

## Embracing Retail's Newest Trend: **Webrooming**

Get the facts on the newest shopping trend



**Innovative New Charging Stations**

from OnHand  
Do NOT Miss Out

IFC

**FREE Dell Tablets**

for Back-to-School  
Learn More

1

**New Tools. New Price.**  
Adobe® Creative Cloud™

3

**The Emergence of Webrooming**

A Retail Game Changer

4-5



# Webrooming—a new shopping trend working in favor of brick-and-mortar retailers:

This consumer practice sees products being researched online prior to consumers making the purchase in-store.

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



## Creative Lifestyle Tech? Look No Further.



The first-ever Charging Station Merchandisers: Your new must-have retail fixtures ship free from The Douglas Stewart Company.

- Create customer engagement with demo products
- Display essential accessories on its sleek design
- Drive in-store foot traffic with a free charging service

**Save 10%**  
on all orders of  
**\$1,000 or more!**

Offer ends 8/31/2014.

### OnHand LED Light-Up Cable

See when you're charging, know when you're done! Visible Current: The LED shows that your device is charging and stops when it reaches 100%. Durable: Thicker LED cable provides additional durability. Extra Long: 5 ft cable helps you reach the outlet. Sync & Charge: Sync your data and charge your device. 5 Ft. Blue.



#### USB to Micro-USB

**DSC# 43565 | Vendor# MUBLU-LLCOH**  
**Min 1 | SRP \$19.99 | Cost \$10.94**

#### USB to 30-pin

**DSC# 43564 | Vendor# 30BLU-LLCOH**  
**Min 1 | SRP \$19.99 | Cost \$10.94**

### OnHand Portable Sport Speaker

The Sport Speaker is your outdoor companion. With a compact design this portable speaker boasts a clear and carrying sound! Take this durable and water-resistant speaker hiking, to the beach, or the backyard BBQ! Water Resistant: Don't worry whether you take this speaker out in the rain or spill your drink on it, this speaker is splash-friendly. Control Buttons: Control your music directly from the speaker or use the built-in mic to take an outdoor conference call. Long-Range Wireless: Bluetooth control from up to 30 ft away. Long Lasting Tunes: 6 hours of battery life.



Color	DSC#	Vendor#
Black	43557	BLK-SPSOH
Blue	43558	BLU-SPSOH
Green	43559	GRN-SPSOH

**Min 1 | SRP \$39.99 | Cost \$26.84**

### OnHand Octopus Shower Speaker

Song Control: Change songs in the shower with controls on your speaker. Perfectly Portable: Suction cup design sticks to any flat surface. Long Lasting: 6 hours of continuous music. Bluetooth: Lets you connect from any smartphone, tablet, or laptop 30 ft away. Water Resistant: Place beneath the showerhead for best audio performance.



#### Color DSC# Vendor#

Ozzy Black	43560	BLK-SHSHO
Aretha Blue	43561	BLU-SHSHO
Ringo Green	43562	GRN-SHSHO

**Min 1 | SRP \$29.99 | Cost \$16.90**

### OnHand Everlasting Nylon Cable

Extra Long: 5 ft cable provides added length that you need! Braided Nylon: Adds strength and durability. Unique Colors: Leave the white cables behind and always know which one is yours. Sync and charge: Sync your data and charge your device.



#### USB to 30-pin

Color	DSC#	Vendor#
Black	43569	30BLK-NCOH
Blue	43570	30BLU-NCOH
Green	43571	30GRN-NCOH

**Min 1 | SRP \$14.99 | Cost \$7.95**

#### USB to 8-pin

Color	DSC#	Vendor#
Black	43566	8BLK-NCOH
Blue	43567	8BLU-NCOH
Green	43568	8GRN-NCOH

**Min 1 | SRP \$19.99 | Cost \$10.94**

#### USB to Micro-USB

Color	DSC#	Vendor#
Black	43572	MUBLK-NCOH
Blue	43573	MUBLU-NCOH
Green	43574	MUGRN-NCOH

**Min 1 | SRP \$14.99 | Cost \$7.95**

All pricing is in US dollars. Please visit [www.dstewartcanada.com](http://www.dstewartcanada.com) for Canadian prices.



