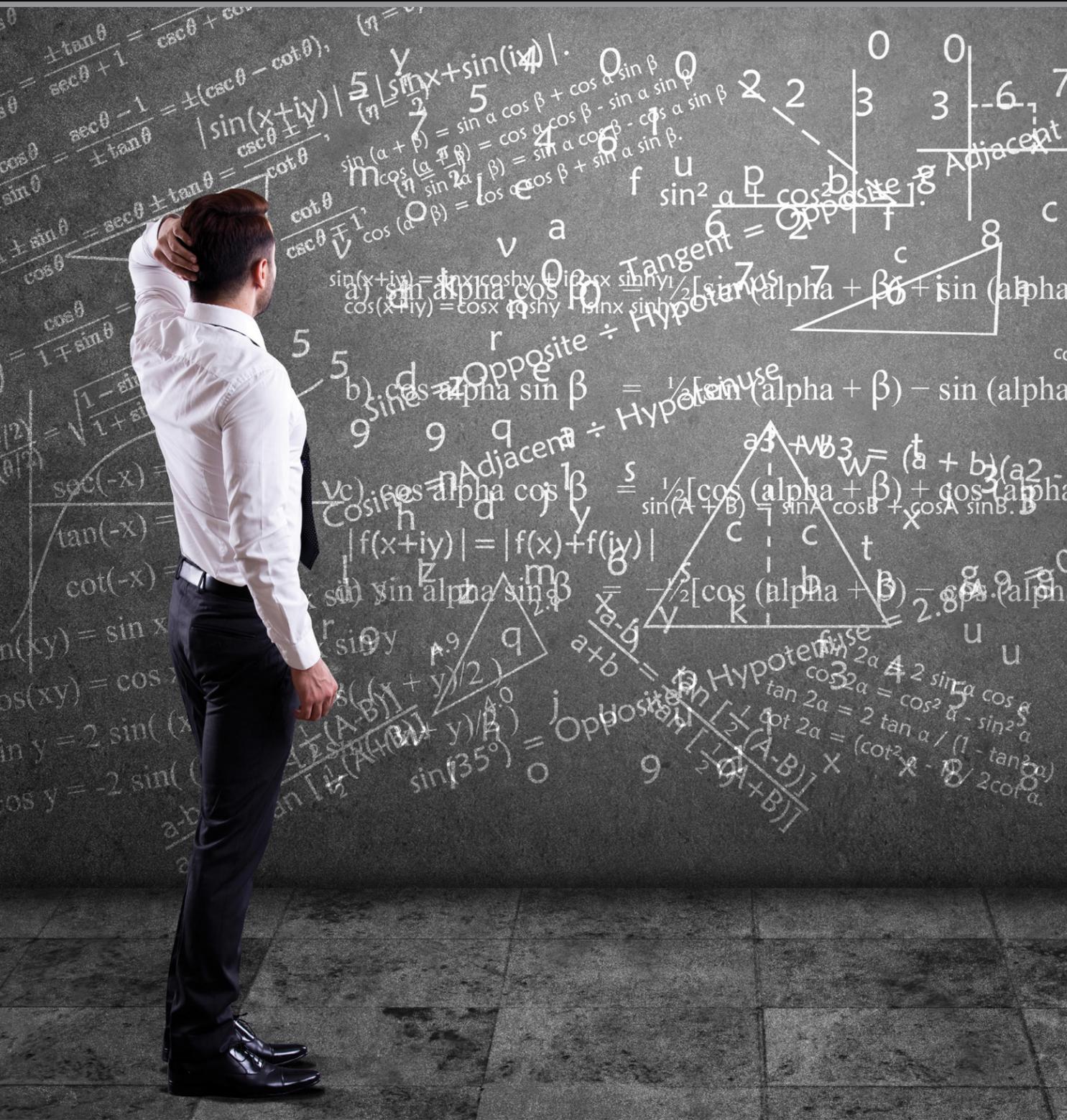
of Americans are likely to make more purchases when they are in a good mood while shopping.

Source: Synqera

60%

of college students spend their money on electronics.

Source: Study Breaks College Media



# Give Them What They Need

Get the most well-known and trusted calculators for your students. From basic to graphing calculators, Texas Instruments has it all.



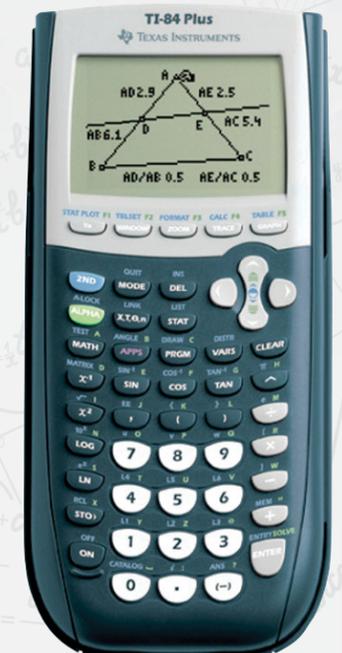
### TI-BA II Plus Financial Calculator

DSC# 10063  
VENDOR# IIBAPL/TBL/IL1  
SRP \$45.00 | COST \$25.79



### TI-30Xa Scientific Calculator

DSC# 10119  
VENDOR# 30XA/TBL/IL1  
SRP \$15.00 | COST \$8.33



### TI-84 Plus Graphing Calculator

DSC# 10326  
VENDOR# 84PL/TBL/IL1  
SRP \$139.00 | COST \$101.54

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Shopping is ranked 12th on activities that young adults do for fun and enjoyment.

Source: The Futures Company



of purchases in the U.S. are impulse buys.

Source: truaxis



# Research Smarter.

As a researcher, your students are constantly juggling different roles and demands on their time.



Share selected groups of references, manage team access, and track activity and changes



Uncover the impact of references and find the best-fit journal for your papers



Automatically create, format, and update bibliographies, with the convenience of remote access

Students can sync EndNote and EndNote Web libraries so all references, attachments, and groups in one can be accessed from the other. They can track references and find their favorites with new rating and status tools. They can see more with the expanded layout options to make better use of their screen. They can email a reference, including file and figure attachments with one click. They can also use the PubMed direct export format to import records in fewer steps. Allows for one account but can be installed on up to 3 devices.

DESCRIPTION	DSC#	VENDOR#	SRP	COST
Student Edition (ESD)	122286	42527970	\$115.95	\$96.67
Student Edition	121906	42527982	\$125.95	\$103.12
Commercial (ESD)	122284	42527973	\$249.95	\$184.44
Commercial	121904	42527986	\$299.95	\$192.63
Commercial Upgrade (ESD)	122285	42527971	\$99.95	\$92.22
Commercial Upgrade	121905	42527988	\$109.95	\$98.58

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