

## Strategic Merchandising for an Effective Back-to-School in 2015

Discover effective merchandising strategies to connect with your shoppers in retail.

### IFC - Page 1

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**Are you fully stocked for BTS?**  
BIC's got you covered

### Page 3

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**Refresh your device protection assortments**  
with the new LUMEN color-way from Incase

### Page 5

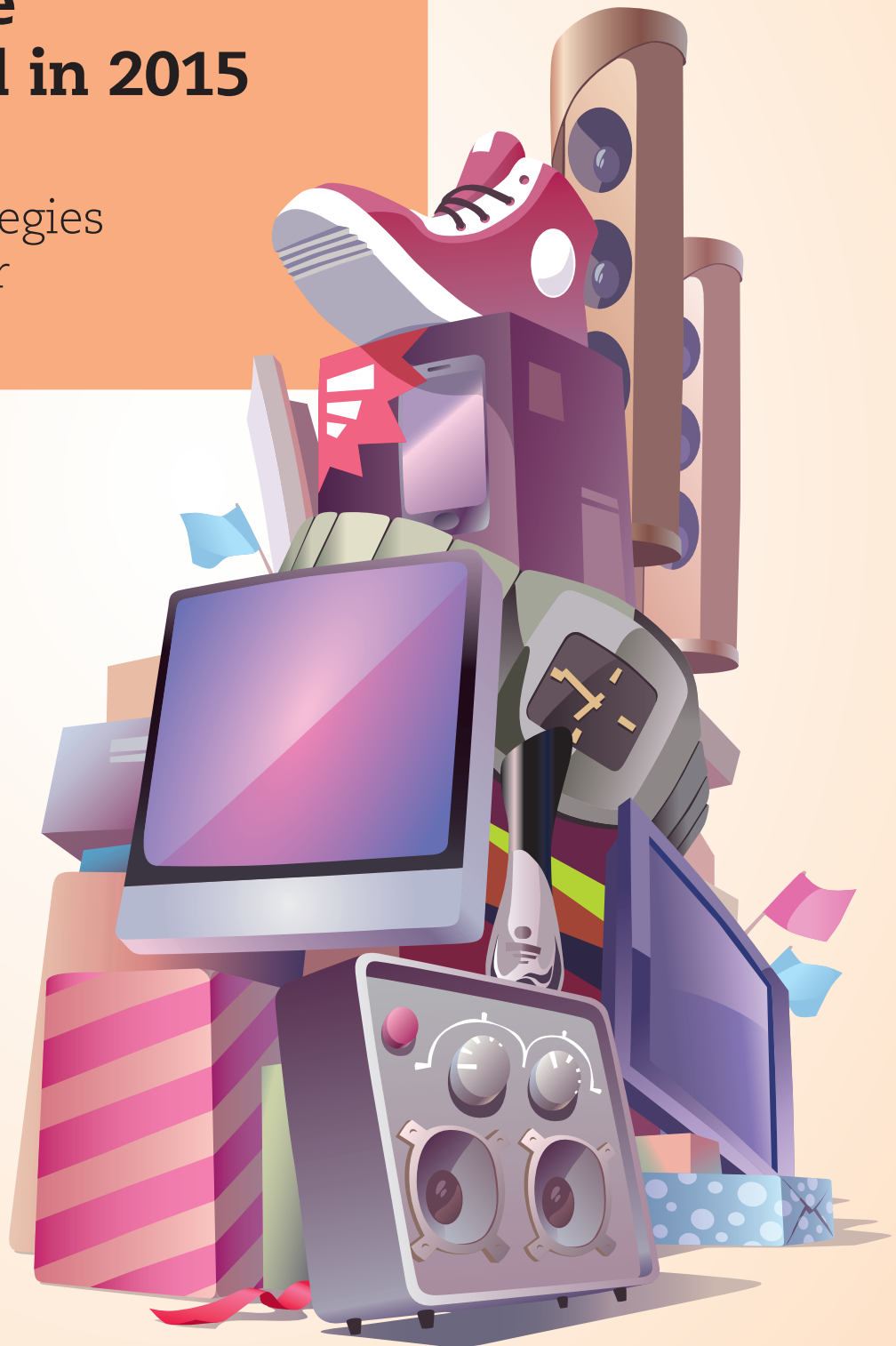
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**Small space display solutions from Yurbuds—**  
your sport-headphone market leader

