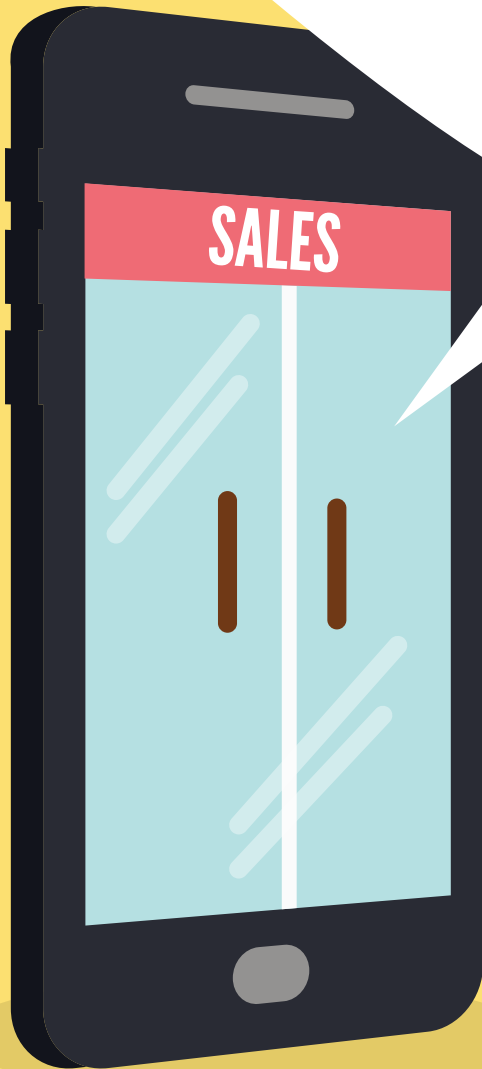


Browse inside for your
student shopper stats
and facts

Interactive Retail

Implementing new retail
strategies and solutions to
cater toward today's
college shoppers



Go City-Chic
With Brenthaven

1

**Power, Power
Everywhere**
Mobile Power
From Incase

2

**Introducing
Ink & Slide**
The Latest Creative
Hardware From Adonit

7

**Never Miss
A Word**
With Livescribe

8



Consumers trust online rating 4x more than they trust employees advice.

Source: Nielson



Go City-Chic. The Collins Collection.



Brenthaven Collins Sleeve I

The Collins Sleeve is custom fit, ultra padded, and perfect for slipping inside of a larger bag while on the go. Fits MacBook Air/Retina/ Pro 13".

Color	DSC#	Vendor#
Indigo Chambray 13in	41897	1913
Charcoal 13in	41909	1935

SRP \$39.95



Loop it. Set it. Stick it. | Waterproof Bluetooth® Speaker.



Swimmer Bluetooth® Speaker

Waterproof Bluetooth® speaker. Dust and shock proof. Flexible tail that attaches to nearly anything. Suction cup mount. Rechargeable lithium ion battery.

Color	DSC#	Vendor#	Min	SRP
Black	56770	ASMBK-A	1	\$59.99
Blue	56771	ASMBL-A	6	\$59.99
Green	56776	ASMGNA-A	6	\$59.99
Red	56775	ASMRD-A	6	\$59.99
White	56777	ASMWHA	6	\$59.99





Despite having more limited funds, Millennial **students often shop impulsively** for trendy new products.

Source: Nielson

Power to the People. Portable Power Backups.



Portable Power 2500

Go places, and keep going. Carry a charged Portable Power 2500 and renew your USB-chargeable device's power on the go. Compact, lightweight and powerful enough to fully recharge an iPhone®, the Portable Power 2500 will take the devices further. Device charging proceeds quickly, indicating charge progress with a series of LED lights.

Color	DSC#	Vendor#	Min
Black/Green	41789	EC20063	1
Pink/White	41790	EC20114	1

SRP \$49.95

Portable Power 5400

End the search for accessible outlets in public places. The Portable Power 5400 can collect the power, then recharge the mobile device at any time, anywhere. With a 5400 mAH battery and a 2.1 amp output, the Portable Power 5400 quickly transfers power to the user's iPhone®, iPad® or any other compatible USB-chargeable device.

Color	DSC#	Vendor#	Min
Black/Green	41788	EC20064	1
White/Pink	56683	EC20111	1

SRP \$79.95





Deals account for **31% of Millennials'** shopping dollars.

Source: Nielson

JUCEPOWER

appleJuce Mobile Jolt Tube 2800 mAh

Key features: Protective circuit for over charging, over using, and short circuit. Smart power indication.