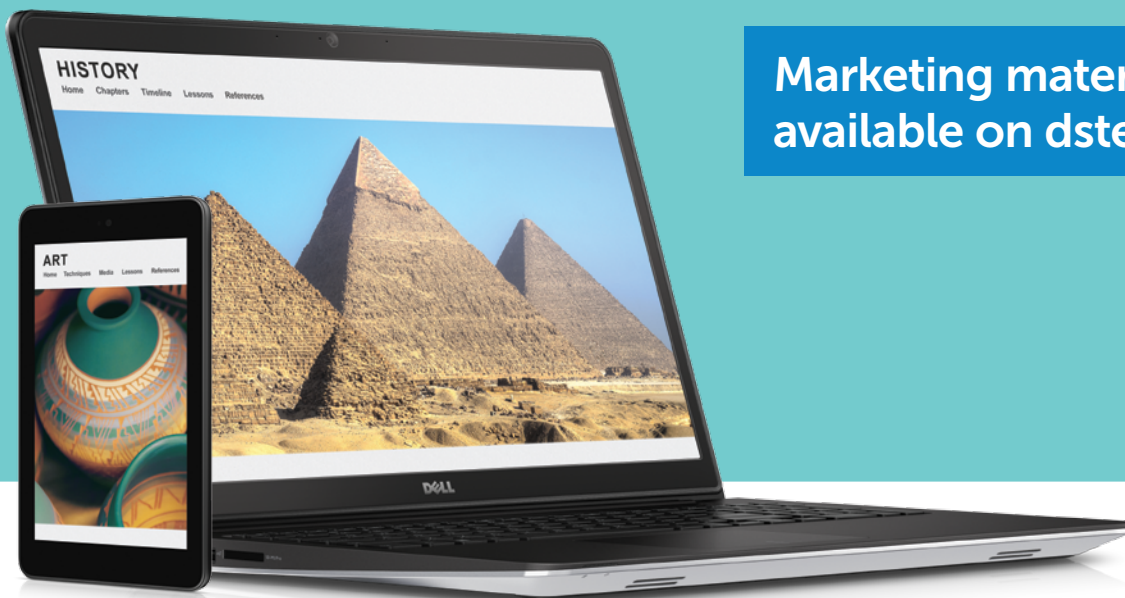
**47% of webroomers want to avoid shipping costs.**

Source: Entrepreneur.com

# Get more from learning. Get more from life.



Students get a **FREE Dell tablet\*** with the purchase of a PC for \$699.99 or more or with a 3-year warranty.



**Marketing materials  
available on [dstewart.com](http://dstewart.com)**

Choose from the best PCs for everyday computing, high performance, gaming and mobility, plus with the added bonus of a Dell tablet students will stay connected all over campus with this exclusive offer.

**Contact your Account Manager at 800-279-2795 to place your order and learn more about this offer.**

\*TERMS AND CONDITIONS: Tablet must be purchased along with a qualifying PC to be eligible for the \$149.99 rebate. PC and tablet must be purchased between 05/01/14 and 10/02/14. Verification request must be submitted at [www.identit-e.com/dellpromo](http://www.identit-e.com/dellpromo) by 11:59pm CT 11/01/14. Valid proof of purchase for submitted verification requests must be provided by 11:59pm CT 11/17/14. Limit 2 rebates per person. Offer good only in USA. Rebates will be issued in US dollars, in the form of a check. Rebates are non-transferable. Rebate check expires if not cashed within 90 days from the check date, after which time Identit-e, LLC Rebate Services and Dell, Inc. will have no further obligation to you.

Identit-e is not responsible for lost or stolen checks. Allow up to 6 weeks for receipt of your rebate after your verification request has been approved. For rebate inquiries, visit [www.identit-e.com/dellpromo](http://www.identit-e.com/dellpromo).



**53% of shoppers** prefer to buy their electronics in store vs. **47%** who prefer to buy online.

Source: Interactive Consumer Experience Marketing, Inc.



**Dock. Stand. Hang. Grip. Mount.**  
Voted Mobile Accessory of the Year

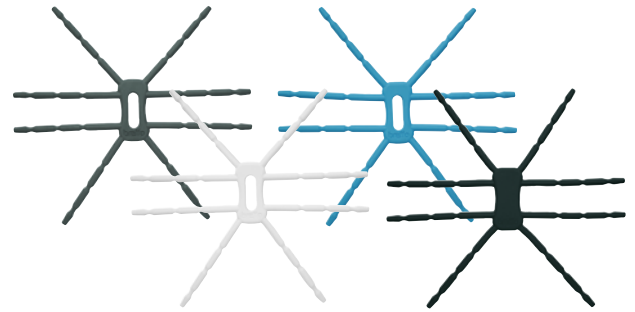
**breffo®**

**Breffo Spiderpodium**

Designed with today's portable, handheld consumer electronics in mind, the 'take it everywhere, use it anywhere' Spiderpodium portable dock and podium is a universal, multi-purpose, gadget grip, holster, dock and display podium which is compatible with most compact handheld devices including smartphones, portable phones, portable movie players, mp3/4 players, gaming systems, SatNavs, camcorders, portable projectors, compact cameras, e-readers and more!

