

DECEMBER 2023

# RESELLER'S EDGE

A black gaming chair with yellow accents is the central focus, positioned in a dimly lit room. In the background, a monitor displays a bright, abstract image, and two speakers are visible on a desk. The overall atmosphere is dark and focused, typical of a gaming setup.

**GAIN THE  
ULTIMATE  
COMPETITIVE  
ADVANTAGE**

for your gamer students

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Esport College  
Leagues

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Get to know  
gamers

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**1** **Roaring Spring  
Wirebound Notebook**  
DSC# 141655 | ESRP \$3.54

**2** **CopperTop Alkaline  
Batteries AAA 4Pk**  
DSC# 56108 | ESRP \$10.11

**3** **Roaring Spring Blue  
Examination Book 7x8.5in**  
DSC# 89035 | ESRP \$0.57

**4** **Roaring Spring Blue  
Examination Book 8.5x11in**  
DSC# 89036 | ESRP \$1.01

**5** **Skullcandy Jib In-Ear  
Earbuds with Mic**  
DSC# 117611 | ESRP \$13.62

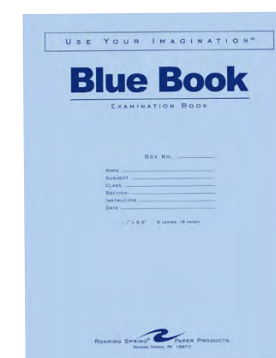
**6** **Duracell CopperTop  
Alkaline Batteries AA 4Pk**  
DSC# 56104 | ESRP \$10.11

**7** **Five Star® Paper Pocket  
Folder Display**  
DSC# 64542 | ESRP \$4.35

**8** **Five Star® Wirebound  
Notebook**  
DSC# 64613 | ESRP \$12.39

**9** **Skullcandy Jib In-Ear  
Earbuds with Mic**  
DSC# 117614 | ESRP \$13.62

**10** **OnHand Wall Charger**  
DSC# 125677 | ESRP \$13.60

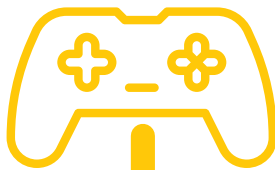


# TOP SELLERS

# FACTOIDS



Outside of smartphones, **PC/laptop is the preferred gaming device** among Gen Z.  
**GWJ**



**40% of esports followers** consider gaming as legitimate a pastime as sports.  
**GWJ**



Computer hardware made for gaming is **crucial to students' success**, as well as the proper keyboards, desks, and headsets.  
**intel**

**r/gaming** is the 4th biggest community on Reddit.  
**GWJ**



**More than 475 colleges and universities have created esports programs**, with some having organized tournaments and dedicated gaming facilities on campuses.  
**Dell Technologies**

**Around 70% of college students** play video games at least semi-frequently.  
**The Hornet Newspaper**



YouTube's most-subscribed single creator channel (PewDiePie) made his name with **Let's Plays**.  
**GWJ**

The industry has a projected **brand investment of \$1.4 billion** and many players are offered financial prizes and scholarships, making it a potential career option for many students.  
**Dell Technologies**

A Gen Zer is **more likely to watch esports tournaments** than they are to watch the NBA, the UEFA Champions League, or Formula 1.  
**GWJ**

**Social media** should be considered the most universal source of information or expression when it comes to gaming.  
**GWJ**



## Fast charge, low price Charge MAXX POS Display

These innovative point-of-sale displays will maximize exposure in all types of retail environments and are an ideal way to sell Charge MAXX grab 'n' go products.

Charge MAXX features:

