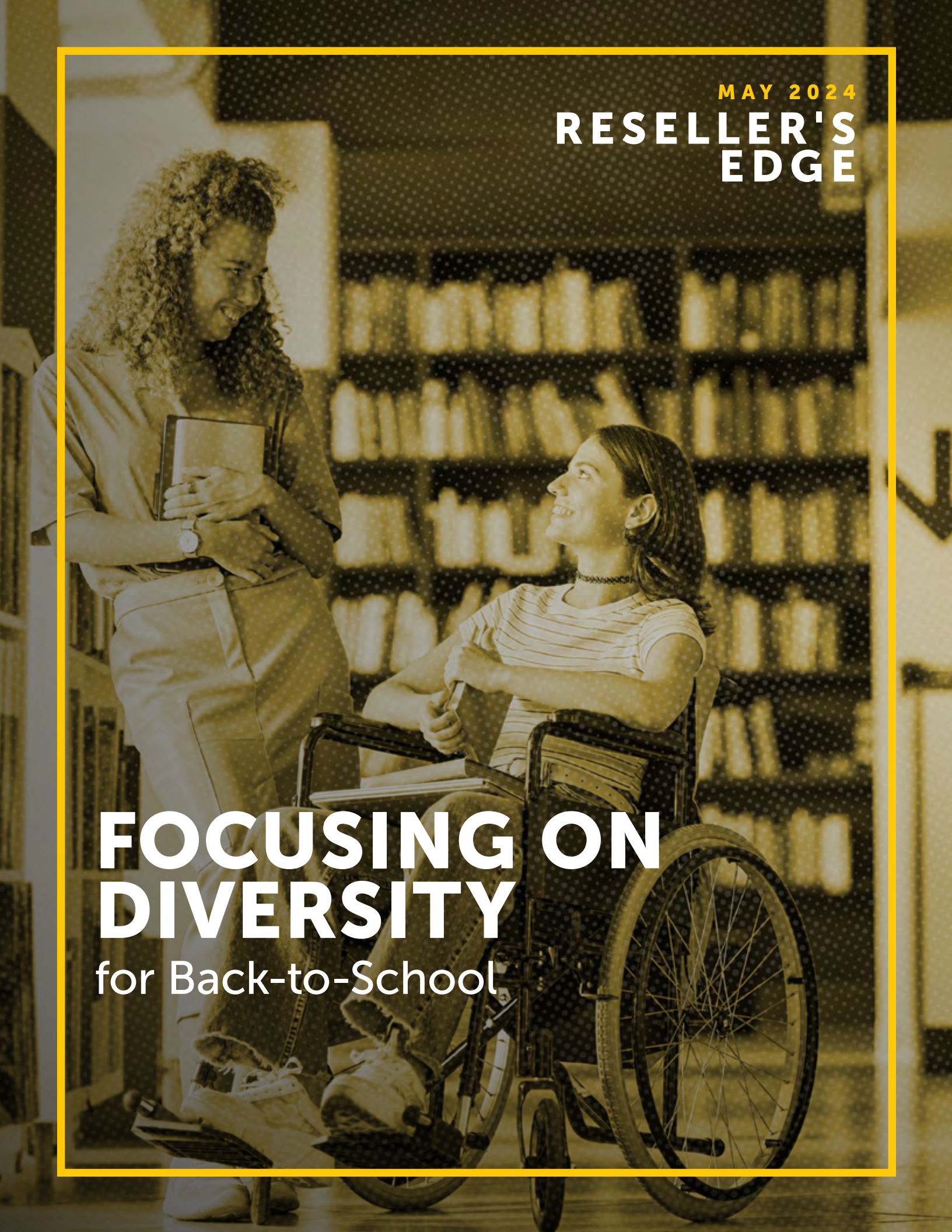


MAY 2024

RESELLER'S
EDGE

FOCUSING ON DIVERSITY

for Back-to-School



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- 1** **Roaring Spring Blue Examination Book**
DSC# 89036 | SRP \$0.60
- 2** **Skullcandy Jib In-Ear Bud w/Mic**
DSC# 117614 | SRP \$9.99
- 3** **Duracell Coppertop Alkaline Battery AAA 4pk**
DSC# 56108 | SRP \$7.42
- 4** **Maxell Alkaline Batteries AA 4Pk**
DSC# 29049 | SRP \$3.49
- 5** **Duracell Coppertop Alkaline Battery AA 4pk**
DSC# 56104 | SRP \$7.42
- 6** **TI 30XIIS Scientific Calculator**
DSC# 10017 | SRP \$17.00
- 7** **Roaring Spring Wirebound Notebook**
DSC# 141655 | SRP \$2.31
- 8** **Sharpie Permanent Marker**
DSC# 56215 | SRP \$1.99
- 9** **TI 36X Pro Solar Scientific Calculator**
DSC# 10165 | SRP \$25.00
- 10** **BIC Xtra Life Mechanical Pencil 5pk**
DSC# 74062 | SRP \$3.53



TOP SELLERS

FACTOIDS

41% of consumers will stop purchasing from a brand if they perceive its advertising to be lacking diversity.