Color	DSC#	Vendor#
White	43538	SPOWHT
Blue	43536	SPOBLU
Graphite	43537	SPOGRA
Pink	43539	SPOPnk
Purple	43540	SPOPUR
Black	43541	SPOBLK
Green	43542	SPOGRN

Min 1 | SRP \$24.99 | Cost \$14.61



**Breffo Spiderpodium Tablet**

The Spiderpodium Tablet is designed to fit virtually all tablet PC's. It's the most functional tablet stand in the world! Any position. Any angle. Anywhere. The Spiderpodium Tablet's extremely flexible legs mean the grip can be positioned off the screen so that it in no way impedes you using the device and is compatible with all tablet devices.

Color	DSC#	Vendor#
Black	43543	SPTBLK
Graphite	43544	SPTGRA

Min 1 | SRP \$34.99 | Cost \$20.43

# LET THERE BE MUSIC!

## Join the JamNation



**JammyPack**

Inspired by classic styles, vintage canvases, and with an easy-access front pocket. All JammyPacks include removeable speakers and a AA Battery box that attaches via USB to your music device.

Description	DSC#	Vendor#	Min	SRP	Cost
JammyPack Chubby Checker	43741	R69001	1	\$49.95	\$28.21
JammyPack Jammyblank	43742	R69004	1	\$49.95	\$28.21
JammyPack Paint Splatter	43743	R69018	1	\$49.95	\$28.21
JammyPack Blackedout	43744	R69019	1	\$49.95	\$28.21
JammyPack Mr Pink	43745	R69020	1	\$49.95	\$28.21
JammyPack Life Red 2	43746	R69025	1	\$49.95	\$28.21
JammyPack Freedom Ringer	43747	R69031	1	\$54.00	\$32.05

All pricing is in US dollars. Please visit [www.dstewartcanada.com](http://www.dstewartcanada.com) for Canadian prices.





# Why do consumers practice webrooming?

75% to find the lowest price

72% to compare products

71% to conduct product research

Source: Interactive Consumer Experience Marketing, Inc.



# Re-revolutionized.

**NEW LOWER SRP!  
\$239.88**

## The 2014 release of Adobe® Creative Cloud™.

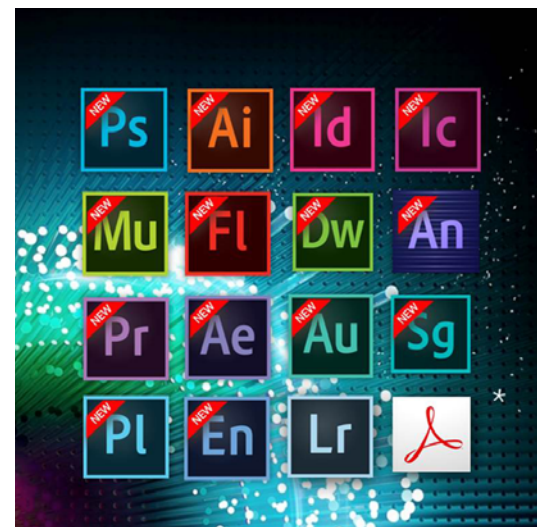
Hundreds of new features. Fourteen all-new apps. All designed to accelerate creativity.

Adobe® Campus Retail partners with Point of Sales Activation (POSA) capabilities are already set up to offer existing Creative Cloud STE cards at the new everyday price. Stores will be invoiced at the new everyday cost based on InComm weekly activations.

14 Brand New Versions of CC Desktop Apps

All the creative apps you need to make it happen.

- Edit photos and videos like a pro.
- Create a polished portfolio.
- Make sensational presentations and reports.
- Boost performance and workflow efficiencies.