### Page 11

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**Smart calculator solutions**  
from Hewlett Packard



# All Your Back-to-School Essentials Stacked, Packed, and Ready to Go



## 2015 Quarter Pallet

- (24) Round Stic Xtra Life Blue 10Pk
- (36) Cristal Xtra Smooth Black 10Pk
- (36) Round Stic Grip Xtra Comfort Black 8Pk
- (12) Cristal Xtra Bold Asst 8Pk
- (12) 4-Color BP Asst 1Pk
- (12) BU3 Grip Fashion RT Ballpoint Asst 5Pk
- (8) Atlantis Comfort RT Ballpoint Fashion Asst 3Pk
- (16) Atlantis Comfort RT Ballpoint Black 3Pk
- (16) Atlantis Comfort RT Ballpoint Asst 3Pk
- (8) Cristal Stylus Pen Black 2Pk
- (12) Z4+ Roller Ball Fashion Asst 5Pk
- (10) Velocity Gel RT Pen Asst 4Pk
- (12) Mark-It Permanent Pocket Marker Fine Black 2Pk
- (8) Mark-it Permanent Marker Asst Tips Black 3Pk
- (8) Intensity Permanent Pen Black 2Pk
- (12) Xtra Precision Mechanical Pencil 0.5mm Black 5Pk
- (30) Xtra Life Mechanical Pencil 0.7mm Black 10Pk
- (15) Xtra Strong Mechanical Pencil 0.9mm Black 10Pk
- (12) Xtra Comfort Mechanical Pencil 0.5mm 6Pk
- (12) Xtra Comfort Mechanical Pencil 0.7mm 6Pk
- (12) Xtra Shine Mechanical Pencil 0.7mm Black 5Pk
- (10) Velocity Mechanical Pencil 0.7mm 2Pk
- (8) Brite Liner Grip Tank Style Highlighter XL Yellow 2Pk
- (16) Brite Liner Pen Highlighter Chisel 5Pk Asst
- (8) Brite Liner Erasable Pen Highlighter Chisel Yellow 3Pk
- (8) Atlantis Air Retractable Ballpoint Pen Blue 2Pk
- (8) Atlantis Ultra Comfort RT Ballpoint Pen Black 1Pk
- (8) Wite-Out Brand EZcorrect Correction Tape White 1Pk
- (8) Wite-Out Brand ECOLutions Correction Tape Mini White 2Pk

DSC# 66339 | Vendor# WP50P22-A-AST | Min 1 | SRP \$1,760.91 | Cost \$847.16

**SPECIAL \$804.80**



## Cristal Stylus Pen

Lightweight stylus for capacitive touch screen devices, including tablets and smart phones. It glides across screens easily, providing fingerprint-free precision and control. It features the BIC Cristal timeless look and design. This pen uses BIC's long-lasting ink system in black ink. The cap can be placed over stylus pad when using ballpoint pen.

DSC# 66141 | Vendor# M5SP21-BLK  
Min 6 | SRP \$6.29 | Cost \$3.38



## Atlantis Exact Retractable Ballpoint Pen

BIC Atlantis Exact Retractable Ballpoint Pen features a full grip area for added control and comfort. It writes smoother than BIC classic ink system. It is a sleek, professional smooth click retractable ballpoint pen. Assorted colors include: Black, Blue, and Red. Assorted Fashion colors include: Pink, Purple, and Turquoise.