Accenture

Brands that demonstrate diversity and inclusion in their advertising can appeal to younger demographics, such as millennials and Gen Z, who are more diverse and place a high value on inclusivity.

64% of consumers say that they are more likely to trust a brand if they perceive them as being diverse or inclusive.

Google

Diverse marketing campaigns have the potential to reach wider audiences.

85% of respondents believe it's important for companies to have a diverse and inclusive workforce.

Deloitte

Brands that prioritize diversity and inclusivity in their marketing efforts are more likely to build positive brand reputation and loyalty among consumers.

By incorporating diverse viewpoints and experiences, companies can develop marketing strategies that resonate with a wider range of audiences and address their diverse needs and preferences.

Gender-diverse companies are 15% more likely to outperform their respective national industry medians.

McKinsey

70% of consumers in the U.S. and Canada expect companies to promote diversity and inclusion in their advertising.

Adobe

Diverse teams and perspectives foster innovation and creativity.



WEAR IT YOUR WAY

JBL Soundgear Sense

JBL Soundgear Sense true wireless open-ear headphones feature JBL Open Sound Technology which provides a natural sound experience, with almost zero sound leakage. Thanks to this innovation, the sound pressure is directed through waves towards the ears, and at the same time an opposite phase reduces sound dispersion. Students can enjoy their music while the Soundgear Sense rests on the curve of the ear without obstructing the ear canal, so that they can hear both their sound and the world around in full comfort.

Color	DSC#	SRP \$149.95
Black	163227	
White	163228	



HIGHLY

ADAPTABLE

A DETACHABLE NECKBAND

FLEXIBLE, ROTATING EAR HOOKS

CUSTOMIZABLE INTUITIVE TOUCH CONTROLS

IP54 RATING FOR SWEAT OR LIGHT RAINFALL

Step Up Your Math Game

Texas Instruments' Cutting-Edge Graphing Calculators

- » Easily scroll, review, and edit current or previous entries.
 - » Perform a variety of conversions and advanced calculations.
 - » See both equation and answer.
 - » Solar and battery powered.
-
- » Adds, subtracts, multiplies, and divides fractions entered in traditional numerator/denominator format.
 - » Performs trigonometric functions, logarithms, roots, powers, reciprocals, and factorials.
 - » Polar/rectangular conversions.
 - » One-variable statistics include results for mean and standard deviation.
-
- » Profitability calculations: cash flow function calculates NPV and IRR for uneven cash flows.
 - » Time-value-of-money and amortization keys solve problems including pension calculations, loans, mortgages, etc.
 - » List-based statistics basic functions allow addition and storing of data with four types of regression.
 - » Four different methods for calculation depreciation, remaining book value and remaining depreciable value.

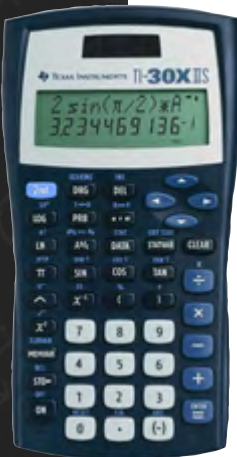


TI 30Xa™ Scientific Calculator

Math, Science, & Statistics classes

Scientific calculator built to last.

DSC# 10119
SRP \$15.00

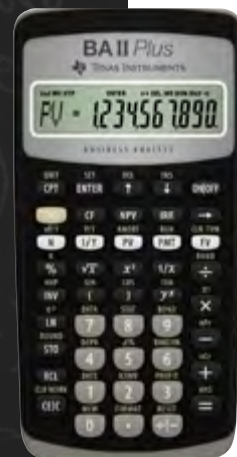


TI 30XIIS™ Scientific Calculator

Math, Science, & Statistics classes

2-line scientific calculator with advanced features.

DSC# 10017
SRP \$17.00



TI BA II Plus Financial Calculator

Approved for use on the CFA, FRM and Actuary exams

Bestselling financial calculator in the US and Canada.

