

# Retail Inspiration for Back-to-School



## New Products Available

THE NEW  
**SKULLGANDY  
WOMEN'S  
COLLECTION**

IFC

BESTSELLERS  
**FROM SHARP**

6

NEW 3D DESKTOP  
**PRINTERS FROM  
EZDUPE**

10

NEW APPLE  
**ACCESSORIES  
FROM MOSHI**

13



**34% of students like staying up to date with brands through social media.** Let them know your store is available on social media!

Source: re:Fuel

**WE ARE THE MUSE,  
AND THE MUSIC.**

## Designed for Women

Enjoy a more comfortable and tightly tuned audio experience designed just for you. Ergonomically tweaked designs paired with a custom tuned sound profile mean you can listen clearer, louder, and longer. Our Pureclean™ antimicrobial ear pads fight the spread of unwanted oils and bacteria on your face and skin.



**Coming this Fall! Product ships mid-October 2014**

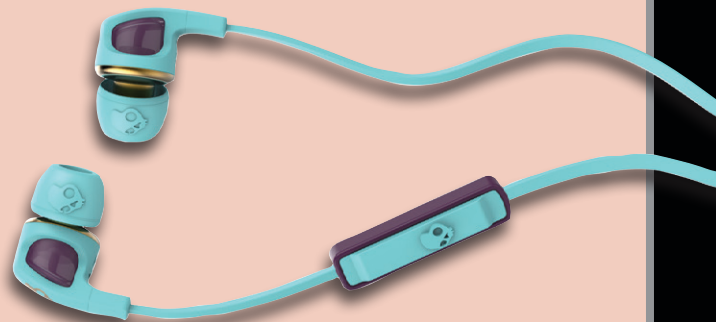
### Dime Earbuds with Mic

#### Features:

Supreme Sound, Mic1+ remote, flat cable, silicone gel tips, off-axis technology, and travel bag.

Color	DSC#	Vendor#
Robin	41626	S2PGGY-397
Floral	41627	S2PGGY-419
Geo Black	41628	S2PGGY-380

**SRP \$29.99 | Cost \$15.43**



### Knockout Headphones with Mic

#### Features:

Supreme Sound, Mic3+ remote, REX driver, ergonomic design, soft leather touch ear pillows, detachable cable, and travel bag.

Color	DSC#	Vendor#
Floral	41655	S5AVGM-395
Quilted Black	41656	S5AVGM-400
Robin	41654	S5AVGM-396

**SRP \$99.99 | Cost \$51.50**



### Bombshell Earbud Headphones with Mic

#### Features:

Supreme Sound, Mic1+ remote, flat cable, silicone gel tips, off-axis technology, and travel bag.

Color	DSC#	Vendor#
Geo Black	41612	S2FXGM-412
Robin	41613	S2FXGM-396
Floral	41614	S2FXGM-432

**SRP \$49.99 | Cost \$25.75**



The most widely owned technology device for college students is a laptop with over 85% of all students now owning one. Offer a variety of protective cases and bags and keep your assortments fresh to capitalize on this college staple.

Source: re:Fuel

# Lively Up Your MacBook



## SmartShell Hardcase for MacBook Pro 13in

Stand out from the crowd and flaunt your personal style with colorful neon SmartShell covers for MacBook Pro! Each vibrant case adds one of two new color effects for a look as thrilling as your own: a rich color haze or bold glowing edges. This redesigned hard-shell MacBook case is now 30% thinner and lighter to preserve the slim profile of your machine. SmartShell snaps on in two pieces, holds secure and is totally removable. Added details like vent slots for heat disbursement and rubberized feet for stability make this MacBook Pro cover highly functional, as well as delightfully colorful.