Color	DSC#	Vendor#	Min
Black	56805	JJ-BT-CYBK	1
Red	56806	JJ-BT-CYRD	1
Silver	56808	JJ-BT-CYSV	1

SRP \$39.99



Stay in Sync.

Connect, charge, and sync an iPhone® 5, iPod® touch (5th gen), iPod® nano (7th gen), iPad® (4th gen), or iPad® mini.



Lightning to USB Cable—8in

Color	DSC#	Vendor#
Pink	37484	BF4075
Blue	37485	BF4076

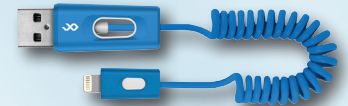
SRP \$24.99



Lightning to USB Cable—6ft

Color	DSC#	Vendor#
Black	37490	BF2182
Grey	30766	BF2175

SRP \$34.99



Lightning to USB Coiled Cable—3ft

Color	DSC#	Vendor#
Pink	37487	BF8076
Blue	37488	BF8077
Black	37489	BF8078

SRP \$29.99



Add some **flavor** to the music with Bubble Gum Talk

Bubble Gum Talk Earbud Headphones with Mic and Remote

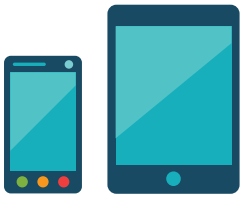
The lightweight design and flexible earbuds provide a snug comfortable fit, while the high performance speakers deliver excellent audio quality. Comes with a built-in mic and remote so users can answer calls or change tracks without taking out their phones.

Color	DSC#	Vendor#
Black	55060	BBGUMTALKSBK
Blue	55061	BBGUMTALKSBL
Pink	55062	BBGUMTALKSPN
Purple	55063	BBGUMTALKSPU
White	55064	BBGUMTALKSWH
Yellow	55065	BBGUMTALKSYL

SRP \$9.99



Innovation • Lifestyle • Unquestionable Value™



37% of tablet owners and **33%** of smartphone owners will have used their devices to research products for back-to-college shopping this year.

Source: Prosper Insights and Analytics for NRF

Keep Your Valuables Dri.



Dri Collection Slip Sleeve

The PKG Dri Collection Slip Sleeve takes its inspiration from the technical materials and slim silhouettes of modern urban outdoor apparel. It's a laptop sleeve that was designed to withstand the multitude of inevitable spills and accidents that occur at home and at work and look refined while doing it.

Color	Size	DSC#	Vendor#	Min	SRP
Dark Gray	13in	41455	PKG LS05-13-DRI-DGRY	1	\$60.00
Light Gray	13in	41770	PKG LS05-13-DRI-LGRY	4	\$60.00



Dri Collection Wingman Tote

The PKG Dri Collection Wingman Tote takes its inspiration from the technical materials and slim silhouettes of modern urban outdoor apparel. It's a water-resistant, low-volume brief with expandable pockets to allow it to act as a medium-volume brief for days when traveling light, being flexible and looking refined are the top priorities.

Color	Size	DSC#	Vendor#	Min	SRP
Dark Gray	15in	41454	PKG LB03-15-DRI-DGRY	1	\$80.00
Light Gray	15in	41769	PKG LB03-15-DRI-LGRY	1	\$80.00

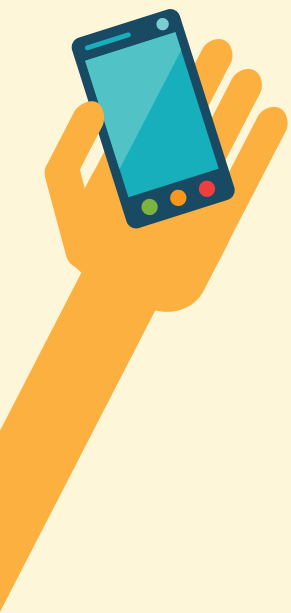


Dri Collection Backpack

The PKG Dri Collection Backpack takes its inspiration from the technical materials and slim silhouettes of modern urban outdoor apparel. It's a water resistant, medium volume backpack with an external laptop compartment and expandable pockets for ultimate versatility.

Color	Size	DSC#	Vendor#	Min	SRP
Dark Gray	15in	41767	PKG LB01-15-DRI-DGRY	4	\$95.00
Light Gray	15in	41768	PKG LB01-15-DRI-LGRY	4	\$95.00





Interactive Retail: Solutions to Drive Traffic to Your Store

The rapid growth of ecommerce and mobile technology has been evolving the way that consumers shop and how college stores engage with them. Nearly 75% of all Millennials use their mobile devices while shopping and, in general, this generation reports having much higher expectations from their shopping experiences.