Color	DSC#	Vendor#	Min	SRP	Cost
Black	66142	VCGNP31-BLK	6	\$5.30	\$2.86
Blue	66143	VCGNP31-BLU	6	\$5.30	\$2.86
Asst	66144	VCGNP31-AST	6	\$5.30	\$2.86
Fashion	66145	VCGNAP31-AST	6	\$5.30	\$2.86



## Atlantis Comfort Retractable Ballpoint Pen

BIC Atlantis Comfort Retractable Ballpoint Pen writes smoother than BIC classic ink system and lasts longer than gel. It is a sleek, professional smooth click retractable ballpoint pen. Assorted colors include: Black, Blue, and Red. Assorted Fashion colors include: Pink, Purple, and Turquoise.

Color	DSC#	Vendor#	Min	SRP	Cost
Black	66146	VCGCP31-BLK	6	\$5.30	\$2.86
Blue	66147	VCGCP31-BLU	6	\$5.30	\$2.86
Asst	66148	VCGCP31-AST	6	\$5.30	\$2.86
Fashion	66149	VCGCAP31-AST	6	\$5.30	\$2.86



## Atlantis Ultra Comfort Retractable Ballpoint Pen

BIC Atlantis Ultra Comfort Ballpoint Pen features an extra soft silicone grip that conforms to your hand for the ultimate writing experience. This premium retractable ball pen writes smoother than BIC classic ink system.

Color	DSC#	Vendor#	Min	SRP	Cost
Black	66151	VCGUP11-BLK	36	\$5.89	\$3.18
Blue	66150	VCGUP11-BLU	36	\$5.89	\$3.18



## Atlantis Air Retractable Ballpoint Pen

BIC Atlantis Air Retractable Ballpoint Pen features the Easy-Glide System, BIC's exclusive ink technology that is up to 50% smoother than traditional BIC ballpoint pens. Feel the smoothness! It offers a full grip area for added control and comfort.

Color	DSC#	Vendor#	Min	SRP	Cost
Black	66152	VCGRP21-BLK	6	\$5.89	\$3.18
Blue	66159	VCGRP21-BLU	6	\$5.89	\$3.18



## Mark-it Permanent Marker

Durable permanent marker with a rubber grip for comfort and control. Durable marker point marks on most anything! Long-lasting, durable, and water-resistant. Non-toxic. Includes: (1 each) Ultra Fine Point, Fine Point, and Chisel Point.

**DSC# 66156 | Vendor# GPMXP31-BLK  
Min 6 | SRP \$3.75 | Cost \$2.14**



## Mark-It Metallic Permanent Marker

Marks on light and dark surfaces. Bold, long-lasting color. Comfortable rubber grip.

**DSC# 66157  
Vendor# GMPMP81-AST  
Min 6 | SRP \$11.15 | Cost \$6.43**



## Brite Liner Erasable Pen Highlighter

Edit highlights fast with the highlighting and erasing ink tips. The super bright fluorescent ink allows a broad line for highlighting and a fine line for underlining.

**DSC# 66158 | Vendor# BLERP31-YEL  
Min 6 | SRP \$4.10 | Cost \$2.16**



When merchandising, create shoppable, easy-to-digest sections. Give eyes a focal point, and provide vertical and horizontal breaks to help shoppers find items. Provide imagery to draw their attention to a display. Recognize that more shoppers look down than up, especially those students who are engaging with their smartphones as they shop.

Source: POPAI.com



# Tap and Go. Get on the Grind.



Black



Camo/Gold



Gray/Plaid



Navy/Blue

## Skullcandy Grind

Grind uses premium materials for comfort and quality engineering that improves fit. Our TapTech feature makes it easy to control your music and calls whether you're on the mountain or in the streets. Just tap and go.

