

Hot new products and great deals inside!

JULY 2012



reseller's **EDGE**



Are you ready for Back-to-School?

Let the countdown begin...



INSIDE:



A Publication of **THE DOUGLAS STEWART COMPANY**

Introducing New ShopDSC Mobile App

Save time and take the hassle out of ordering inventory by downloading the ShopDSC app – free for iPhone®, iPad® and Android®. An associate from DSC will verify your ordering eligibility. Once you're verified, you're ready to start shopping.* Download from the App Store and get the convenience of having over 15,000 products in your pocket! *Requires a Wi-Fi connection.

Perfect For Assistive Learning Programs

Livescribe smartpens are a cost-effective assistive technology tool for disability services programs, which streamlines their infrastructure and drives student success.



- » Eliminates management and cost of companion note-taker program
- » Improves quality and timeliness of class notes
- » Reduces cost per student: \$169 for smartpen loaner program vs. \$5,200 for companion note-taker program¹
- » Accommodates different learning styles
- » Places accommodation in students' hands to build academic confidence
- » Transitions with student from an educational setting to the workforce
- » Improves grades: Over 91% of students received better grades²

¹ UC Berkeley Case Study

² Customer Study – October 2011

Echo Smartpen

Records 400 (4GB) to 800 (8GB) hours of audio and thousands of pages of notes. Replay the recorded audio by tapping directly on notes. Save notes to the computer and search for words within the notes. Share notes and recordings as a podcast, PDF, or audio file. Customize your Smartpen with downloadable apps including dictionaries, translators, productivity tools, games, and more. Includes: Software for Mac or Windows, starter dot paper notebook, micro USB cable, 2 ink cartridges, and 2 Smartpen caps.

Description	DSC#	Vendor#	Min	SRP	Cost
4GB – 400 Hours	98771	APA-00006	1	\$149.95	\$123.29
8GB – 800 Hours	98772	APA-00007	1	\$179.95	\$147.96



CRUZ | New Tablets!



Cruz T507

Features and specs of the Cruz T507 include a 7" capacitive touch screen, 1.2GHz CPU, HDMI out, Flash, custom software suite, and access to Kindle for Android and Amazon Appstore.

DSC# 96030 • Vendor# T507
SRP \$169.99 • Cost \$148.40



Cruz T508

Features and specs of the Cruz T508 include an 8" capacitive touch screen, 1.2GHz CPU, HDMI out, dual cameras, Flash, custom software suite, and access to Kindle for Android and the Amazon Appstore.

DSC# 15227 • Vendor# T508
SRP \$199.99 • Cost \$174.47



Cruz T510

Features and specs of the Cruz T510 include a 10" capacitive touch screen, 1.2GHz CPU, HDMI out, front and rear facing cameras, Flash, custom software suite, and access to Kindle for Android and the Amazon Appstore.

DSC# 96031 • Vendor# T510
SRP \$249.99 • Cost \$218.09



Easily Sync and Store iPad® Devices and Tablets

Makes life easier.

Look no further, it's all here. The iQ32 Cart™ is a complete, all-in-one solution that can sync, charge, secure and transport up to 32 iPad® devices and tablets.

Benefits:

- **Four removable pods of eight iPad devices allowing for safe distribution into multiple classrooms**
- **Sync up to 32 iPad devices at once!**
- **Free up time, people and infrastructure.**
- **Keyless entry** eliminating the need for producing multiple sets of keys.
- **Designed to be mobile** to create an instant learning environment in almost any location.
- **Modular in design** so you can implement your iPad® program the way you want.
- **Not just a pretty face - style meets functionality** with two top-loading drawers on both ends, so that the iPad® devices can be accessed quicker, easier and by more users at once. There's even a slot available for a MacBook®.
- **Built to last** with a steel frame and a sheet metal shell, preventing an easy break in.
- **Lock it down** with the heavy duty anchor kit. The anchor kit prevents thieves from rolling 32 iPad® devices out the door.



iQ 32 Cart™

DSC# 78713
Vendor# LNC7006
SRP \$2,999.00
Cost \$2,381.56



Call your Account Manager today for more information on this ideal security-solution!