Color	DSC#	Vendor#
Hot Lips Pink	41863	SPK-A1940
Calypso Blue	41864	SPK-A2387
Orchid Purple	41865	SPK-A1938
Lightning Yellow	41866	SPK-A1942
Absinthe Green	41867	SPK-A1943
Sunrise Pink	41868	SPK-A1941

SRP \$49.95 | Cost \$28.74





**85% of students say they pay attention to in-store signage. Only 15% avoid that type of advertising.**

Source: re:Fuel

## Freedom to Move. The New Stereo-Bluetooth® Sport Earbuds

Cut the cords and unleash your inner athlete with the Focus and Inspire Limited Edition Wireless Sport Earphones. These Stereo-Bluetooth® earphones lock in place comfortably so they never hurt and never fall out. The 15mm drivers provide the biggest sound available, providing the motivation you need to #neverstop. These sweat and water resistant earphones feature full track & call control with a wind-blocking microphone designed for call clarity. The athlete tested battery lasts up to 6 hours and provides visual and audible indicators when running low.

**This is sound with no strings attached.**



### Focus Bluetooth® Sport Earbuds

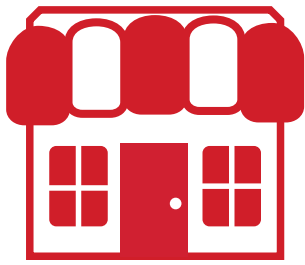
DSC# 41759 | Vendor# 30002  
SRP \$129.99 | Cost \$78.31



### Inspire Bluetooth® Sport Earbuds

DSC# 41760 | Vendor# 30003  
SRP \$129.99 | Cost \$78.31





**75% of students who own a smartphone or tablet report using it to conduct research while shopping in brick and mortar stores.** Keep sales in your store by offering to bundle purchases and providing compelling add-ons that wouldn't be available elsewhere.

Source: re:Fuel

# El Camino Collection

Versatile. Colorful. Durable.



### El Camino STUFF Sleeve for 13in MacBook® Pro/Air

Ultra-portable sleeve plus, with large zippered front pocket for pens, keys, etc. High-density padded compartments big enough for your tablet, netbook or laptop and some extra papers. The 13" STUFF sleeve will accommodate up to 14" laptops and an iPad® in outer pocket.

Color	DSC#	Vendor#
Orange	41452	PKG LS01-EC-13-ORNG
Black	41450	PKG LS01-EC-13-BLK
Blue	41453	PKG LS01-EC-13-BLUE

SRP \$45.00 | Cost \$23.08



### El Camino Grab Bag for 13in MacBook® Pro/Air

This versatile carry-all is sized for 13" laptops, but can be opened and expanded to fit a great deal more. Fold the top, lock it down and carry it as a slim sleeve, or open the top, snap it closed and carry it as a larger volume tote. The LS03 features lightweight fabrics, a reinforced handle, high-density foam padding and an external zipper pocket

Color	DSC#	Vendor#
Blue	40997	PKG LS03-EC-13-BLUE
Yellow	40995	PKG LS03-EC-13-YELL
Black	40994	PKG LS03-EC-13-BLK

SRP \$50.00 | Cost \$25.64



### El Camino SLIP Sleeve for 13in MacBook® Pro/Air

The SLIP Sleeve is a slim and simple way to carry and protect your laptop. Carry it on its own or throw it in your favorite bag, the SLIP features durable outer fabrics and a custom lining, while utilizing high-density foam to keep your laptop safe from harm.

Color	DSC#	Vendor#
Black	40998	PKG LS02-EC-13-BLK
Orange	41000	PKG LS02-EC-13-ORNG
Blue	41004	PKG LS02-EC-13-BLUE

SRP \$45.00 | Cost \$23.08



### El Camino Dip & Slide Tablet Folio for iPad® Air

The Dip and Slide for iPad® Air is a folio case that was built around the principles of simplicity, versatility and fashionable design. Modeled after a traditional bound paper book and featuring a rugged exterior fabric and a microfiber interior, the Dip & Slide was designed for iPad® users at both work and play.

Color	DSC#	Vendor#
Black	40982	PKG TF01-EC-10-BLK
Yellow	40983	PKG TF01-EC-10-YELL
Orange	40984	PKG TF01-EC-10-ORNG
Blue	40985	PKG TF01-EC-10-BLUE

SRP \$55.00 | Cost \$28.21

**Seasonal Collection, Available While Supplies Last.**



Industry professionals have estimated that in 2013, 32% of a college student's discretionary spending at convenience stores was spent on impulse purchases.

