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## Did You Know: Shopping is Social

Seven out of 10 consumers research online before making an in-store purchase, and the average shopper uses approximately 10.4 sources of information to make a purchase decision.

Source: "Social Trends Report 2012", Bazaarvoice, June 2012



# New Styles for Spring from Incase



## Snap Case for iPhone® 5

Re-engineered for a precision iPhone 5 fit, the Snap Case attaches easily and securely in one simple step. The durable hardshell construction protects the iPhone back, sides and critical corners while the open ends allow for easy docking and charging without removing the case.

### Purple/White Dots

DSC#26932 | Vendor# CL69104 | SRP \$29.95 | Cost \$14.98



## Canvas Maki Jacket for iPad® 3 / iPad 4 / iPad mini

The Canvas Maki Jacket takes the easy-folding feature of our popular Maki Sleeve and combines it with the functional protection of our Book Jacket. It delivers dependable lightweight protection wrapped in durable cotton canvas for a natural look and feel. Simply open up the cover and roll it up into a stand, just like a sushi roll. Choose either a more vertical viewing angle or two working angles for easy typing.

### Forest Camo/Orange

DSC# 26936 | Vendor# CL60291 | SRP \$39.95 | Cost \$19.98

### Also available for iPad mini!

DSC# 20585 | Vendor# CL60304 | SRP \$34.95 | Cost \$17.48



For more information about Incase products, please contact your Account Manager at 800-279-2795 or visit [www.dstewart.com](http://www.dstewart.com).

Forrester Research projects that smartphone-based commerce will increase from \$3 billion in 2010 to \$31 billion in 2016. Consumer users of smartphones (and tablets) become an always-on opportunity for retailers to tap.

## Quick and Simple Merchandising Tips for Back-to-School

Use these strategies to improve your store's visual merchandising today. These range from the simple and obvious—because the simple and obvious are often also overlooked!—to those a bit more creative. Give them a try, and see how well your customers react to the new displays!

### Draw them In:

If the weather's good and you're allowed to do so, set up a display of merchandise outside your store. This can create a sense of excitement and buzz: consider a "Street Fair" environment.

### Set the Mood with Your Windows:

Store windows are incredibly valuable merchandising territory: use them to set the mood of the event or sale you're having. This mood should match the mood your customers want to experience after buying from you.

### Show Them How It Will Look at Home:

Many customers can't envision merchandise "in application." Use your displays to show customers how the merchandise will look in their home. For example, if you are selling dorm accessories, put them in context so that your customers can see their unlocked potential.

### Identify Everything:

Use signage to identify categories. Not only does signage help your customers find what they need quickly, but this can also help inspire additional purchases.

### Group by Lifestyle:

Display merchandise from several categories that all share the same theme. This is a perfect way to communicate with each of the personas in your target audience. For example, set a display that appeal to active students by combining products from bobble, Yurbuds, and Timbuk2.

### Use the Spotlight:

Lighting attracts customers, much like moths to the flame! Dramatic lighting doesn't have to be expensive: a quick trip to a hardware store and well-placed spotlights can draw attention to key pieces of merchandise.

### Change Your Displays Often:

A great display is a great display—the first time the customer sees it. But if the customer sees that same display next week, and the week after that? Suddenly the display is not so great. Plan ahead by creating a display calendar to help you get organized and prepared for upcoming buying seasons.

### Remember the Rule of Three:

Whenever you create a display, work in sets of three. If you're arranging merchandise by height, have a tall, taller, tallest. If something is squat and round, have a fat, fatter, fattest. You can even group by price: the good, better, best display is well-established and works surprisingly well.

### The End of the Row Leads to Savings (or More Sales).

Use your end caps to highlight weekly sales items to help you move old inventory fast. Another great idea for end caps is featuring a popular product with all of the necessary add-ons. If the customer is sold on that main item, he or she will have a reminder from your end cap of all of the accessories that might be needed, and you'll be less likely to miss out on those critical add ons.

We offer dozens of merchandising solutions from best-selling brands ranging from countertop to free-standing floor fixtures. Contact your Account Manager today to find the best fit for your floor space at (800) 279-2795.



## Makes Campus Life Easier

Sync, charge, and secure mobile devices with carts and cages from Lock 'n' Charge Technologies!



### FUYL Cell

The FUYL Cell stores and charges mobile devices like tablets, smartphones and laptops.

Campuses can set these up in common areas and provide students with access keycards on a subscription basis – students will love the convenient security of the FUYL cell, and colleges will love the extra income!



### iQ 16 Cart

The iQ 16 Cart secures, syncs, and charges iPad® tablets with an on-the-go form factor that makes for instant computer labs, anywhere class meets.



### iQ 8 Wall Cages

Remove the iQ 8 Wall Cages from the iQ 16 Cart for more modular storage, or to split up deployments of iPad devices into workgroups.

Contact your Account Manager at 1-800-279-2795 to learn more about solutions from Lock 'n' Charge Technologies.