- Fast charge technology
- Durable materials
- Great value and margin

### Charge MAXX PLUS MFi Display Shipper

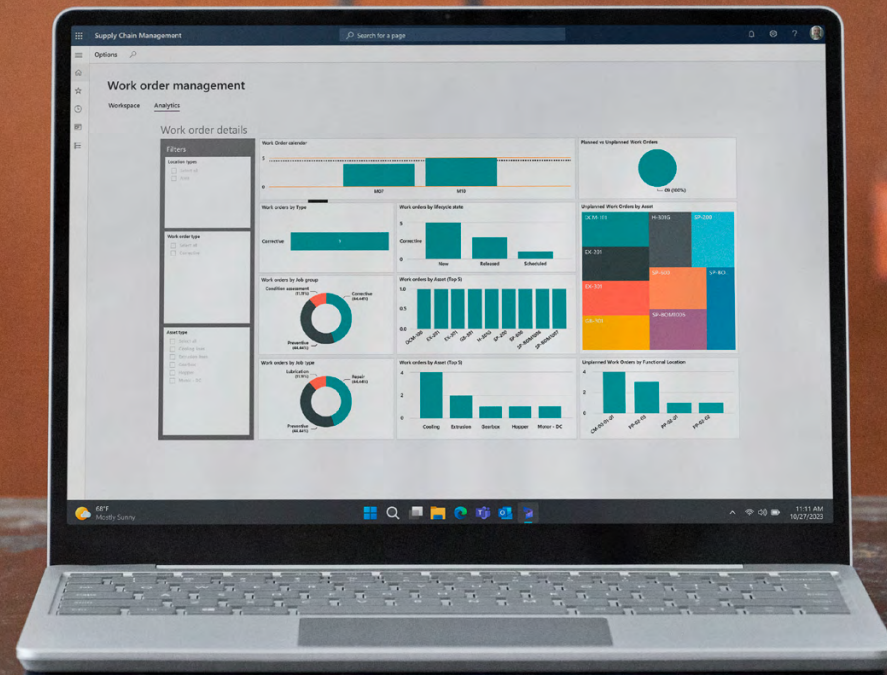
This display includes:

- (5) 18W USB & USB-C Dual Port Car Charger Black
  - (5) 18W USB & USB-C Dual Port Car Charger White
  - (5) 18W USB & USB-C Dual Port Wall Charger Black
  - (5) 18W USB & USB-C Dual Port Wall Charger White
  - (10) USB-C to Lightning Cable (MFi Certified) Black 4ft
  - (10) USB-C to Lightning Cable (MFi Certified) White 4ft
  - (10) USB-C to USB-C Cable Black 4ft
  - (10) USB-C to USB-C Cable White 4ft
  - (10) Audio MAXX Earbuds with Mic Black
  - (10) Audio MAXX Earbuds with Mic White
- DSC# 153280 • Vendor# POS-PLUS-MFI  
ESRP \$1,225.76 • Cost \$612.95

### Charge MAXX PLUS V1 Display Shipper

This display includes:

- (5) 18W USB & USB-C Dual Port Car Charger Black
  - (5) 18W USB & USB-C Dual Port Car Charger White
  - (5) 18W USB & USB-C Dual Port Wall Charger Black
  - (5) 18W USB & USB-C Dual Port Wall Charger White
  - (10) USB-C to Lightning Cable Black 4ft
  - (10) USB-C to Lightning Cable White 4ft
  - (10) USB-C to USB-C Cable Black 4ft
  - (10) USB-C to USB-C Cable White 4ft
  - (10) Audio MAXX Earbuds with Mic Black
  - (10) Audio MAXX Earbuds with Mic White
- DSC# 153279 • Vendor# POS-PLUS-V1  
ESRP \$1,089.45 • Cost \$545.27



## Performance for everyday productivity Surface Laptop Go 3

Power students' everyday productivity with an ultrathin design for when they're on the go or at their desk. The Surface Laptop Go 3 will exceed their expectations as they tackle projects and tasks throughout their day with professional-grade performance and all-day battery life.

### Why students want this new laptop:

- Efficient app performance with an Intel® Core™ i5 processor.
- Protected with chip-to-cloud security.
- Crisp and clear video calls.
- Vibrant 12.4-inch touchscreen display.

DSC# 161503 Vendor# XK3-00001 ESRP \$1,187.49



## Versatility for any challenge Surface Laptop Studio 2

Students can face any challenge head on with the power to achieve and the freedom to create. The Surface Laptop Studio 2 is the ultimate powerhouse for productivity delivering 2x more computing power and up to 2x more graphics performance.

**Stay productive all day** with up to 64 GB of LPDDR5 RAM and all-day battery life.

**Handle heavy workloads and multitasking** with up to 64 GB of LPDDR5 RAM, the latest 13th Gen Intel Core i7 processor built on the Intel® Evo™ platform, and cutting-edge NVIDIA laptop GPUs.