Source: National Association of College & University Food Services

# Volume Breaks for the Custom Collegiate Collections



**US DigitalMedia**  
Innovating Portable Technology®



Consumers are estimated to each have spent an average of **\$550** on consumer electronics last year, a **12% increase** over the previous year.

Source: NPD Group

## Quality Wear. Sophisticated Style.



### Acme Made Skinny Sleeve for MacBook Pro/Air 13"

Our Skinny Sleeve for the MacBook Pro/Air uses a unique stretch-stitch seam to allow for ultra-thin fully padded protection and also includes a sewn-in reinforcement guard on both sides. The stylish elastic band ensures that your MacBook Pro/Air stays securely inside the sleeve.

Color	DSC#	Vendor#
Matte Black	41879	AM00918-PWW
Gray/Blue	41880	AM36678-PWW
Gray/Pink	41881	AM36679-PWW

**SRP \$39.95 | Cost \$22.48**

### Montgomery Street Sleeve for MacBook Pro/Air 13"

The Montgomery Street Collection is growing. We took popular aspects of our new bags—the lightweight outer material and colors along with soft, bright, quilted interior—and made a Sleeve to fit MacBook Air and MacBook Pro.

Color	DSC#	Vendor#
Olive Green	41884	AM36519-OWW
Gray	41885	AM36520-OWW

**SRP \$39.95 | Cost \$19.98**

### Acme Made Skinny Book for iPad® Air/Mini

The Skinny Book offers slim and streamlined protection for your tablet in a unique, three-way playthrough design: typing, landscape and portrait. Now you can comfortably type, enjoy media and make the most of two-way communication using one, ultra-thin and multi-use case. The SatinShell keeps your favorite tech tool safe.

	Color	DSC#	Vendor#
iPad Air	Matte Black	41872	AM36649-PWW
iPad Air	Gray/Poppy Orange	41873	AM36716-PWW
iPad Mini	Matte Black	41874	AM36626-PWW
iPad Mini	Gray/Poppy Orange	41875	AM36715-PWW

**SRP \$59.95 | Cost \$33.73**

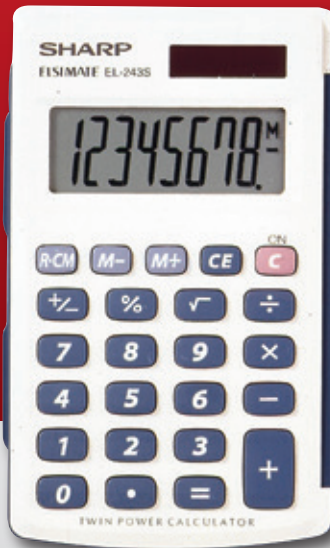




40% - 80% of customer satisfaction is directly affected by employee attitudes.

Source: National Business Research Institute

# Back-to-School Best Sellers from Sharp



## EL-233SB Basic Calculator

Battery powered basic handheld calculator. Large, 8-digit (8.0 mm) LCD display. Battery operation: LR1130 battery is included. 3-key memory. Includes memory plus, memory minus, and recall/clear memory keys. Also includes percent and square root keys, constant calculation, and automatic power off.

DSC# 18044 | Vendor# EL-233SB  
Min 10 | SRP \$2.99 | Cost \$1.70

## EL-243SB Basic Calculator

Extra-large 8-digit (13mm) LCD readout. Automatically switches from solar to battery power in low light. 3-key memory. Percent, and square root keys. Operates on 1-LR1130 battery for back-up power. Battery included.

DSC# 18057 | Vendor# EL-243SB  
Min 5 | SRP \$3.99 | Cost \$2.25

## EL-501X Basic Scientific Calculator

Functions and 10-digit single-line display. Ideal for students studying General Math, Pre-Algebra, Algebra, and Trigonometry.

