A WORLD ACCESSIBLE TO EVERYONE

CREATING AN INCLUSIVE RETAIL SPACE

Take a look at top-selling products this buying season.

FACTOIDS

26% (1 in 4) of adults in the United States, approximately 61 million people, have some type of disability (Source: CDC).

5.9% of people with a disability are deaf or have serious difficulty hearing, 4.6% of people with a disability have a vision disability with blindness or serious difficulty seeing even when wearing glasses, and 13.7% of people with a disability have a mobility disability with serious difficulty walking or climbing stairs (Source: CDC).

The Americans with Disabilities Act (ADA) became law in 1990 and applies to nearly all businesses (Source: ADA National Network).

Microsoft Soundscape is a research project that uses innovative audio-based technology to enable people with blindness or low vision to build a richer awareness of their surroundings, thus becoming more confident navigating new environments (Source: Microsoft Soundscape).

Students and faculty can display auto-generated subtitles on a presentation in any of 60+ supported languages with the Presentation Translator add-in for PowerPoint on PCs. Everyone can follow along with captions displayed in their chosen language on any device with Microsoft Translator (Source: Microsoft).

Dell has teamed up with Electronic Vision Access Solutions (EVAS), an industry-leading provider of accessible plug-and-play computers, to create computer systems designed specifically for people impacted by disabilities. The plug-and-play solutions run right out of the box with application software, peripherals and assistive technology installed and configured (Source: Dell).

Dell assists product users who have auditory impairments with the use of light and listening devices. Dell also assists users who have physical disabilities with adjustable hardware and gross/fine motor-skills hardware (Source: Dell).

For visually impaired students, Texas Instruments recommends the TI-SmartView™ calculators (Source: Texas Instruments).

TOP SELLERS

1. **TI 84 Plus Graphing Calculator**
DSC# 10326 | SRP $139.00

2. **TI 30Xa Scientific Calculator**
DSC# 10119 | SRP $15.00

3. **Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | SRP $9.99

4. **Duracell CopperTop AAA Alkaline Batteries**
DSC# 56108 | SRP $7.42

5. **Command Adhesive Hook**
DSC# 83750 | SRP $4.55

6. **BIC Xtra Precision Mechanical Pencil**
DSC# 74061 | SRP $3.26

7. **Sharpie Permanent Marker Black Fine**
DSC# 56881 | SRP $1.83

8. **OnHand Dual Port USB Wall Outlet**
DSC# 125678 | SRP $13.98

9. **Roaring Spring Poster Board**
DSC# 89007 | SRP $1.12

10. **Charles Leonard Push Pins**
DSC# 125935 | SRP $2.19

MUST-HAVE NEW DELL PRODUCTS

INSPIRON 16 5620 LAPTOP

A Modern, Thoughtful Design

Get a responsive yet quiet performance with the Inspiron 16 5000 Laptop, featuring the latest 12th generation Intel® Core™ processor, Windows 11 OS, and an expansive keyboard with 6.4% larger keycaps. The Inspiron 16 5000 is easy on the eyes, with Dell ComfortView Low Blue Light Software solutions helping to reduce harmful blue light emissions and optimize eye comfort over extended viewing.

DSC# 154639 | SRP $899.99

DELL 14 PORTABLE MONITOR

Expand Productivity On the Go

Experience dual-screen productivity anywhere with Dell's first-ever 14" FHD portable monitor. Conveniently set up the portable monitor to the left, right or behind a laptop; the dual USB-C ports on each side allow for versatility and better portability.

DSC# 155325 | SRP $399.99

Microsoft Surface

Dream Big, Travel Light

Surface Laptop Go 2

Sleek, Light, On-the-Go Performance

Surface Laptop Go 2 features a 12.4" vibrant touchscreen and great typing experience, now with an improved HD camera, secure Windows Hello sign-in, and a performance boost.

DSC# 155104 | Vendor# KYM-00001-EDU | SRP $1,044.99

Microsoft Surface Pro 8

Unlock More Possibilities

Designed to light up the best of Windows 11 (also available with Windows 10 OS), Surface Pro 8 combines the power of a laptop with the flexibility of a tablet. Stand-out features include the iconic Kickstand and detachable Keyboard with built-in Slim Pen storage and charging (items sold seperately).

