

SUMMER 2024

# NEW VENDOR PRODUCT GUIDE



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**NEW VENDORS**

**DSC ARTICLES**

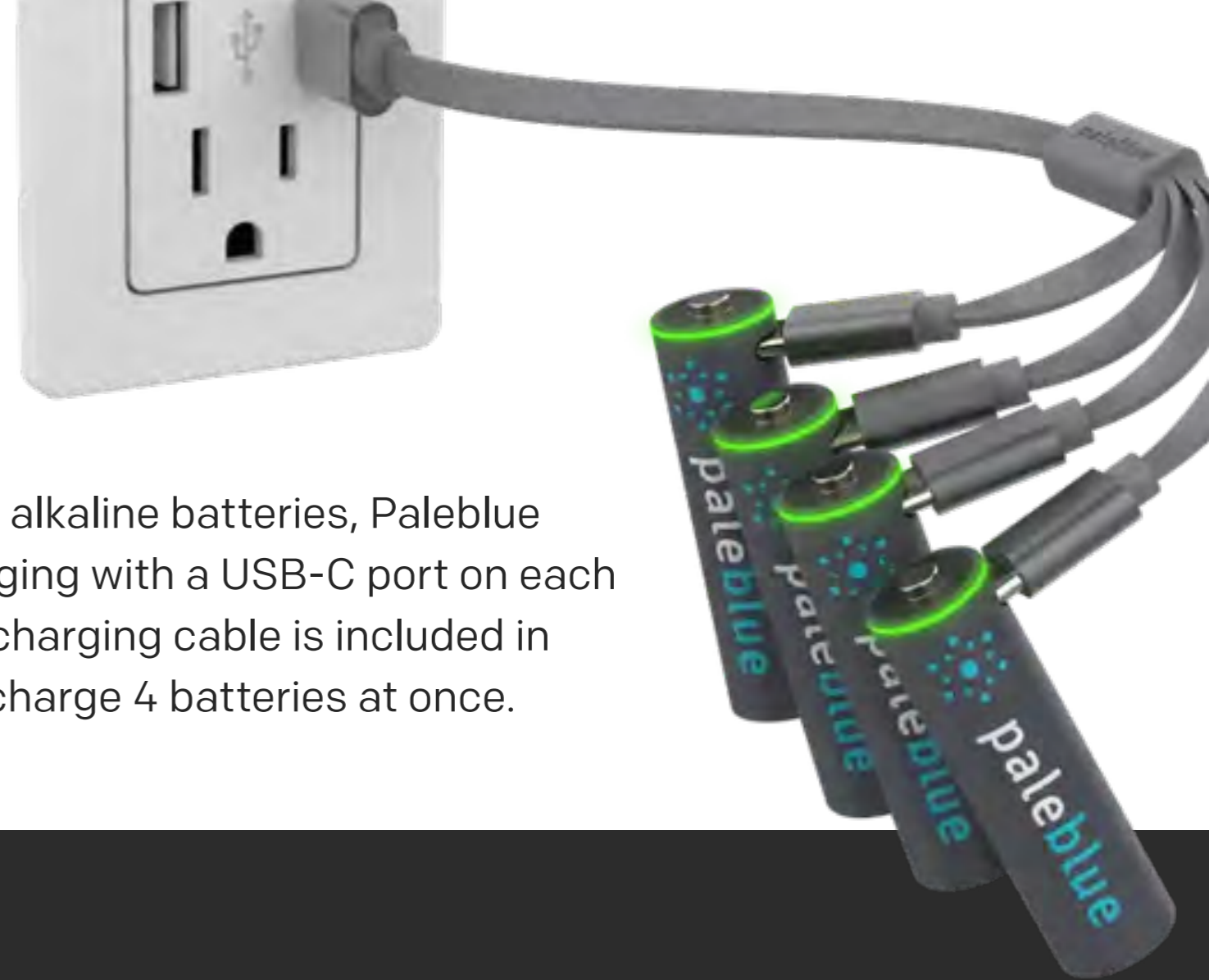
**PREVIOUS VENDORS**

# Protect the Earth and Ditch Disposables

Paleblue's rechargeable batteries each prevent up to 1,000 single-use batteries from being thrown away and offer limitless power without unnecessary waste or worries about safe disposal.

## Lithium Ion AA and AAA Batteries

Designed to outperform alkaline batteries, Paleblue batteries offer fast charging with a USB-C port on each battery. An easy to use charging cable is included in each package and can charge 4 batteries at once.