**Seamlessly transition** from a touchscreen laptop for heavy workloads, to a perfectly angled display for collaboration, to a portable canvas for brainstorming and notetaking.

DSC# 161521 Vendor# ZRG-00001 ESRP \$2,707.49



# READY, SET, PLAY

## ESPORT COLLEGE LEAGUES

### THE RISE OF ESPORTS

Esports have transformed casual video games to competitive leagues that are similar to traditional sports leagues. Esports college leagues have emerged as platforms where students showcase their gaming prowess and span a wide array of popular game titles, including League of Legends, Overwatch, Rocket League, and more. Students now have the chance to represent their colleges on a grand stage, competing against peers from other institutions. As a result, esports have also transformed how college stores stock gaming equipment.

### INCREASING DEMAND

Who are your potential customers and what do they want to see on social media? Conduct market research, analyze competitors, and engage with followers to understand what content resonates with them and develop a strategy for the apps your customers are most likely to use.

### INCREASING DEMAND

As students gear up to compete, the demand for high-quality gaming peripherals and equipment skyrockets. This increased demand translates into higher foot traffic and sales for these stores, and as stores invest in gamers, the gamers will invest back into stores.

In the dynamic realm of esports, a new phenomenon is taking center stage: college leagues. These leagues have not only transformed the college gaming landscape but have also impacted local stores that are stocking esports equipment. Let's explore how these leagues are shaping the gaming scene their local university stores.

### COMMUNITY ENGAGEMENT

Esports college leagues foster a sense of community among gamers, and college stores can tap into this sense of camaraderie by hosting pre-tournament gatherings, workshops, and events. These gatherings not only bring gamers together but also position the store as a hub for the local gaming community.

### DIVERSITY IN PRODUCT STOCKING

With a wider variety of games being played competitively, the need for specialized equipment has grown. College stores can expand their product offerings to cater to a range of gaming genres and titles and support their local leagues by ensuring they have everything aspiring esports athletes need to compete at their best.

### FINAL THOUGHTS

College leagues have become a driving force in the esports world, impacting local college stores and what they keep in stock. The intersection of competitive gaming and community engagement offers a unique opportunity for these stores to thrive by stocking gaming equipment for esports athletes. As esports continue to grow, local retailers can benefit by connecting with a growing audience of passionate gamers and solidifying their place in the esports ecosystem.

[Read full article](#)

SONY®

# Their World, Nothing Else

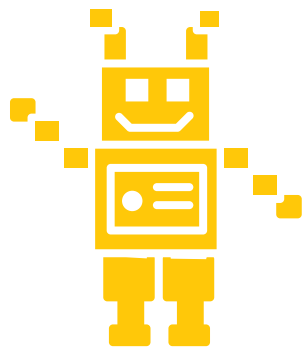
## Sony Wireless Noise Canceling Headphones

Sony rewrites the rules for distraction-free listening with industry-leading noise cancellation. Sony headphones provide awe-inspiring audio quality, unprecedented noise cancellation, and exceptional call quality.

- 1 WH-1000XM5 Wireless Noise Cancelling Headphones**  
With a newly developed driver and DSEE – Extreme and Hi-Res audio support, this headphone boasts unprecedented noise cancellation and exceptional sound quality.  
DSC# 157277 Vendor# WH1000XM5/B ESRP \$545.25 Cost \$369.39
- 2 WH-XB910N Wireless Headphones**  
Gamers can shut out the world with next level noise cancelation and impressively deep, punchy bass. With up to 30 hours of battery life, they can game uninterrupted.  
DSC# 157275 Vendor# WHXB910N/B ESRP \$340.78 Cost \$207.65
- 3 Wireless Noise Cancelling Headphones**  
Level-up gaming comfort with Sony's lightest Wireless Noise-Cancelling headband ever and up to 35-hour battery life with quick charging.  
DSC# 158759 Vendor# WHCH720N/B ESRP \$204.46 Cost \$138.49
- 4 Wireless Headphones with Mic**  
With up to 50-hour battery life and quick charging, these headphones with a mic are designed to be lightweight and comfortable for all-day use.  
DSC# 158758 Vendor# WH-CH520/B ESRP \$81.78 Cost \$49.82



