

# YOUR TO-DO LIST



Stock up on products for second semester



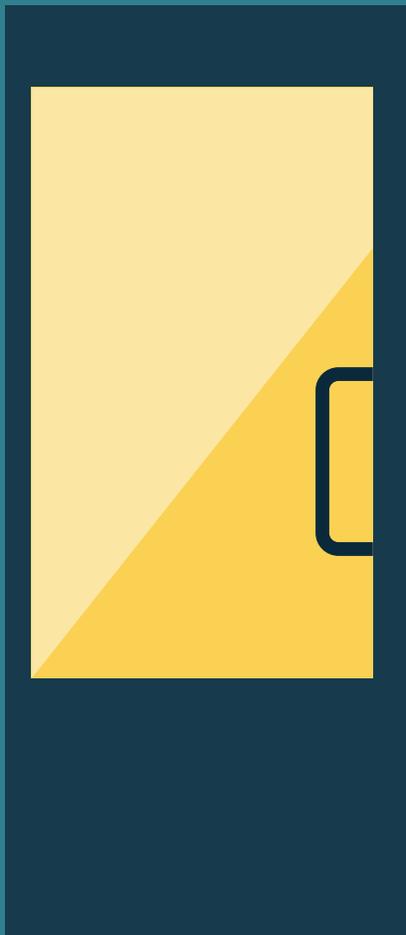
Make sure store is completely safe for customers



Update e-commerce site



Rearrange merchandise to boost sales



Take productivity to the next level with reusable notebooks...

**PAGE 6**

Make life easier with this season's must-have add-on accessory...

**PAGE 7**

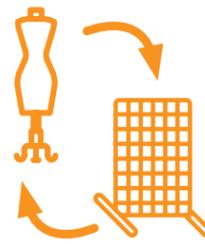
Are your students ready for a laptop upgrade?...

**PAGE 8**



The number one reason for moving product, furniture and display areas around is to attract new and repeat customers and to profile items perhaps not seen before.

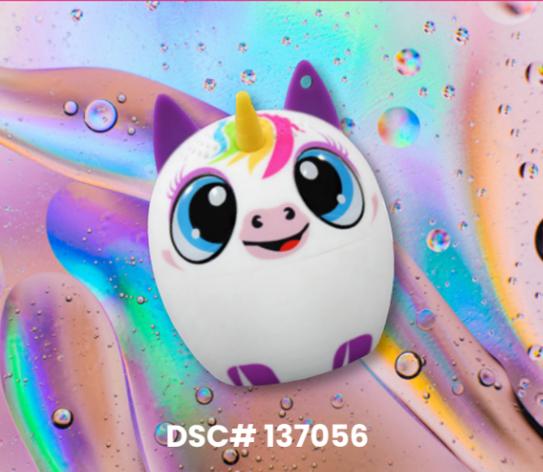
Source: www.theneststudio.ca



Monthly rearrangement of your merchandise and transitioning of color schemes are integral to building a fresher, more appealing style to go along with the company's emphasis on value pricing, sense of adventure, a welcoming environment or however you want to be portrayed.

Source: www.theneststudio.ca

# Ridiculously FUN Speakers



DSC# 137056

## Unichord the Unicorn

Have your students seen these cute, fun-loving speakers yet? My Audio Pet is a Bluetooth® speaker that fits in the palm of their hand. Don't let the size fool them, though. This speaker has impressive, rich, clear audio quality.

## Splash! Waterproof Pets

This is the waterproof version of the cutest, most KICK BUTT Bluetooth® speakers on the Planet. Perfect for shower time, going to the pool or beach, singing in the rain, or anywhere else where students might get wet.

These waterproof portable Bluetooth® speakers offer gigantic sound in a tiny package.

Splash Pets are twice the size, twice the power, twice the output, and twice the rockability of other My Audio Pets.

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DSC# 137077    DSC# 137076

# happy plugs

STOCKHOLM

## IS YOUR STORE READY FOR SECOND SEMESTER?

Stock up on these core products



Headphones on - World off. The crown jewel of the Happy Plugs true wireless family, Air 1 ANC—designed with music lovers, travelers, and digital nomads in mind. Students will enjoy the silence in any environment with these Active Noise Cancelling (ANC) headphones.

- ACTIVE NOISE CANCELLATION
- TRANSPARENCY MODE
- IN EAR DETECTION
- WIRELESS CHARGING
- 38 HOURS OF BATTERY
- DUAL ANC MICROPHONES
- PREMIUM QUALITY AUDIO
- 10 TOUCH COMMANDS
- WORKS ON ALL DEVICES

DSC# 144564



DSC# 144565



DSC# 144560



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# THE START OF SOMETHING NEW

How re-arranging your store can boost your sales



There is nothing like the start of something new to make customers want to spend some money. Think of how excited you get when you see stores with seasonal merchandise and displays. It's like a magic spell to make you, the customer, open your wallet.