DSC# 18093 | Vendor# EL-501X-BWH  
Min 10 | SRP \$8.99 | Cost \$4.58

# SHARP®





**Despite the increase in online courses and commuters, students still spend an average of 10.2 hours per day on campus during the week.** Take advantage of impulse shoppers and those looking to browse with easy grab-and-go bins and containers.

Source: re:Fuel

# Essential Grab-and-Go Assortments



## ZipKord 1A USB Car Power Adapter Fishbowl Display

ZipKord's 1 Amp USB car adapter is the perfect grab-and-go solution to place at your counter. With multiple colors and a great price, this 40-item fishbowl full of power is a must-have for every register.

DSC# 33974 | Vendor# FB1\_DC1 | SRP \$200.00 | Cost \$102.67

## ZipKord 1A USB Wall Power Adapter Fishbowl Display

ZipKord's 1 Amp USB wall adapter is the perfect grab-and-go solution to place at your counter. With multiple colors and a great price, this 40-item fishbowl full of power is a must-have for every register.

DSC# 33975 | Vendor# FB2\_AC1 | SRP \$240.00 | Cost \$123.29

## ZipKord 2.1A Dual USB Car Power Adapter Fishbowl Display

ZipKord's 2.1 Amp dual USB car adapter is the perfect grab-and-go solution to place at your counter. With multiple colors and a great price, this 40-item fishbowl full of power is a must-have for every register.

DSC# 33976 | Vendor# FB3\_DC2 | SRP \$400.00 | Cost \$205.34

## ZipKord Retractable Micro USB Cable/30pin iPhone® Tip Fishbowl Display

ZipKord's retractable Micro USB cable with 30pin iPhone tip is the perfect grab-and-go solution to place at your counter. With multiple colors and a great price, this 40-item fishbowl full of connectivity is a must-have for every register.

DSC# 33977 | Vendor# FB4\_310 | SRP \$320.00 | Cost \$164.28





**The majority of Millennials prefer a one-stop shop for all their shopping needs.** Offer a wide selection of products to ensure that students treat your store as their one and only on-campus source for tech, supplies, and everything in between.

Source: Barkley

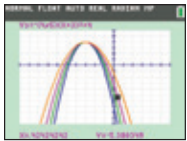
# TI-84 Plus C Silver Edition Graphing Calculator

## A Complete Learning Resource

The TI-84 Plus C Silver Edition offers enhanced full-color capabilities with even more powerful features. These applications extend the functionality of the calculator, allowing for the performance of specific math and science functions and a deeper understanding of concepts.

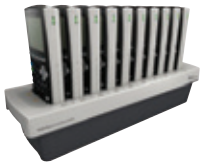
The result? Thrilled teachers. Happy students. Smiling parents.

### Key Features:



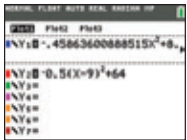
#### Color screen creates colorful learning

Math comes to life with the full-color, high-resolution screen. Backlit and easy to read, the screen uses a range of vivid colors to distinguish between multiple graphs and plots.



#### Convenient rechargeable battery

The TI-84 Plus C Silver Edition comes with its own TI rechargeable battery, which can be recharged using a USB computer cable, wall charger or TI-84 Plus C Charging Station (pictured).



#### Seamless functionality

The TI-84 Plus C Silver Edition features an intuitive menu structure, navigation and applications similar to the popular TI-84 Plus family.



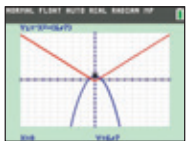
#### Import photos for increased understanding

Deepen student comprehension of math concepts by graphing on top of real-world photos that can be imported from a computer to the TI-84 Plus C Silver Edition using free TI Connect™ software.



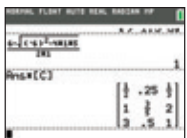
#### Create custom plots

Easily drop data points on a graph to create a custom plot using QuickPlot & Fit Equation. Fit a regression equation to a set of user-defined points on a graph; fit data points and regression equations to images.



#### Grid lines make great graphs

Make graphs easier to read by adding grids that can be customized.