**Please reach out to your Account Manager at 800-279-2795 to find out how you can become set up with POSA and begin offering Adobe® Creative Cloud™.**

## BUSINESS OPPORTUNITIES

HERE ARE A FEW WAYS TO CAPITALIZE ON CONSUMER MOTIVATIONS FOR WEBROOMING.  
When asked "Why would you look online for an item before going to the physical store to make a purchase?", consumers responded with the following:



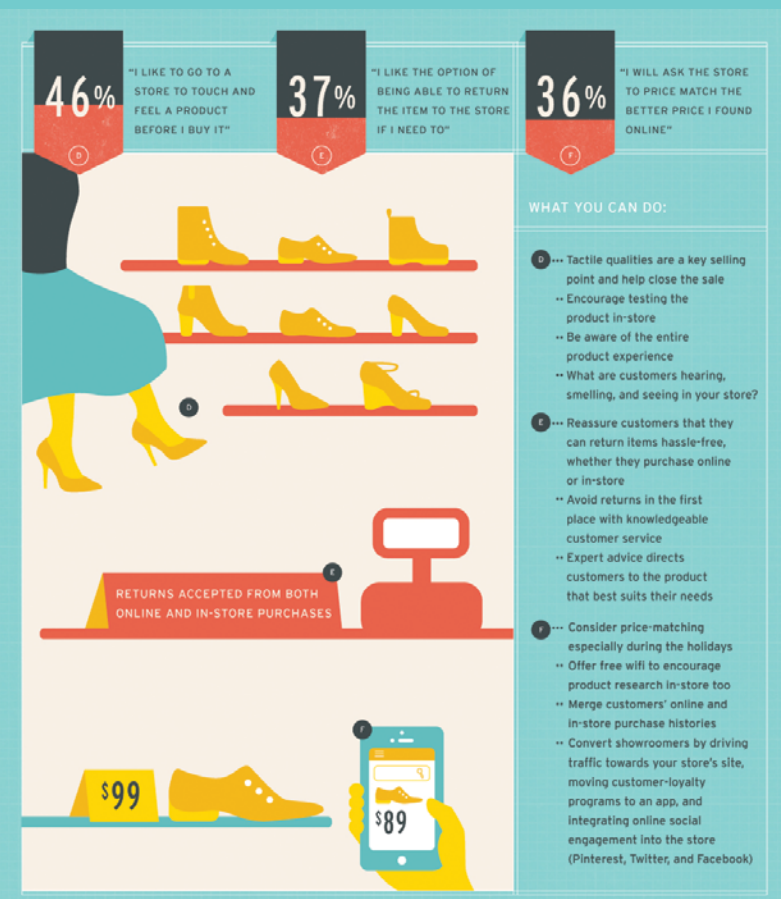
# The Rise of WEBROOMING

## How Your Store Can Capitalize on This Growing Trend

Over the past few years retailers have heard everything about Showrooming, the practice in which consumers visit retail stores to research products prior to purchasing online and, often-times, from different retailers. As one could imagine, Webrooming is the reverse practice where consumers do their research online before they visit a retail store to make their purchase. Recent studies have shown that this emerging trend is quickly surpassing the act of Showrooming. With 88% of consumers indicating that they currently participate in the Webrooming practice over the 76% that still admit to Showrooming, this growing trend is great news for campus retailers as we head into the back-to-school shopping season once again.

## How Retailers Can Address This Trend:

- » Marketers are using merchandising displays to showcase their most popular researched online products in the store.
- » Retailers are training sales associates to be knowledgeable and engage consumers.
- » They're offering mobile coupons for in-store purchases.
- » They're offering no-hassle return policies.
- » They're using POP print materials to cross sell and generate impulse buys.
- » They're offering price matching for consumers that may have found the item for a cheaper price online.



## Why Student Shoppers Are Embracing Webrooming:

- » Shoppers can eliminate shipping costs when they purchase in store.
- » They don't have to wait for their product(s) to be delivered.
- » They can make sure that the store has the item in stock prior to making the trip to purchase.
- » They can research online and then go to the store to physically touch and feel the product before making a purchase decision.
- » They can speak further about the product in store with knowledgeable sales staff.
- » They are able to return the product without hassle in most cases.

Infographic Source: Merchant Warehouse

Additional Sources: Interactions Marketing Group; KDM Solutions Group





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Madison, WI 53718

# reseller's **EDGE**

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## Embracing Retail's Newest Trend: **Webrooming**

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FREE Dell Tablets  
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99701 9761.07.2014



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	Institution: \$479
Floating.....	20 Pack: \$1,980
	50 Pack: \$4,950

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**WHILE SUPPLIES LAST—Bundle and save on 20 and 50 seat Floating License packs. Save up to \$450.00! Only available through The Douglas Stewart Company.**

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### Students and Teachers:

- Edit with ease
- Make your choice the professional's choice
- Complete projects faster
- Get the software to fit your needs
- Pay for only what you need
- Get help when you need it

All pricing is in US dollars. Please visit [www.dstewartcanada.com](http://www.dstewartcanada.com) for Canadian prices.