Retailers are learning that the way to combat trends like showrooming is to add value to the students' shopping experiences. In fact, creating a unique shopping experience is already becoming a significant factor for success. Focus on customer engagement should now be a primary business strategy for the college retail industry and those targeting Millennial shoppers.



Bridge online browsing and in-store shopping

College stores should be making real-time access to product information a requisite part of any retail experience.

- » Nearly three-quarters of Millennials read customer reviews on their mobile phones while they shop.
- » 44% of Millennials actively scan QR codes to learn more about products and brands.



Retail Tip:

Incorporate QR codes onto the shelves and pegs next to each product where you can link customers to your online reviews or product information.



Interactive displays

Incorporating interactive displays is a great way to attract more customers into your store and keep those customers in the store for a longer period of time. Interactive displays generate impulse purchases and add value to the in-store shopping experience. Customers can test, touch, and experience the product before they buy. Research shows that positive shopping experiences build customer loyalty to keep them coming back.

Examples of great interactive merchandising options available with The Douglas Stewart Company include:

- » Action stations
- » Demo units
- » Product samples

Technology integration

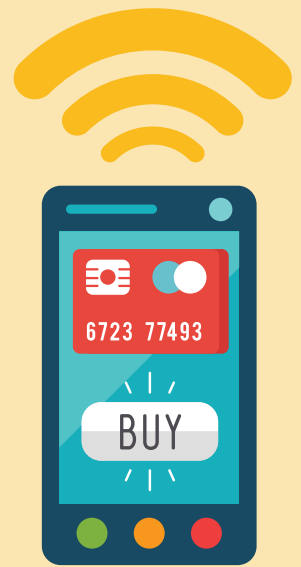
A college store's primary customer base has grown up with technology and they now expect stores to take an omni-channel approach in retail which makes incorporating technology into the everyday shopping experience an essential retail strategy.

Mobile POS Systems

- » 50% of smartphone users anticipate they will be using mobile wallets by 2017.
- » Although younger generations have reported that they are much more likely to use mobile payment options, many retailers (88.8%) have been too slow to adopt this method.

Mobile Marketing

- » Offering mobile payment options lets retailers market to and attract millennial students. They also provide retailers with extra tools for marketing to their customers by gathering customer information like recent purchases and can offer the customer the option to opt-in to receive additional news and offers.
- » 63% of millennial students say they are more likely to "check in" with a business on social channels if they receive a coupon or discount for doing so.



Social engagement

College stores can take a page from larger retailers' handbooks by putting social media's heavy influence to work for them.

Retail Tips:

- » Tag or call out products on the retail floor that have high pin rates on Pinterest.
- » Ask students to vote for their favorite product on your Facebook page and offer an in-store discount for the product winner that week

Loyalty programs

According to a 2013 study by Martiz Loyalty Report, the average customer is enrolled in 7.4 loyalty programs. The main reasons that shoppers stop participating in loyalty rewards programs are irrelevant offers and a slow accumulation of rewards.

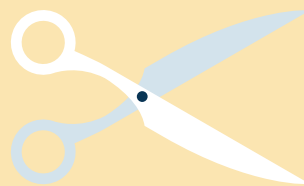
The future of loyalty programs will require retailers to customize their programs to suggest more targeted offers by incorporating things like social information and shopping behavior.

Sources:

<http://merchantwarehouse.com/retailers-millennials-and-omni-channel-shopping>

<http://www.retailpro.com/www.nrf.com>

<http://www.vendhq.com/retail-trends-and-predictions>



Retail Tip:

Implement a program that gives customers rewards based on their frequently bought items. College stores can also offer students loyalty programs based on the amount of information that they share with the store (i.e. college major, year in school, etc.) so that they can send them specific offers and messaging that's more closely related to their interests and focuses.



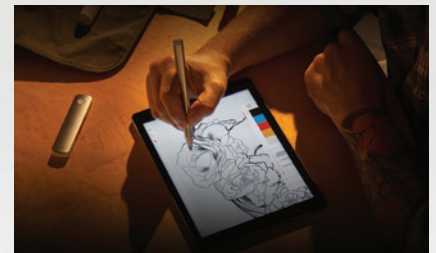
58% of store associates believe that mobile point-of-sale systems have a positive effect on the shopping experience.

Source: Demandware.com

Take drawing back to the drawing board.