Color	DSC#	Vendor#	Min
Black	67134	S5GRHT-448	1
Camo/Gold	67135	S5GRHT-492	1
Brown/Green	67136	S5GRHT-467	1
Plaid/Gray	67165	S5GRHT-470	1
Purple	67167	S5GRHT-468	1
Royal/Blue	67168	S5GRHT-454	1
White/Black	67169	S5GRHT-472	1
Cream/Black	67170	S5GRHT-471	1
Navy/Blue	67171	S5GRHT-469	1
Yellow/Black	67172	S5GRHT-466	1

**SRP \$59.99**

**Cost \$32.00**





**Use end caps to cross sell and preview what shoppers will find down the aisle.**  
Using a multi-brand end cap to remind them about occasions or events for which they need to buy is a way to increase total basket sales for all brands featured.

Source: POPAI.com

# Take Your GoPro Further

## Protect Your Tech with Incase



Description	Color	DSC#	Vendor#	Min	SRP	Cost
Accessory Organizer for GoPro Hero3	Black/Lumen	67237	CL58079	1	\$19.95	\$10.23
GoPro Strap Mount	Black/Lumen	68594	CL58096	1	\$29.95	\$15.36
Kelly Slater GoPro Mono Kit	Dolphin Gray	68589	CL58091	1	\$49.95	\$28.82
Mono Kit for GoPro Hero3	Black/Lumen	67238	CL58080	1	\$39.95	\$20.49





**Create experiential experiences.** Bring products to life by inviting shoppers to try them or see POP messaging of others doing so.

Source: POPAI.com



## New Look, Same Great Stylus



### Jot Mini Stylus Black

Precision disc, mobile clip, works with all capacitive touch screens, ideal for mobile.

**Black | DSC# 66574 | Vendor# ADJM2B**  
**Silver | DSC# 66575 | Vendor# ADJM2S**  
**SRP \$19.99 | Cost \$12.44**



### Jot Pro Stylus

Sound dampening tip, engraved grip, precision disc, mobile clip, works with all capacitive touch screens.

**Black | DSC# 66576 | Vendor# ADJP3B**  
**Silver | DSC# 66577 | Vendor# ADJP3S**  
**SRP \$29.99 | Cost \$18.66**

## The Sharp Bestselling Essentials

**SHARP®**



### 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 backup power. Battery included.

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



### EL-531X Scientific Calculator

Scientific calculator that performs over 270 advanced functions. Perfect for a wide variety of applications, including Math, Statistics, Biology, Chemistry, and more. Provides the computational power that today's students require.

**DSC# 18105**  
**Vendor# EL-531X-BWH**  
**Min 5 | SRP \$12.99**



**Make people or characters the center of the display.** Depicting two people in POP displays is always better than showing one, especially because women are socially connected. Make people the center of every display. It isn't as much about the item as it is about how it enhances lives and makes everyone feel better.

Source: POPAI.com

# The Perfect Fit For Your Retail Space



## PDQ Countertop Display Pre-Built

DSC# 69008  
SRP \$159.92 | Cost \$90.60



## Metal Countertop Fixture

Holds (8) earbud headphones.

DSC# 69009

**FREE with purchase of \$300.**





**Make shoppers crave your items.** By showing other people enjoying the product, you activate consumers' mirror neuron and make them crave it. The closer shoppers get to the point of consumption, the better.

Source: POPAI.com



# Technology When You Need It

## FuseBox Mini Tower Display

Mini Tower Display includes: (25) Mini USB Wall Chargers, (12) USB Wall Chargers, (50) Single-Port Mini USB Car Chargers, (25) Dual-Port Mini USB Car Chargers, (30) MFI 8-Pin Sync & Charge Cables, (10) MFI 30-Pin Sync & Charge Cables, (20) Micro-USB Sync & Charge Cables, (20) Flat Cord Earphones w/Mic, (20) Noise-isolation Earphones, (20) Adjustable Car Vent Mount & Stand, and (8) Mobile Power Battery Backup in a corrugated tower display.