Check out the Back-to-School Headquarters on www.dstewart.com where you will find an overview of everything you need for your planning — including specials and promotions, category solutions, new brands, and tons of new products you won't want to miss.

NSPIRED LEARNING WITH THE TI-NSPIRE CX

Ideal for Math, Science and Engineering classes, this calculator has touchpad navigation that works more like a laptop computer than a traditional calculator. Users can navigate easily between screens and functions using the intuitive, computer-style interface that includes drop-down menus and simplified cursor controls.

Benefits of the TI-Nspire CX:

- Full-color display and backlit capability, so that students are able to utilize images and overlay with graphical elements on screen
- Powered by a TI-Nspire rechargeable battery
- Ability to view multiple representations of a single problem on screen, at the same time
- Users can make changes to one representation of a problem and instantly see how it affects other dynamically linked representations
- Built-in interactive geometry capabilities
- Text can be entered easily using individual (alpha) letter keys
- Create and save problem-solving steps as electronic TI-Nspire documents similar to those on a computer
- Option to link directly to another TI-Nspire or TI-Nspire CAS handheld or a computer

Unit includes: TI-Nspire Student Software for home use by students to continue and/or complete assigned work outside of the classroom.



Nspire CX Graphing Calculator

DSC# 10218 | Vendor# N3/CLM/1L1

SRP \$175.00 | Cost \$128.21

Call your Account Manager at 800-279-2795 today to stock up on this Back-to-School essential.

Brenthaven ProStyle Courier

Slim and Sleek, Perfect for On-the-Go Students

The Courier has dedicated pockets for a MacBook, notepad, A/C adaptor and assorted small accessories. Students can sling it over the shoulder and head to class or the coffee shop in style. Dedicated laptop compartment with quilted faux-fur liner features an HDFTM protection system. Back slip pocket for a moleskin notebook. Adjustable seat-belt webbing strap for comfort on the go. Genuine leather touch-points on zipper pulls and bottom panel. Exterior material is a custom micro-ballistic nylon that will look good for years to come. Lifetime guarantee.



Black/Copper 11in.
DSC# 96224 • Vendor# 2157 • Min 1

Charcoal 11in.
DSC# 96225 • Vendor# 2158 • Min 1

SRP \$69.95 • Cost \$34.98



Charcoal 13in.
DSC# 96227 • Vendor# 2173 • Min 1

Black/Copper 13in.
DSC# 96226 • Vendor# 2172 • Min 1

SRP \$69.95 • Cost \$34.98



Time is running out before the students return! Make sure you have all the latest products to satisfy their need for the latest and greatest as well as those essential products they will need for class and move-in week!

Contact your Account Manager at 800-279-2795 to make sure you are stocked up on everything you need for a successful Back-to-School selling season.

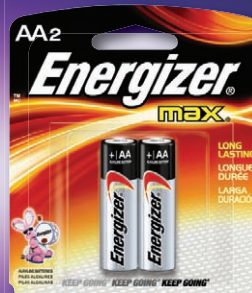


Energizer Max Batteries - Now that's Positive Energy!