Adobe Ink & Slide

Introducing creative hardware that makes sketching and drawing more natural and fluid. Designed to be used with the iPad®, Adobe Ink is a fine-tip, pressure-sensitive pen built using Adonit Pixelpoint technology to give users greater creative control and unprecedented precision. Adobe Slide is a digital ruler that lets the user draw any shape on an iPad®—including straight lines, perfect circles, classic French curves, and more.



DSC# 56617 | Vendor# ADBIS | Min 1 | SRP \$199.99

Requires iPad® (4th generation), iPad® Air, iPad® mini, or iPad® mini with Retina display.



Fresh Designs. Cool Features. Crisp Sound.

Chill Box...It has to rock to be Chill!



Chill Pill Chill Box Bluetooth® Speaker

Advanced Bluetooth® technology brings outstandingly rich sound and clarity while the design is refreshingly modern with a mix of textures and materials. Features include speaker-phone capability and battery-level icon for most smartphones.

Color	DSC#	Vendor#
Black	40421	S/CHI11875
Green	40431	S/CHI11882
Blue	40432	S/CHI11899
Purple	40433	S/CHI11905

SRP \$99.99





It is forecasted that **44% of retail sales** will have originated from webrooming (researched online, purchased in-store) by the year 2016.

Source: Demandware.com

Never Miss a Word. The Smartpen Collection.



Livescribe 3 smartpen

With the Livescribe 3 smartpen and the Livescribe+ mobile app, simply write on paper and watch it instantly appear on your iPad® or iPhone®. With just a few taps of a finger, notes become more useful when they are tagged, organized, searchable, converted to text and used in the user's favorite apps.

Includes: Livescribe 3 smartpen (black & chrome), Livescribe+ Mobile App, Livescribe starter notebook (50 sheets), (1) tungsten-carbide ballpoint ink cartridge (black, medium), and micro USB charging cable.

Livescribe 3 smartpen Pro Edition includes: Livescribe 3 smartpen (black & dark chrome), Livescribe+ Mobile App, 1-year subscription to Evernote Premium (\$45 value), leather smartpen portfolio, journal (100 sheets), (2) tungsten-carbide ballpoint ink cartridge (black, medium), and micro USB charging cable.

	DSC#	Vendor#	SRP
Livescribe 3 smartpen	39192	APX-00016	\$149.95
Livescribe 3 smartpen Pro Edition	43345	APX-00017	\$199.95



Sky wifi smartpen

Record everything you write and hear. 2GB/4GB/8GB of memory to record 200/400/800 hours of audio and thousands of pages of notes, diagrams and drawings. Tap anywhere on a page to replay audio from that exact moment. Wirelessly sync notes and audio to a free Evernote account. Replay, search and share interactive notes, any time and anywhere from PC, Mac, iOS or Android devices.

2GB/4GB Sky wifi smartpen includes: free Livescribe plan for Evernote with 500 MB of additional monthly upload capacity for smartpen notes and audio, Sky wifi smartpen Basics Guide, starter dot paper notebook (100 sheets), micro USB cable, 2 ink cartridges, and 2 smartpen caps.

Sky wifi smartpen propack 8GB includes a Smartpen Portfolio (\$24.95 value) that carries A5 notebooks, a smartpen and other handy items. Includes 1 year subscription to Evernote Premium (\$45 value), exclusive Livescribe plan for Evernote and all the above in 2GB/4GB Sky wifi smartpen.

	DSC#	Vendor#	SRP
2GB Sky wifi smartpen	19853	APX-00010	\$169.95
4GB Sky wifi smartpen	19854	APX-00011	\$199.95
8GB Sky wifi smartpen propack	30918	APX-00012	\$249.95



Echo smartpen

Users record and play back everything they write and hear. Then, using a USB cable, transfer notes and audio to a computer. It's never been easier to take notes and stay organized.

Includes: 2GB Echo smartpen, Livescribe Desktop software, starter dot paper notebook, micro USB cable for charging and data transfer, Getting Started Guide, Smartpen Tips and Tricks, two ink cartridges, and one smartpen cap.

	DSC#	Vendor#	SRP
2GB Echo smartpen	98825	APX-00008	\$119.95





58% of shoppers say they would be thrilled to receive a personalized offer on their mobile device while in store.

Source: CK Systems



Epic Creativity—Adobe® Creative Cloud™ 2014. Offer a 12-month subscription for students and teachers.



Fourteen All-new Versions of Your Favorite Creative Apps.
Hundreds of new features. Offer a 12-month subscription for \$261.48.

Contact your Account Manager at 800-279-2795 for more
information on how to get set up with Adobe POSA.