**DSC# 69836 | Vendor# 700 9011 | SRP \$2,100.00 | Cost \$989.00**



# Sleek, Slim, and Ultra-Functional



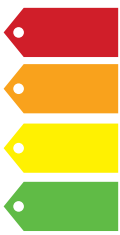
## Lampo Slim Sleeve

Designer nylon slim bag/sleeve for Macbooks 13in, Ultrabooks 13in, iPad®, and tablets.

Color	Size	DSC#	Vendor#	Min	SRP	Cost
Blue	13in	41902	BLAM-B	1	\$49.99	\$22.50
Orange	13in	41903	BLAM-O	4	\$49.99	\$22.50
Gray	13in	41904	BLAM-G	1	\$49.99	\$22.50
Fuchsia	13in	41905	BLAM-F	4	\$49.99	\$22.50







**Mind your colors!** Items featuring yellow, orange and red increase the time shoppers look at something and are good for triggering impulse purchases. Cool colors, such as green, can be calming and create healthy associations.

Source: POPAI.com

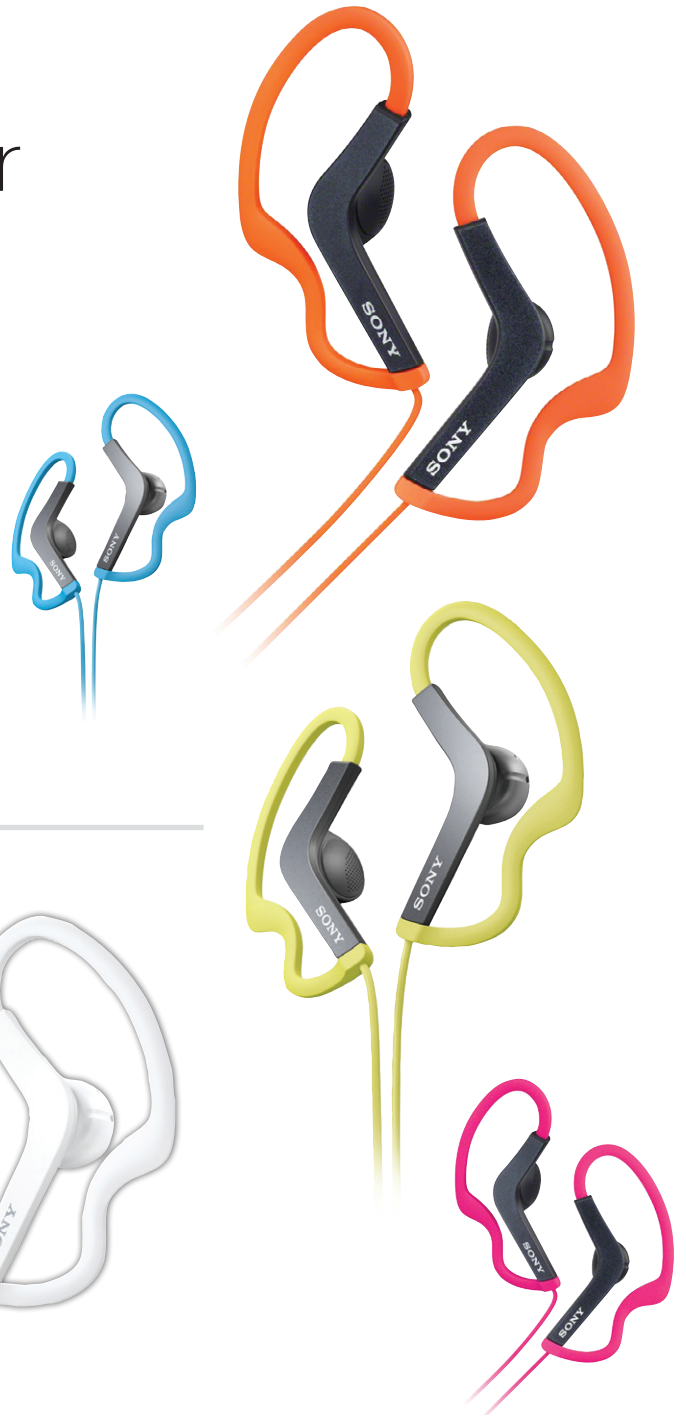
# Serious Activities Require Serious Gear