## Impact

Paleblue works to protect our little blue planet by partnering with organizations like 1% for the Planet, Protect Our Winters and more. They believe in using the recent advancements in battery technology to help us avoid the need to use or dispose of so many batteries and to use our finite resources more wisely.

## Powerful Counter Displays

Organize and show off Paleblue batteries with this small but mighty counter display.





## #1 IN THE FIELD, #69 IN YOUR HEART

These sunglasses can take anything you throw them at, perfect for playing, partying, and riding into the sunset.

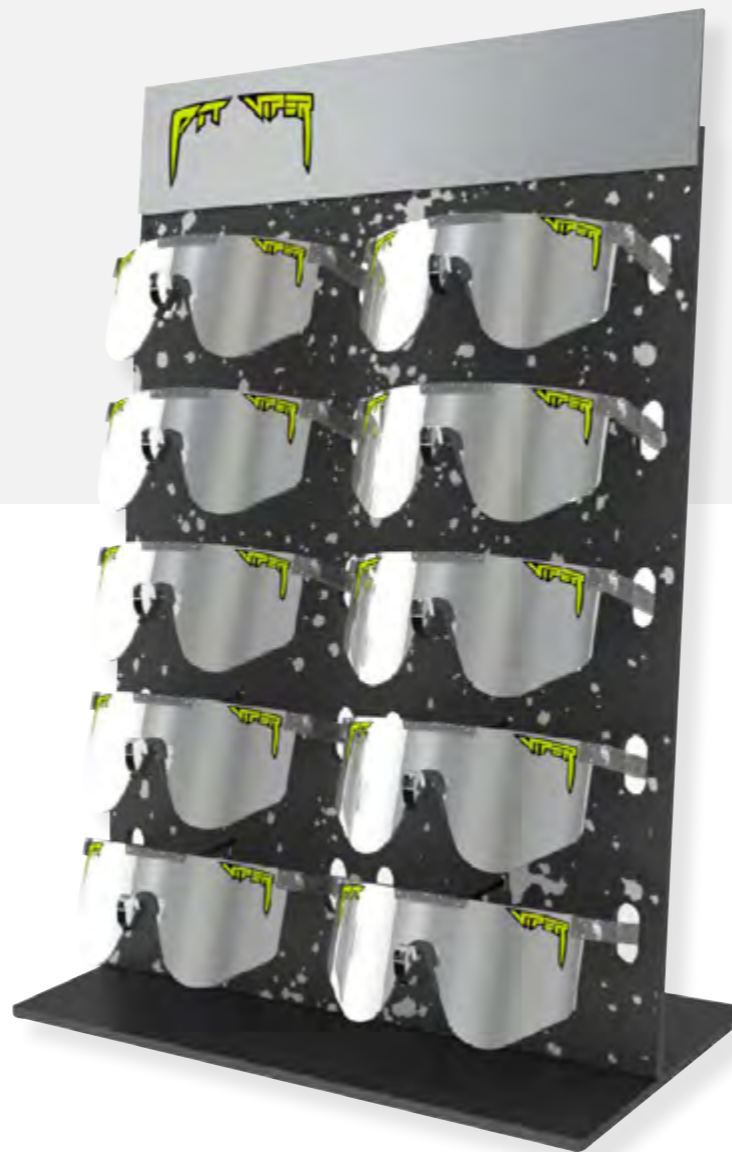


Put your face  
between a pair

Nothing standard  
about the **Original**  
**Narrow Polarized**  
**Standard Pit Vipers**



Built with a softer nose piece, improved optics, and sturdier E-Spot™ and Turbo Adjustment™, these bad boys are strong enough to be shot at, sat on, and run over while still maintaining their sun and wind bucking ability.