Energizer Max Alkaline Batteries AAA 2 Pk

DSC# 55221
Vendor# E92BP-2 • Min 12
SRP \$4.20 • Cost \$2.02



Energizer Max Alkaline Batteries AA 2 Pk

DSC# 55219
Vendor# E91BP-2 • Min 12
SRP \$4.20 • Cost \$2.02

DSC#	Vendor#	Description	Min	SRP	Cost
55212	E92BP-4	AAA 4 Pk	12	\$7.38	\$3.49
55202	E92BP8F2	AAA 8 Pk w/2 free	6	\$20.54	\$9.42

DSC#	Vendor#	Description	Min	SRP	Cost
55220	E91BP-4	AA 4 Pk	12	\$7.38	\$3.49
55276	E91MP-8	AA 8 Pk	6	\$13.68	\$6.60

Apple reported posting a FY12 second quarter revenue of \$39.2B—selling 35.1M iPhone® devices, 11.8M iPad® devices, 7.7M iPod® devices and 4M Mac® devices. Along with all of these devices comes the need for accessories and protective gear. Let us help you build the ideal assortment to fit your store's needs. Call today at 800-279-2795.

Magic from Mobee

mobee



Mobee Magic Bar

Inductive charging technology, works with Apple® wireless keyboard (2xAA battery model) and Apple Magic Trackpad. A greener way to use your Apple wireless keyboard and Magic Trackpad. USB powered. Recyclable: made of aluminum.

DSC# 12061 • Vendor# MO3212 • Min 1
SRP \$39.90 • Cost \$26.02



Mobee Magic Numpad

Works exclusively with the Apple Magic Trackpad, 3 custom layouts. Transparent and calculator modes. Free software download.

DSC# 12063 • Vendor# MO6210 • Min 1
SRP \$29.90 • Cost \$19.50

Moshi Rewind Dual Port Wall Charger

Charge safely, stow & go!

Charge any two iDevices (iPod®, iPhone® or iPad®) at once with Moshi's Rewind. The power adapter provides 2.1 amps of power and optimally balances capacity to both USB ports for fast and efficient charging. Rewind has advanced circuitry for overcurrent and surge protection to ensure the safety and protection of your iDevices. It includes a convenient cord manager to easily stow away the included USB charge cable.

DSC# 14607 • Vendor# 99MO022102 • Min 1
SRP \$28.95 • Cost \$16.47

NEW!



moshi

College students spent **\$6.63B** on clothes and accessories in 2010.* **Are you getting your share of that spend?**
 Contact your Account Manager at 800-279-2795 to build the perfect solution for your store.

*Source: The CollegeBound Network

New Backpacks Coming Soon from Timbuk2

Tough, durable backpacks to keep students looking ruggedly stylish while protecting their valuables.



NEW!

Timbuk2 Chug Backpack 15in.

You need a pack to carry your computer and basics - but that doesn't mean you're looking to move in. The Chug keeps it simple and streamlined, with a main compartment and slash pocket for your 15-inch laptop. Fine weave ballistic with the Timbuk2 color and durability you would expect. On-strap bottle opener for party tricks and quick refreshment. Vista loop for "blinky" bike light attachment.

DSC# 32722 • Vendor# 321-3-2001
Min 1 • SRP \$69.00 • Cost \$36.53



NEW!

Timbuk2 Shotwell Backpack 15in.

This Mission6 nylon backpack is deceptively Sherpa-like, with ample storage for peripherals, power bricks and other doo-dads. Super lightweight Mission6 nylon fabric. On-strap bottle opener for party tricks and quick refreshment. Internal organization for accessories, and gadgets. External stretch pocket for your U-lock or water bottle. Vista loop for "blinky" bike light attachment.

DSC# 32727 • Vendor# 358-3-2074
Min 1 • SRP \$69.00 • Cost \$36.53

DSC#	Vendor#	Description	Min	SRP	Cost
32723	321-3-2208	Indie Plaid/Yellow 15in.	1	\$69.00	\$36.53
32724	321-3-6028	Gunmetal/Red 15in.	1	\$69.00	\$36.53

DSC#	Vendor#	Description	Min	SRP	Cost
32726	358-3-2041	Gray/Blue 15in.	1	\$89.00	\$47.12
32725	321-3-6028	Black/Black 15in.	1	\$89.00	\$47.12

Contact your Account Manager for more information. Product will be available in August.