#### MathPrint™ Feature

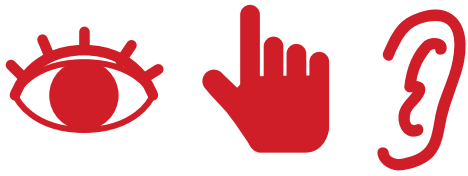
Students can see familiar math notations in many contexts using this useful feature.



### TI-84 Plus C Silver Edition Graphing Calculator

DSC# 20347  
Vendor# 84PLSEC/TBL/1L1  
Min 1 • SRP \$180.00  
Cost \$121.03





**Millennials are 216% more likely to be influenced by in-store interactive displays.** Video screens, listening stations, and demo units are great ways to capture more attention and more sales.

Source: Symphony IRI Group

# The New Magnum Backpacks from Tucano



## Magnum Backpack

Backpack made in resistant fabric with melange weave, for a metropolitan effect. The main inner compartment has extra padding to safely carry latest generation laptops and devices. Accessed through a little side zipper, this detail has been designed to satisfy the handiness needs of the modern end user. In the second compartment there is a useful divider for storing books, documents and accessories. On the outer side there is a quick access vertical zipped pocket and two side pockets to store little objects. The back panel and the shoulder strap have extra padding for the best comfort. Compatible with MacBook Pro 15", MacBook Pro 15" Retina, Notebook 15.6"/Ultrabook 15.6", iPad and other tablet devices.

Color	DSC#	Vendor#
Black	41828	BKMAG15
Gray	41829	BKMAG15-G
Red	41830	BKMAG15-R

**SRP \$59.99 | Cost \$28.59**



**Buy Now!**

**45% of Millennials spend more than an hour a day looking at retail oriented websites.** Keep your website up to date and easy to navigate. Make use of promotional web banners and images to keep your site fresh.