### **YOUR MOM'S FAVORITE DISPLAY**

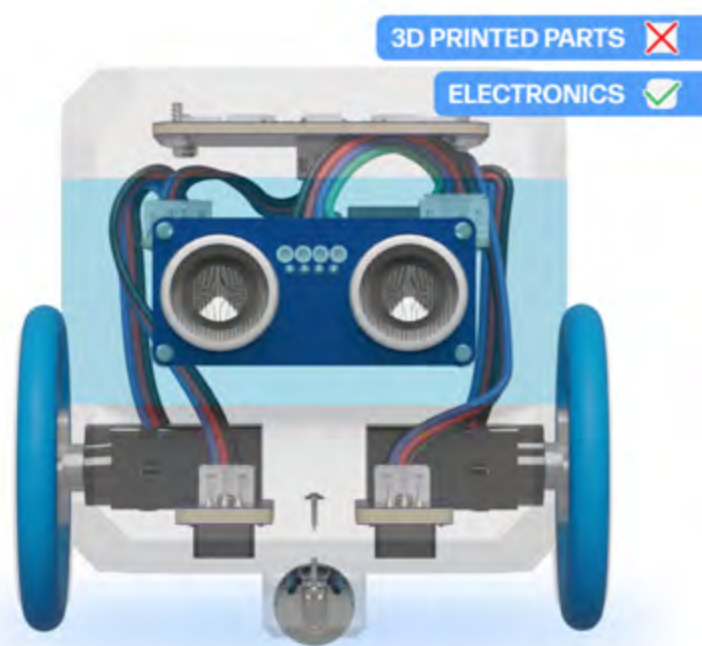
Feature 10 beauties at once with this counter display **FREE** with a 30-unit purchase.



# create, connect, code

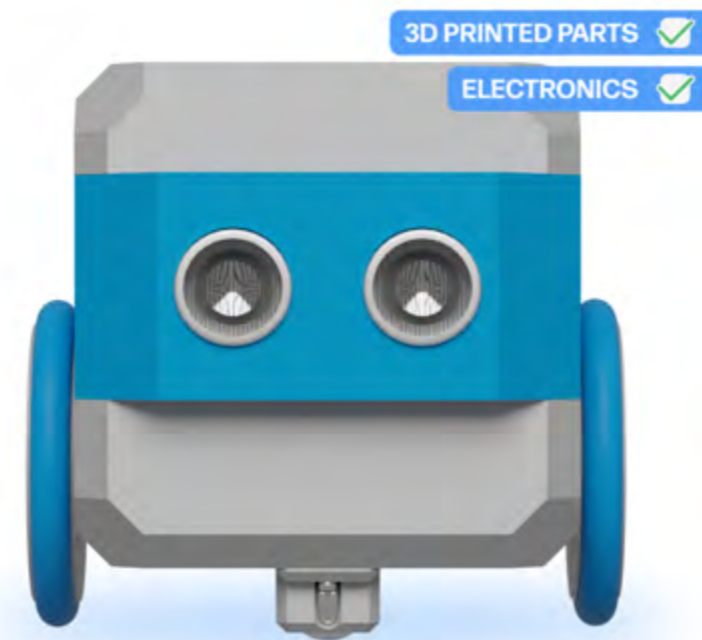
HP Robots offers kids the opportunity to learn, grow, and code with guided starter kits for beginners.

## HP Otto Starter Creator Kit.



Give students the opportunity to create AND build their own robot by 3D printing the outer parts themselves. All electronic components and other needs are included, so all students need is a thirst for knowledge and sense of curiosity.

## HP Otto Starter Builder Kit.



For classrooms without a 3D printer, the Starter Builder Set is perfect. All electrical components, tools, and plastic parts are included so students can unleash their creativity without the hassle of 3D printing.



# Prioritize Student Security

IMT Lazarus is the ideal solution for schools that want to protect student security while creating an inclusive experience for all devices in educational environments.



## IMT Lazarus focuses on:

- Right of access.
- Information Management.
- Improving Classroom Dynamics.
- Development of Participation in Educational Technologies.

**Contact your Licensing Specialist now to learn more!**



# WHAT IS VISUAL MERCHANDISING AND WHY IS IT IMPORTANT?

In a retail space, visual merchandising is the technique of displaying products attractively and highlighting their features to generate sales. The goal of merchandising is to draw in shoppers and convert them into customers. Done effectively, **retail visual merchandising is a successful marketing strategy.**

Your customers, especially Gen Z shoppers, want an **experience** when they enter a store. Seeking out a brick-and-mortar store instead of shopping online is an opportunity for consumers to linger, browse, touch, test, and buy products. The experience your store offers **matters** because even the best products can sell poorly if they don't have the experience to match.

Consider your own store's shopping experience.

Walking into a store where products are placed on shelves in a non-aesthetic way with plain visuals is not compelling to buyers; whereas a store with visually appealing displays, bold retail fixtures, and eye-catching signage **captivates customers** and leads to **longer time in-store with higher conversion rates.**



# 2024 SPRING RECAP

Hover over a logo to explore products  
from last season's new vendors.





# 2024 WINTER RECAP

Hover over a logo to explore products  
from this season's new vendors.



# 2023 FALL RECAP

Hover over a logo to explore products  
from this season's new vendors.



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