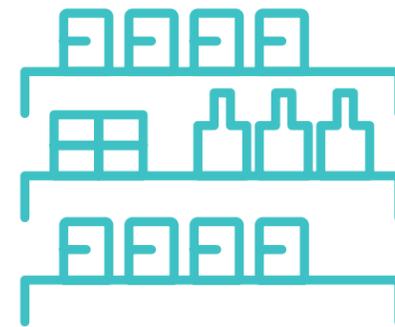


## PLAN AHEAD FOR RUSH



Although your college store might not be focusing on the seasonal merchandise like holiday lights, your store does go through seasonality: back-to-school rush, midterms, final exams, and returning for second semester. **Stay ahead of these rushes by planning for some massive purchasing.**

## REARRANGE YOUR MERCHANDISE



**Does your store rearrange the merchandise?** The Retail Doctor shows that rearranging the merchandise is extremely beneficial in keeping sales up. Frequent buyers know where things are in your store...or do they? Did they know you had that hidden Easter egg located smack dab in the middle of the store? Do they even make it to the back of the store? Do you keep all your hot sellers in the front? Think about the strategy that you're using in your store, and make sure that the way you have your products laid out tells a story.

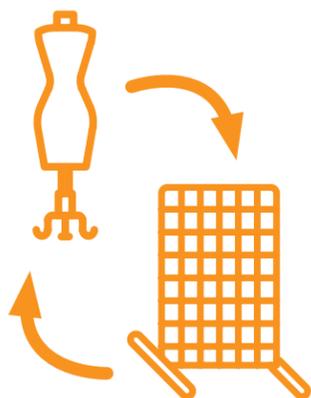
## CHANGE IT UP



If customers keep seeing the same old merchandise in the same location, **it's easy to pass by without even thinking twice.** Think about how many times you've passed the same mannequin in a store unphased about its appearance. It gets boring to see after a while.



## PLAN AHEAD FOR RUSH



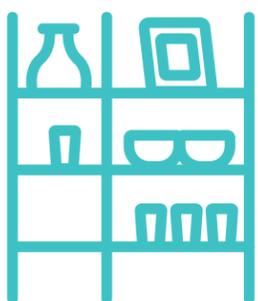
To make customers actively shop through your store and convert shoppers into buyers, **the way you have your store laid out needs to tell a story**. Those big red sale signs might work for your sale items, but what about the full priced items? Switch up the placement of the merchandise in your store to give your customers a better, more engaging experience. One tactic that retailers use is placing a completely random item by a set of products. For example, a display of plastic bottles or random stuffed animal pig being placed by a table of sweaters. The object has absolutely nothing to do with the items they're placed by, but it grabs customers' attention which is the overall goal.

## ENGAGE CUSTOMERS



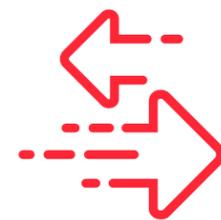
The primary reason for rearranging merchandise in your store is to **engage your repeat customers**.

## GRAB THEIR ATTENTION



After surviving the COVID shut down, customers that come into your store vs shopping your E-Commerce site are looking to engage with the merchandise. **Use displays to grab their attention** and don't be afraid to let them try demo products. Students are very conscious about the money they're spending. Customers are more likely to purchase those headphones that cost \$150 if they can see/touch/play with it before purchasing it.

## NEW EXPERIENCES



Rearranging your store gives customers a new experience, even if it is with the same products that you've been carrying for years. And this is what will **keep them coming back for more**.

## THE EMOTIONAL CONNECTION



**The emotional connection**—customers that shop online are likely looking for the cheapest option of something. When they shop in stores, they can **create an emotional connection with products where they can touch, hold, and try on merchandise**. On the flip side, if they prefer to do their shopping online they're going to filter by the cheapest options first.

## UPDATE MERCHANDISE



The start of second semester is a great time for you to re-arrange your store. **Students are coming back from winter break, quite possibly for the first time in months, and their wallets are hot**. Don't risk your customers mindlessly perusing through your store. Keep them engaged and wanting to see more with frequent merchandising updates throughout the year.



**Pro tip:** Are you seeing low sales on a product that you were sure would sell well? Check with your Douglas Stewart Account Manager to see if there's a display available for that product. **Displays are designed to catch a customer's attention**. Placing the product on the display will draw more attention to it and is more likely to result in a sale.





Display what customers want, not what they need. Put the most expensive, dream-worthy items in the most prominent place in your store.

Source: www.retaildoc.com



Light up your display like it's a meteor shower. Proper lighting can make your merchandise seem wonderful.

Source: www.retaildoc.com



# WRITE. REUSE. ORGANIZE. SCAN.

Save their Notes. Save the Planet.



### Everlast Wirebound Reusable Smart Notebook

The Everlast Notebook is perfect for every day note taking; simply upload your notes, erase, and use again the next day.