## FASHION SPORT EARBUD HEADPHONES

Serious activities require serious gear. These lightweight and water-resistant active sports headphones are great for listening to music during intense workouts without worrying about the earbuds falling out.

Color	DSC#	Vendor#
Black	29929	MDRAS200/BLK
Blue	29931	MDRAS200/BLU
Green	29933	MDRAS200/GRN
Orange	29934	MDRAS200/ORG
Pink	29932	MDRAS200/PNK
White	29930	MDRAS200/WHI

Min 1 | SRP \$19.99 | Cost \$11.98



**SONY®**

# Write More. Listen Less.

Livescribe Smartpens are designed for students.

## Get the Most From Lectures

- » Professors talk fast. Students zone out. No problem. Smartpens **record everything they hear and write so they'll never miss a word.**
- » A smartpen lets students **capture words, diagrams, scribbles, symbols, and audio**—syncing everything they hear to what they write.
- » It's the end of feeling anxious in class—with a smartpen, students can **write less and listen more**—knowing everything will be captured.



## The Perfect Tool for Homework Help

- » Don't settle for confusing notes. Just tap the written notes and **play back the professor's explanation**—word for word.
- » **Transfer notes to a digital device** so students can search for key phrases and create custom virtual notebooks to better organize their notes.
- » **Review an interactive, digital version of the notes and audio** called a pencast. Pencasts allow students to hear, see, and relive notes exactly as they were captured.

## Prepare for the Big Exam

- » No need to freak out. Livescribe helps students find and focus on what matters. **Play back only the key material** from a semester's worth of notes with a tap.
- » Want to be the rockstar of the study group? **Share an interactive version of notes and audio**, called a pencast. Pencasts can be played back from virtually any device including Mac, Windows, Android, and iOS.



## Livescribe 3 Smartpen

**Elevate your students' writing.**

Watch notes appear instantly on a tablet or smartphone with the Livescribe 3 smartpen. Paired with the Livescribe+ mobile app, notes become more useful when they are organized, tagged, searchable, and converted to text.

DSC# 39192 | Vendor# APX-00016  
Min 1 | SRP \$149.95 | Cost \$124.96



## Echo Smartpen

**Capture it. Replay it. Send it.**

Echo connects easily to a laptop or desktop by USB cable to transfer students' interactive notes. Search, organize, and share those notes with Echo Desktop. 2GB.

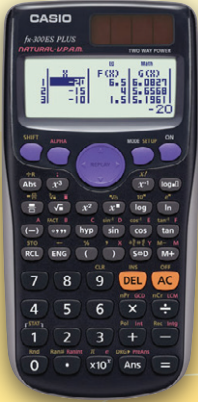
DSC# 98825 | Vendor# APX-00008  
Min 1 | SRP \$119.95 | Cost \$106.62





**Stand out in the crowd.** When trying to draw attention to certain areas or products, your store should use merchandising or POP signage that is distinct. Feature signage with rounded edges, unique shapes, and iconic branding to help gain shopper attention.

Source: POPAI.com



## CASIO CALCULATORS FOR ALL SUBJECTS

### FX-300ESPLUS SCIENTIFIC CALCULATOR

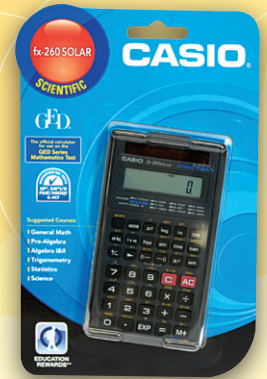
Casio's latest standard scientific calculator features new Natural Textbook Display and improved math functionality. FX-300ES PLUS has been designed as the perfect choice for middle school through high school students learning General Math, Trigonometry, Statistics, Algebra I and II, Pre-Algebra, Geometry, Physics.