# BONUS ROUND: GET TO KNOW GAMERS



## CHOOSE YOUR CHARACTER: WHO IS GAMING?

- Smartphone players:  
**55% male, 45% female**
- PC/Laptop players:  
**61% male, 39% female**
- Console players:  
**60% male, 40% female**
- Esports viewers:  
**65% male, 35% female**
- Livestream viewers:  
**63% male, 37% female**



## WELL PLAYED: GAMING MOTIVATIONS

- Social (working with and/or against other players)
- Achievement
- Action
- Mastery (being strategic to complete milestones)
- Creativity
- Immersion (playing in fantasy and story-oriented worlds)



## PLAYER 1, PRESS START: GAMERS ON SOCIAL MEDIA

- The most popular social media platforms for gamers are:
- Twitch
  - Twitter
  - YouTube
  - Discord
  - Reddit



# 40% More Efficient than traditional wall chargers

LBT Ultra-Fast mini line up introduces GaN technology to improve charging speeds while keeping their device safe from overheating.

**Efficiency and Safety:** Gallium Nitride (GaN) produces less heat, allowing products to be compacted into a smaller form factor while maintaining the same efficient charging speeds in a smaller case.

**Minimized Carbon Footprint:** GaN technology reduces the carbon footprint by 30% per product while producing the same power output.

**Travel-friendly:** GaN Chargers travel lightly with their 30% smaller form factor.



# Dare to color outside the lines with uni-ball favorites.



## uni-ball Signo 207 Retractable Gel Pen

Formulated for consistently smooth ink flow, the SIGNO 207 ensures that every word is brilliantly communicated. Features innovative Super Ink that protects against water, fading, and fraud as well as stylish metallic accents with a high-quality finish.

**DSC# 142131**  
**Vendor# 33957PP**  
**Min 6**  
**ESRP \$6.95**  
**Cost \$3.70**



## uni-ball EMOTT Ever Fine Fineliner Pen

This sleekly designed fine liner pen has a comfortable square barrel and delivers fade-proof vibrance and definition.

**DSC# 152397**  
**Vendor# 24835**  
**Min 10**  
**ESRP \$28.19**  
**Cost \$13.74**



## uni-ball Spectrum Retractable Gel Pen

Features even-flowing, innovative Super Ink technology and a comfortable rubber grip to ensure comfort for extended writing and creating.

**DSC# 153866**  
**Vendor# 70230**  
**Min 6**  
**ESRP \$10.99**  
**Cost \$5.37**

**uni-ball®**

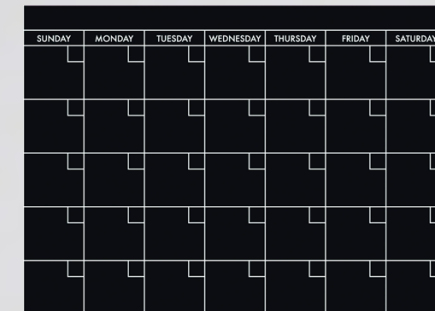
# Add personality to their walls today with RoomMates Wall Decals

Update any space, dorm rooms, offices, and classrooms, with RoomMates Peel and Stick Wall Decals. Simply peel and stick to any smooth, flat surface for instant results. Remove, reposition and reuse as often as needed. No sticky residue, hooks, or holes are left behind.



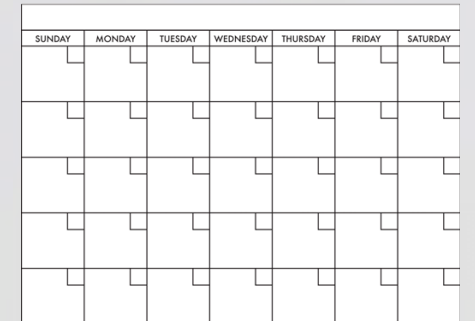
## Blush Beauty Dry Erase Peel and Stick Calendar

**DSC# 161183**  
**Vendor# RMK4489SCM**  
**Min 1 • ESRP \$23.16 • Cost \$11.65**



## Basics Dry Erase Calendar Giant Peel and Stick Wall Decal

**DSC# 154242**  
**Vendor# RMK4286GM**  
**Min 1 • ESRP \$25.89 • Cost \$13.02**



## Chalk Calendar Giant Peel and Stick Wall Decal

**DSC# 154244**  
**Vendor# RMK4921GM**  
**Min 1 • ESRP \$25.89 • Cost \$13.02**