New Headsets from Native Union

Clever solutions to meet the needs of everyone from the impulse buyer to the high usage talker.

Native Union POP Phone

- Soft-Touch finish handset for luxurious feel combining classic style with a contemporary edge
- Fitted with first-class speaker and microphone
- Noise reduction technology for better sound comfort
- Can be fitted with a USB adaptor for use with Skype or other VOIP software
- Supplied with a silicon mat specially designed to protect the mobile phone from wear and tear



NEW!

DSC# 66306 • Vendor# MMPOP-RED-ST • Min 1 • SRP \$29.99 • Cost \$18.32

Native Union Curve Bluetooth Wireless Handset

- Slim line, stylish and sophisticated design
- Available as a set including handset and weighted base unit
- Finished either in high gloss white or black, or soft touch black or red
- Fitted with the advanced Bluetooth® 2.1 chip making pairing with other devices simple
- Dual pairing function that will automatically pair with both the computer and the mobile phone
- Skype calls and mobile calls are possible with the same handset
- Supplied with a silicon mat specially designed to protect the mobile phone from wear and tear



NEW!

DSC# 66317 • Vendor# MM03-BLK-HG • Min 1 • SRP \$79.99 • Cost \$53.33

Native Union Curve Bluetooth Wireless Handset & Docking Station

- Dedicated iPhone® version of the MM03
- Slim line, stylish and sophisticated design
- Available as a set including handset and weighted base unit with integral iPhone charger
- Finished either in black or red luxury soft touch or black or white high gloss
- Fitted with the advanced Bluetooth® 2.1 chip making pairing with other devices simple
- Dual pairing function that will automatically pair with both the computer and the mobile phone
- Skype calls and Mobile calls are possible with the same handset



NEW!

DSC# 66322 • Vendor# MM03I-WHT-HG • Min 1 SRP \$99.99 • Cost \$ 66.66

Native Union Solo Handset Traveler

- Super slim line contemporary telephone handset
- Designed specifically to sit on a flat surface
- Smart design raises the microphone and the speaker off the table to keep it clean and dry
- Luxurious soft-touch finish
- Super-resistant nylon cable
- Protective tight-fit neoprene pouch for storage
- Connects to a mobile phone, or tablet
- Can be fitted with a USB adaptor for use with Skype or other VOIP software



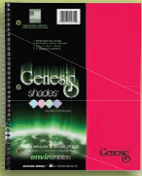
NEW!

DSC# 66325 • Vendor# MM05T-RED-ST • Min 1 • SRP \$39.99 • Cost \$22.22

POP Phone displays available. Contact your Account Manager at 800-279-2795 for more information!

Save on Select Roaring Spring Products

ROARING SPRING® PAPER PRODUCTS
ROARING SPRING, PA 16673



Genesis Shades Notebook

1 Subject • DSC# 89124 • Vendor# 12231
Min 12 • SRP \$7.53 • Cost \$2.91

Special \$2.69

5 Subject • DSC# 89126 • Vendor# 12235
Min 12 • SRP \$15.14 • Cost \$5.85

Special \$5.41



WIDE Ruled Landscape Pad

DSC# 30620 • Vendor# 74535
Min 12 • SRP \$9.03 • Cost \$3.49

Special \$3.32



Chunky Pad

DSC# 30622 • Vendor# 78046
Min 6 • SRP \$3.96 • Cost \$1.53



Paper Trail Mini Ruled Index Cards

DSC# 30625 • Vendor# 28041
Min 36 • SRP \$1.85 • Cost \$0.87

Special \$0.80

Help Students get Organized with Filexec Soft Touch Products



Soft Touch Padded Pocket Folder

Canvas padded 2-tone pocket folder, fabric gusset, elastic cord closure.

DSC# 66904 • Vendor# A34280
Min 12 • SRP \$8.99 • Cost \$4.14



Soft Touch Padded Expanding File

Canvas padded expanding file, 13 pockets, 12 insertable colored tabs, EZ view window, exterior pocket with velcro closure, and pencil holder. Each color is an individual UPC.