DSC# 151904 | Vendor# 8PR-00001-EDU | SRP $1,124.99

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KEEP THE MUSIC PUMPING ANYWHERE

6 Hours of Play Time
No plug? No problem. The JBL PartyBox Encore Essential keeps the party going wherever students are.

IPX4 Splash Proof
Dancing on the beach? Party by the pool? The JBL PartyBox Encore Essential is IPX4 splash-proof so students never have to worry about the party getting too wet or wild.

Wired Mic Input
Step into the spotlight and turn any party into a karaoke party with the wired mic input.

Pair for Even Bigger Sound
Pair two speakers wirelessly with True Wireless Stereo (TWS) technology for bigger, bolder sound.

PartyBox App
Control the music, update settings, and customize the lightshow with the JBL PartyBox app to set the perfect party vibe.

Multisource Playback
Stream tunes wirelessly via Bluetooth, connect a USB stick, or plug in an aux cable. The JBL PartyBox Encore Essential offers ultimate music adaptability.

6 HOURS OF NON-STOP FUN

JBL PartyBox Encore Essential Wireless Speaker
Portable and splash proof, the JBL PartyBox Encore Speaker takes the party wherever students go with up to 6 hours of music. Set the mood with the built-in light show and amazing JBL Original Pro Sound deep bass easily customizable on the PartyBox app.

DSC# 155144 | VENDOR# JBLPBENCOREESSAM | SRP $299.95

TI-30XIIS™ Scientific Calculator

- Two-line scientific calculator with advanced features
- Easily scroll, review, and edit current or previous entries
- Quickly perform a variety of conversions and advanced calculations
- See both equation and answer
- Solar and battery powered
- Built to last with slide-on case included

DSC# 10017 | Vendor# 30XIIS/TBL/1L1 | SRP $17.00

solo
NEW YORK

Tackle Environmental Issues from All Angles, In Style

Designed in urban-cool gray, Solo New York's Re:CLAIM Recycled Backpack brings a sustainable angle to sleek design, making green choices accessible to college students. This backpack is designed with city-functionality in mind and offers an uncompromising style. Made from recycled PET bottles, students will love putting a little weight of the world on their shoulders and saving the Earth one bag at a time.

Stylish and Convenient Features:

- Fully padded compartments fit 11in-15.6in laptops and 11in-15in MacBooks
- Front zippered pocket with organizer section and key clip
- Black camo lining
- Side mesh pockets
- Two top loops can hold jacket or umbrella
- Back strap slides over luggage handle

DSC# 145411 | VENDOR# UBN760-10 | SRP $76.99

MADE FROM
RE:CYCLED
WATER BOTTLES

6

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WHAT IS ACCESSIBILITY?

A general definition is "the practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible." It's important to also consider Section 508, a U.S. governmental regulation that covers disability policies and accessibility compliance requirements for government entities, federal employers, and subcontractors and their information and communication technologies.

ACCESSIBILITY IN ARCHITECTURE

Accessibility in building designs is an area most people are familiar with or have encountered. Accessibility in architecture "refers to the capacity people have to access and inhabit a space, despite their cognitive and physical impairment." Things to consider for accessible architecture are entrances that can accommodate mobility needs, ramps, lifts, or elevators so all areas of the building can be accessed, ample floor space and counters and tables that can be accessed by everyone, etc.

ACCESSIBILITY ONLINE

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. The Web Accessibility Initiative (WAI) is an international organization that authors accessibility guidelines for web content: Web Content Accessibility Guidelines (WCAG). Though primarily focused on accessibility of content on the web, these standards inform how content in other contexts (e.g., MS Office documents, PDF, etc.) should be made accessible (seewritehear.com). For more help with making your website accessible, consider this helpful resource.

Accessibility is an important issue for disability rights, and for advocates of inclusion and diversity. Our world should be welcoming to any and all people. How are you working to make your space more inclusive?

Read more: retailconnection.dstewart.com

HOW TO MAKE YOUR STORE MORE ACCESSIBLE

Accessibility not only accommodates those with disabilities, but also accommodates seniors, parents with strollers, and delivery persons. Accessibility has a far-reaching effect, not only on your students but also your students' families and shows that you are committed to treating each customer fairly, compassionately, and with respect.

Here are some easy ways you can start making your store more accessible:

TRAINING

Your team members interact with customers most often, so it is important that they are trained to accommodate and respect all customers. Good training should establish consistent, fair treatment to anyone who comes in the store. It is good to already have policies in place and an accessibility plan.

Training is also a good time to bring awareness to employees of any physical barriers where customers with disabilities may require extra assistance and how to navigate the store with service animals.