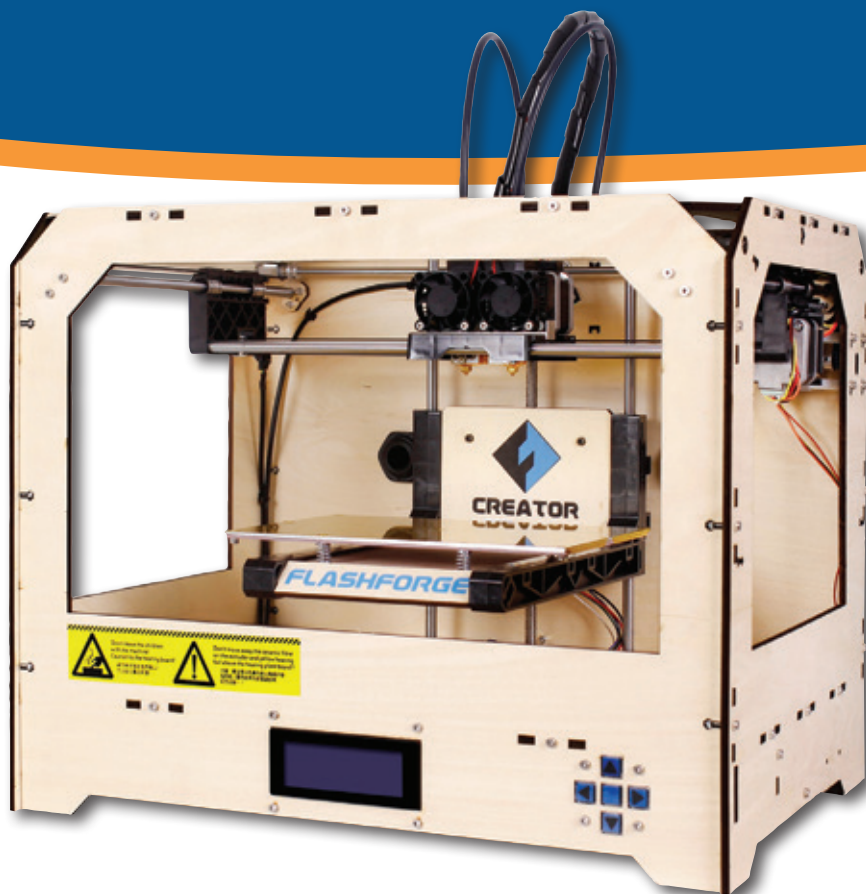
Source: Urban Land Institute

# FLASHFORGE Creator

## The Professional 3D Desktop Printer



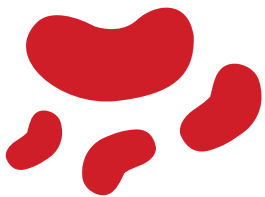
Create  
Anything.



### FLASHFORGE Creator Professional Desktop 3D Printer

The FLASHFORGE Creator is a high quality dual extrusion, personal use desktop 3D printer that allows you to instantly print professional grade 3D objects. FLASHFORGE Creator provides you with an experience like no other 3D printer on the market with its ultra flat heated build plate, variety of filament materials, bright LCD screen, high print resolution at 100 microns, and pre-assembled chassis. Anyone can start printing their creative designs in minutes! Experienced users will appreciate the FLASHFORGE Creator's exceptional quality compared to other \$100,000+ 3D printer models. Accepts a wide range of affordable building materials (ABS, PLA, PVA). Includes: FLASHFORGE Creator (Dual-Extruder), user-friendly 3D software, (1) spool of 2.2lb of ABS filament, (1) spool of 2.2lb of PLA filament, accessories and extra spare parts, SD card, USB cable, and user manual. Build size: 9"x6"x6".

**DSC# 41503 | Vendor# 3D-FFG-CREWO | SRP \$1,199.99 | Cost \$1,000.00**



Last year, there were **14 million jelly beans eaten**. Jelly Belly beans have a great shelf life and travel well, making them an easy on-the-go snack for students moving around campus.

Source: Jelly Belly

# Satisfy the Urge to Snack



## 20 Flavors Jelly Beans

It's our 20 top flavors in one bag! Bags are randomly mixed. Each bag may not contain all 20 flavors.

**DSC# 42098 | Vendor# 66110 | Min 12**  
**SRP \$1.99 | Cost \$1.17**



## Sours Jelly Beans

Our Sours have sour power hitched to fabulous Jelly Belly fruit flavors. Get ready to pucker up!

**DSC# 42099 | Vendor# 66152 | Min 12**  
**SRP \$1.99 | Cost \$1.17**



## Fruit Bowl Jelly Beans

We've taken our popular fruit flavors and gathered them all together for the ultimate Jelly Belly fruit fun! Includes 16 different flavors.

**DSC# 42100 | Vendor# 66120 | Min 12**  
**SRP \$1.99 | Cost \$1.17**



## Sunkist Fruit Gems

Sunkist Fruit Gems have been a treasured treat for more than 30 years. Our brand new Fruit Gems are made even better with the addition of the Blueberry flavored gem! Made with 5 fruit juices and a good source of Vitamin C, each gem tastes so fresh and juicy you'll think you're biting into the real thing.

**DSC# 42116 | Vendor# 45041 | Min 12**  
**SRP \$1.99 | Cost \$1.17**



## Smoothie Blend Jelly Beans

Because we used real juices from purees of bananas, blueberries and oranges, as well as fruit juices from concentrate to bring them to life, you'll think they came right from your blender. The Smoothie Blend features five creamy delicious tastes.

**DSC# 42107 | Vendor# 66888 | Min 12**  
**SRP \$1.99 | Cost \$1.17**



## Cocktail Classics Jelly Beans

Jelly Belly tips its hat to the classic cocktail with Cocktail Classics Mix! Inspired by the most elegant of shaken, stirred and poured cocktails, Jelly Belly bean mixologists blended the finest ingredients in the perfect balance to transport you to the golden age of the cocktail. No alcohol content.

**DSC# 42108 | Vendor# 66116 | Min 12**  
**SRP \$1.99 | Cost \$1.17**



**More and more students now enroll in classes year round, including summer and January terms.** School supplies are needed on hand at all times. Be sure to stock the essentials as well as the fun, trendy items.