DSC# 66888 • Vendor# A46220
Min 12 • SRP \$14.99 • Cost \$6.89



Soft Touch Padded Binder

Canvas padded EZ comfort ring binder, easy to open/close with the press of a finger tip, one interior pocket, 5 tabbed binder index included.

DSC# 66889 • Vendor# A64880
Min 12 • SRP \$8.99 • Cost \$4.14

Style + Function = Dooley Boards

DOOLEYBOARDS



Aluminum Framed 1 Week Calendar with Cork Strip

DSC# 12548 • Vendor# 820CALA
Min 6 • SRP \$12.99 • Cost \$6.47



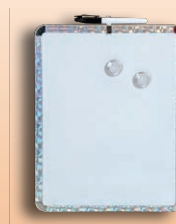
Wood Framed 1 Month Calendar Magnetic Dry Erase Board

DSC# 41704 • Vendor# 1824CALMG
Min 3 • SRP \$21.49 • Cost \$11.61



Black Surface Neon Dry Erase Board

DSC# 12544 • Vendor# 811NMBV
Min 12 • SRP \$8.99 • Cost \$4.73



Framed Hologram Pattern Magnetic Dry Erase Board

DSC# 12546 • Vendor# 811MBHG
Min 12 • SRP \$9.99 • Cost \$5.39

We're Here to Help

Our Customer Service team is here to help. When you call between 7 a.m. and 7:30 p.m. CST Monday through Friday, you're guaranteed to speak live with one of our friendly, trained team members. Contact Customer Service at 800-279-2795 or email custserv@dstewart.com (24/7).

Have you checked out the Back-to-School Headquarters lately?

The Back-to-School Headquarters will be updated regularly throughout the season to bring you:

- Continuously refreshed list of specials and promotions
- Must-have new products and hot new manufacturing partners
- A complete list of category solutions sure to meet all of your customers' needs
- Insight on the latest trends and best-selling products
- The right mix of products to capture the attention of your customers
- Resources to help you sell

Here's to making this your best Back-to-School season yet!



Login to www.dstewart.com and check out the Back-to-School Headquarters today.

Drive Impulse Sales with Pentel Displays



Pentel EnerGel-X Retractable Liquid Gel Pen Display 36 Ct. Display

Display includes: (12) Black .7mm, (12) Blue .7mm, and (12) Red .7mm, OR (12) Black 1.0mm, (12) Blue 1.0mm, and (12) Red 1.0mm.

DSC# 15975
Vendor# BL110-3 • Min 1
SRP \$68.40
Cost \$33.08



Pentel EnerGize-X Automatic Pencil with FREE Designer Eraser Display 48 Ct. Display

Display includes: (24) .5mm with bonus designer eraser and (24) .7mm with bonus designer eraser. Assorted designs include: Hearts, Stars, Music, Diamonds, and Camouflage.

DSC# 15976
Vendor# CD4PL1057-3F
Min 1 • SRP \$273.60
Cost \$137.68



Pentel FINITO! Porous Point Pen Display Asst. Xfine 40 Ct. Display

Display includes: (20) Black, (10) Red, and (10) Blue.

DSC# 15977
Vendor# SD98-40 • Min 1
SRP \$87.60
Cost \$43.24



Pentel EnerGel NV Liquid Gel Pen Display 72 Ct. Display

Display includes: (24) Black, (24) Blue, and (24) Red.

DSC# 15979
Vendor# BL30-6 • Min 1
SRP \$172.80
Cost \$79.78

Pentel®

Speedy Delivery

Need it fast? Credit-approved orders for in-stock merchandise placed by 4:30 p.m. CST (or 4:30 p.m. PST if ordered from the West warehouse) normally ship the same day.