DSC# 20201 | Vendor# FX-300ESPLUS-BK  
Min 1 | SRP \$12.99

### FX-260 SCIENTIFIC SOLAR CALCULATOR

Large, color-coded keyboard. 144 built-in mathematic functions including fraction functions. Floating negative sign appears to the left of the number displayed. Accurate 10-digit, 10 + 2 display. Backspace key to fix entry mistakes. Basic scientific, exponential and trigonometric functions. Single variable statistical calculation. Order of operations MDAS. Polar-rectangular conversions. DMS<->DD,P<->R Mean, Standard, Deviation. Super solar-no more battery costs. Slide-on hard case.

DSC# 20184 | Vendor# FX-260  
Min 6 | SRP \$8.99



# CASIO



# DURACELL®

Choose Duracell CopperTop—  
Trusted Power. Reliable Performance.

CopperTop is best suited for the devices you use most. When you need long-lasting, reliable power, count on CopperTop.

Type	Pack	DSC#	Vendor#	Min	SRP	Cost
AAA	2 Pk	56106	MN2400B2Z	18	\$3.48	\$2.00
AAA	4 Pk	56108	MN2400B4Z	18	\$6.12	\$3.48
AA	2 Pk	56103	MN1500B2Z	14	\$3.48	\$2.00
AA	4 Pk	56104	MN1500B4Z	14	\$6.12	\$3.48
C	2 Pk	56102	MN1400B2Z	8	\$6.12	\$3.72
D	2 Pk	56101	MN1300B2Z	6	\$6.12	\$3.72
9V	1 Pk	56105	MN1604B1Z	12	\$6.12	\$3.72

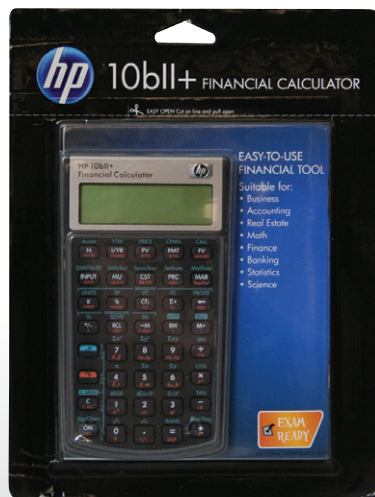


**Keep messages simple and clear.** Use images or symbols in conjunction with words whenever possible in your merchandising to increase the chance consumers will process the message.

Source: POPAI.com

# Introducing True Problem Solvers

## Anywhere, anytime, any course



### 10BII+ Business Calculator

A smart choice for professionals and students. The easy-to-use design delivers business, finance and statistical calculations fast. Black.

DSC# 12014 | Vendor# 2716570  
Min 1 | SRP \$29.99



### 35S Scientific Calculator

Powerful and pocket-sized. 2-line display. Programmable. Allows key-in logic in Reverse Polish Notation or algebraic input. Write and solve equations for any variable without rewriting your original equation. 30K of user memory. Black.

DSC# 12004 | Vendor# F2215AA#ABA  
Min 1 | SRP \$59.99



invent



**Simulate an experience.** The most important step is helping consumers to visualize using an item, ideally through POP and augmented reality. Make items and how they are displayed memorable to shoppers. Simulate what it would be like to use or consume the product and make it memorable.