PHYSICAL SPACE

Walk through your store and determine if the physical space needs to be improved to be more accessible. Some areas to consider:

Ramps – Are there stairs anywhere without a ramp? Foundations such as stopgap.ca provide temporary, affordable ramps to businesses whose point of entry is inaccessible.

Aisles – Are your aisles clear and wide enough to allow space for customers with mobility aids?

Parking – Do you have handicap parking available?

Signage – Do your signs have large print (and even braille when applicable)?

Counters – Can sales counters be adjusted so someone in a wheelchair has comfortable access?

Doorways – Can wheelchairs fit through doorways?

Bathrooms – Is your bathroom large enough to accommodate mobility aids?

WEBSITE

If your store has a website, take time to audit it for accessibility. Some things to consider:

Website code – Is it clean enough that a voice search or page-reading tool can easily distinguish between headers and body text?

Color – Is the contrast high enough for someone who is color blind?

Visibility – Are buttons large enough and easy to find?

Alt Text – Has alt text been added to images so that those who are visually impaired can understand what they are viewing?

SOCIAL MEDIA

If your store has social media accounts, creating accessible posts is an inexpensive way to make your platform more inclusive. Here are some tools you can use:

Alt text feature – Describe photos or videos that are posted so anyone using a screen reading program will have the content described to them.

Closed captioning – Use closed captioning tools on videos to help those with hearing impairments.

Camel case for multi-word hashtags – Screen readers have an easier time interpreting hashtags when the first letter of each word is capitalized.

How have you made your store more accessible?

Source: retailconnection.dstewart.com

Paper Mate

Pencil In These Bestsellers

Paper Mate Clearpoint Mechanical Pencil Starter Set

Students appreciate the contemporary, contoured design with a full-length comfort grip that fits comfortably in their hand. The two-tone design with transparent barrel gives a stylish edge, and the integrated side-click button conveniently advances lead. Correct mistakes easily with the refillable jumbo eraser.

DSC# 48828
VENDOR# 56047PP
MIN 6 | SRP $10.30

Paper Mate Everstrong Woodcase Pencil

Perfect for exams, this woodcase pencil features reinforced, break-resistant lead, so it requires less sharpening and lasts longer.

DSC# 140700
VENDOR# 2065457
MIN 6 | SRP $5.74

PILOT

FriXion ball ColorSticks

Unlimited Do-Overs

Pilot FriXion ColorSticks Erasable Gel Pen

Deliver vivid, smooth writing in vibrant shades every time. Made a mistake? No problem, the unique thermo-sensitive gel formula disappears with erasing friction. Erase and re-write until it's right without ruining the page.

DSC# 126369 | VENDOR# 32442 | MIN 6 | SRP $9.83

AVERY

Durability for the Entire School Year

Avery Write and Erase Plastic Dividers
Write, erase, and reuse the dividers for easy changes at any time. Made from ultra-durable, tear-resistant plastic, these dividers are ideal for frequent use in any three-ring binder.
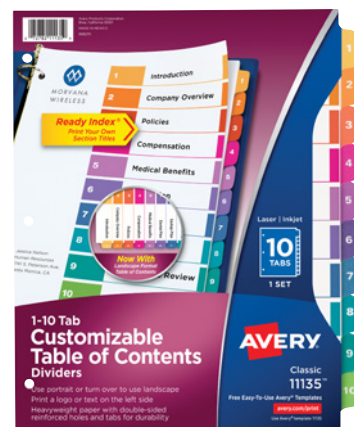
DSC# 44524
VENDOR# 16170
MIN 24 | SRP $4.79

Avery Style Edge Insertable Plastic Dividers
Unique tab design adds color and style to documents, and the large tab inserts can either be printed or handwritten. Durable plastic construction is ideal for frequent reference.

DSC# 70698
VENDOR# 11201
MIN 24 | SRP $6.90

Avery Ready Index Dividers
With heavier paper and tab reinforcement, these dividers are stronger to last longer. Made from 30% post-consumer recycled paper.

DSC# 44552
VENDOR# 11135
MIN 36 | SRP $5.96

3M

Dorm Room Decoration Made Easy

Command Adhesive Picture Hanging Strips

Command Picture Hanging Strips make decorating dorm rooms quick and easy. With one click, the strips lock in and hold tight. Best of all, when students move out of their dorm, the hooks easily come off leaving no wall damage, cracked plaster, or sticky residue.

DSC# 57656 | VENDOR# 17201ES
MIN 9 | SRP $4.83