Source: LumiData

# Sibelius 7.5



## The fastest, smartest, easiest way to write music

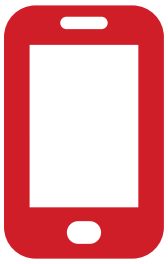
Writing music is one of the most creative, yet challenging endeavors. The last thing you need is your software getting in the way. That's why top composers, arrangers, and students alike have made easy-to-use Sibelius® the world's best-selling music notation software. And with Sibelius 7.5, you can express, accelerate, and promote your music in more ways than ever before, from perfecting the feel, to sharing your compositions with the world.

DSC# 42455 | Vendor# 9900-65339-00 | SRP \$295.00 | Cost \$215.85



See what's new: [www.avid.com/sibelius](http://www.avid.com/sibelius)

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Phone cases made up the most popular mobile accessories category last year.

Source: NPD Group

moshi

## Essential Apple Accessories for Students



### Concerti Case for iPad Air

Concerti for iPad® Air is a stylish portfolio case that doubles as a swivel stand so you can view your tablet any way you like. Features a splash-resistant exterior and a soft-touch microfiber lining for additional protection. Includes full access to both cameras and support for auto-wake/sleep function when opening and closing the case.

**DSC# 39394 | Vendor# 99MO057041 | SRP \$55.00 | Cost \$27.83**



### USB Cable with Lightning Connector

Moshi's licensed USB Cable with Lightning Connector will charge and sync the latest Apple devices such as iPhone® 5, iPod® touch (5th Gen), iPod® nano (7th Gen), iPad® (4th Gen) and iPad® mini. This USB 2.0 cable connects your iPod/iPhone/iPad, directly or through a dock, to your computer's USB port or power adapter for efficient charging and syncing.

Color	DSC#	Vendor#	SRP	Cost
White	35902	99MO023119	\$20.00	\$14.46
Black	35903	99MO023006	\$20.00	\$14.46
Gold	41483	99MO023221	\$20.00	\$14.46



### iGlaze Hardshell Case for iPhone 5/5s

Moshi's iGlaze hardshell case was designed for owners who prefer minimalist-style protection that serves to accentuate the unique look of iPhone while protecting it from damage. iGlaze excels at protecting iPhone from scratches and shocks without compromising its form and functionality.

Color	DSC#	Vendor#	SRP	Cost
Red	19210	99MO061321	\$30.00	\$12.05
White	19207	99MO061101	\$30.00	\$12.05
Black	19208	99MO061001	\$30.00	\$12.05



### ClearGuard Keyboard Cover

Protect your valuable MacBook against spills, dust, and other contaminants without any annoying keypad interference. Moshi's ClearGuard is made with an advanced high-precision material that form fits to the MacBook keys. This allows for comfortable typing while providing maximum protection. Compatible with MacBook Pro 13"/15"/17" and MacBook Air.

**DSC# 14608 | Vendor# 99MO021901 | SRP \$24.95 | Cost \$12.04**



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reseller's **EDGE**

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MADISON, WI  
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99709

9616.4.2014



# The First Wash & Wear Headphone

## Urbanears HUMLAN Headphones

HuMLan is another brand new concept in headphones from Urbanears. Just like your favorite T-shirt, HumLans headband and ear cushions can be removed and thrown in with the wash. Your listening experience is guaranteed to be fresh and clean, even if the music you listen to is not. Because HuMLan belongs to the Urbanears family, it also comes with some handy features like the ZoundPlug for instant music sharing and a microphone and remote for picking up calls and hands-free talking.



Color	DSC#	Vendor#
Black	38268	04090123
Dark Gray	38269	04090124
Tomato	38270	04090125
Indigo	38271	04090126
Pumpkin	38272	04090127
Coral	38273	04090128
Lilac	38274	04090129
Clover	38275	04090130
Cobalt	38276	04090131
True White	40522	04090122

**URBANEARS™**

SRP \$50.00 | Cost \$30.92