8.5 x 11in | 16Sht | Dot Grid

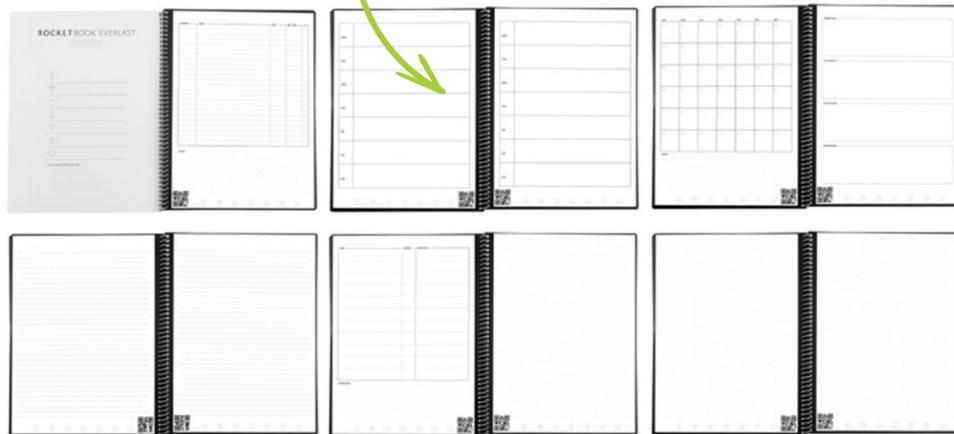


### Fusion Wirebound Reusable Smart Notebook

The Rocketbook Fusion is designed for explorers with big futures.

8.5 x 11in | 21Sht | 7 Different Page Styles

[CLICK HERE FOR A CLOSER LOOK >>](#)



[SHOP NOW >>](#)

Don't let remote learning interrupt your students' learning flow. Rocketbook notebooks provide a classic pen and paper experience, yet is built for the digital age. Although they feel like a traditional notebook, they are endlessly reusable and connected to all of your students' favorite cloud services.

When students write using any pen from the Pilot Frixion line, their writing sticks to pages like regular paper. But add a drop of water... and the notebook erases like magic.



DSC# 142147



DSC# 141705



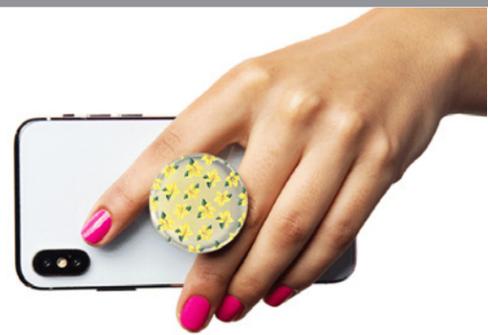
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## POPSOCKETS

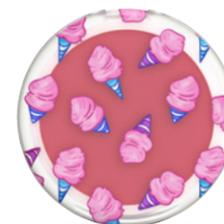
# Stop Forgetting the Lip Balm



## PopLips are a winter essential for lip hydration

Winter is here and that means the season of dry, cracked lips is hitting hard. Be nice to your students and offer them some lip hydration. Don't let the need to find lip balm to relieve dry lips be the reason they're running late for class. PopLips attach to their phone, making that mental check list as they're running out the door a little easier with one less thing to grab.

A PopGrip with built-in lip balm compact keeps their lip balm within reach at all times. This PopGrip also has a swappable top—just close the grip flat, press down, and twist 90 degrees to swap out the top. Then, they can swap in a new PopTop or do a little wireless charging.



Cotton Candy



So Vanilla

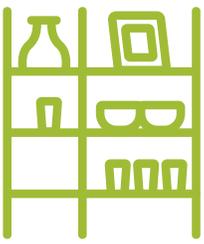


Strawberry Feels



Watermellionaire

[SHOP POPLIPS >>](#)



Use a completely unrelated item as a prop to grab your customers' attention.

Source: [www.retaildoc.com](http://www.retaildoc.com)

 Microsoft Surface

The New Way To Get Things Done  
Do more with the best devices



## Surface Book 3

### Built for performance

Power through every day with the fastest Surface 2-in-1 yet. Tackle intensive tasks, edit large video files, and enjoy the best gaming experience on a Surface 2-in-1.

### The most powerful Surface laptop delivers on their creativity

Now more than 50% faster than Surface Book 2, with quad-core powered 10th Gen Intel® Core™ processors.

### Longest battery life of any Surface

Get up to 17.5 hours battery life and get back to work when you're ready with improved standby that extends battery life when you're away.

### Unleash their biggest ideas

With the best graphics on any Surface laptop, powered by the latest NVIDIA® GTX GeForce® GPU with up to 2TB of lightning-fast storage and up to 32GB RAM.

**DSC# 143401**



**SHOP NOW >>**