Source: POPAI.com

# The Essential Small Space Commodity



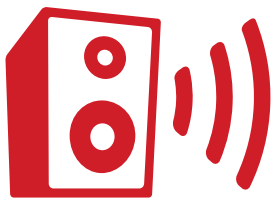
## ZipKord AV122L Acrylic Display

Simple all in one charging solution for mobile devices. The 2X2 Acrylic Display with Door & Lock is pre-filled with (42) Dual USB Car Adapter; (21) Non-retractable MFI Approved Lightning USB 2.0 Cable; (21) Dual USB Wall Adapter; and (42) Retractable USB to Micro/30 pin iPhone Combo Cable. You get 5% free with each display.

DSC# 41581 | Vendor# AV122L

Min 1 | SRP \$1,400.00





**Leverage technology.** Activate shoppers' senses by using displays equipped with sound, scent, or motion. Invite them to interact with displays through push buttons and "select from" menu options.

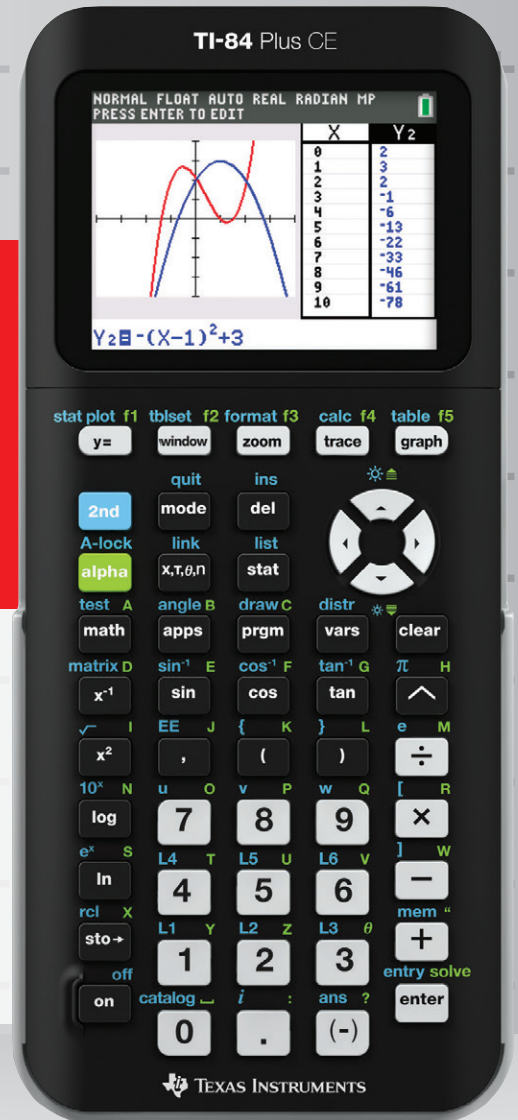
Source: POPAI.com

# Slimmer Design. Full Functionality. TI 84 Plus CE

## TI-84 Plus CE Graphing Calculator

Graphing Calculator with a color display and familiar TI-84 Plus functionality. Sleek and thin design including slide case, rechargeable battery and charger. Includes preloaded apps for high school math and science. Black.

DSC# 68221 | Vendor# 84PLCE/TBL/1L1  
Min 1 | SRP \$149.00



## TI-84 Plus CE Graphing Calculator Charging Station

Recharges up to ten (10) TI-84 Plus CE graphing calculators at a time. The TI Charging Station CE is only compatible with TI-84 CE graphing calculator.

DSC# 68345 | Vendor# 84CEDS/PWB/2L1 | Min 1 | SRP \$75.00





2402 Advance Road  
Madison, WI 53718

reseller's **EDGE**

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



99704 0118.12.2014

# Urban Style Meets Preppy Sophistication



Urbana Briefcase

Moshi Urbana Briefcase. Gray.

DSC# 68550 | Vendor# 99MO078031  
Min 1 | SRP \$120.00 | Cost \$72.29



Venturo Slim Backpack

Moshi Venturo Slim Backpack. Blue.

DSC# 68551 | Vendor# 99MO077511  
Min 1 | SRP \$120.00 | Cost \$67.47

moshi