New Shapo and Quokka Sleeves from GreenSmart

GreenSmart™



DSC# 86587

DSC# 86588

DSC# 86590

Neogreene Quokka Sleeve
SRP \$29.95 • Cost \$17.49

Awesome new features from GreenSmart including slip-in and dual access zippers!



DSC# 86557



DSC# 86558



DSC# 86559



DSC# 86560

Neogreene Shapo Sleeve
SRP \$14.95 • Cost \$10.00

Stock Up on Back-to-School Essentials



FIVE STAR®

Five Star Notebook Display

Display includes (72) 1 Subject, (24) 3 Subject, and (24) 5 Subject Notebooks. Assorted colors include: Red, Army Green, Navy, and Black. Asst. 120 Ct.

DSC# 64967 • Vendor# 51266 • Min 1 • SRP \$1,078.80
Reg. Cost \$576.62 • **Special \$496.31**

Five Star Trend Notebook Display

DSC# 64574 • Vendor# 52020 • Min 1 • SRP \$1,078.80
Reg. Cost \$576.62 • **Special \$496.31**



Five Star Graphics Wirebound Notebook 1 Subject/College Ruled

DSC# 40638
Vendor# 08096
Min 12 • SRP \$7.59
Cost \$4.42



Five Star Multi-Function Ring Binder

DSC# 40653
Vendor# 28046
Min 6 • SRP \$21.89
Cost \$12.79



Five Star Customizable Notebook 1 Subject/College Ruled

DSC# 40650
Vendor# 8230
Min 12 • SRP \$8.09
Cost \$4.74



Five Star Customizable Pocket & Prong Portfolio

DSC# 40656
Vendor# 34136
Min 24 • SRP \$4.59
Cost \$2.64

mead



MIX MASTER HEADPHONES



A Deliciously Minimalistic Fusion of Modern Art and Pro-level Function

- Proprietary Mylar drivers
- Dual cable inputs
- Cue control
- One-touch mute button for instant house monitoring

Skullcandy set out to create the ultimate headphones for hard-core DJs. The Mix Master is packed with world-class features and proprietary Supreme Sound.

Mission accomplished.

MODEL NAME	COLOR	DSC#	VENDOR#	SRP	COST
Mix Master Headphone	Black	96681	S6MMFM-003	\$299.99	\$165.00
Mix Master Headphone	Red	93152	S6MMDM-059	\$299.99	\$165.00



2402 Advance Road
Madison, WI 53718

reseller's **EDGE**

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
MADISON, WI
PERMIT NO. 1042



99701

Save 10% on all Duracell products through July 31, 2012. Place your order today!

Introducing Duracell DuraLock™

Power Preserve Technology With a 10-Year Guarantee in Storage



The DuraLock™ system is engineered to preserve power in storage. Batteries transfer chemical energy into electricity to power devices and if there is a chemical reaction in storage, the active ingredients are oxidized, or wasted, decreasing the available power. By design, DuraLock™ protects the power ingredients to help retain capacity.

Size	Count	DSC#	Vendor#	Min	SRP	Special
C	4 Pk	56155	MN1400R4ZX17	6	\$9.19	\$6.35
AAA	2 Pk	56106	MN2400B2Z	18	\$3.48	\$1.80
AAA	4 Pk	56108	MN2400B4Z	18	\$6.12	\$3.13
AA	2 Pk	56103	MN1500B2Z	14	\$3.48	\$1.80
AA	4 Pk	56104	MN1500B4Z	14	\$6.12	\$3.13
C	2 Pk	56102	MN1400B2Z	8	\$6.12	\$3.35
D	2 Pk	56101	MN1300B2Z	6	\$6.12	\$3.35
D	4 Pk	56157	MN1300B4Z17	12	\$9.19	\$6.35
9V	1 Pk	56105	MN1604B1Z	12	\$6.12	\$3.35
9V	2 Pk	56116	MN1604B2Z	12	\$9.19	\$6.35

DURACELL®