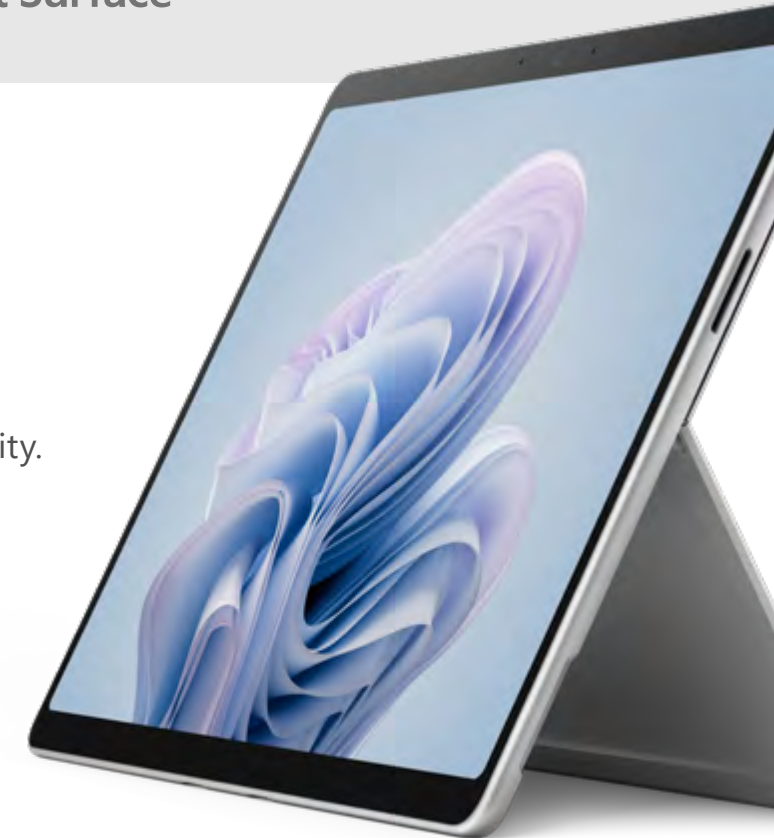
DSC# 10063
SRP \$45.00

Boost productivity and creativity

Surface Pro 10 is a no-compromise device, bringing a new level of productivity and versatility. With the power of AI assistance from Microsoft Copilot and the innovation in Windows 11 Pro, Surface Pro 10 unlocks the ability to be more productive than ever before.

Surface Pro 10

DSC# 163988 | SRP \$1,139.99



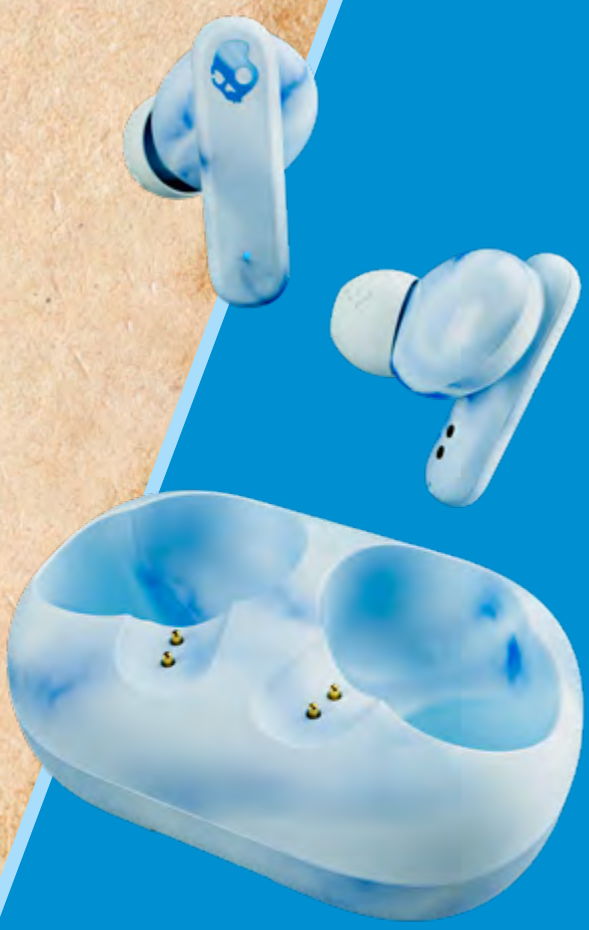
Get up to two-times faster performance

Surface Laptop 6 is the ultimate laptop, powered by the latest Intel® Core™ Ultra H-Series processors and designed with improved thermal capacity to deliver incredible performance.

Surface Laptop 6

DSC# 163914 | SRP \$1,139.99





Big Sound. Tiny Impact.

From the outset, Skullcandy EcoBuds were designed to reduce their impact at every stage of the process without compromising the sound, the look, or the fun. The result is a 50% reduction in EcoBuds' carbon footprint* plus legendary Skullcandy sound and style.

DSC# 163472 | SRP \$39.99



Bluetooth® v5.2



Up to 8hrs of total battery in Earbuds with battery-free charging tray



IPX4 sweat and water resistant



Premium audio quality with music, bass boost and podcast EQ modes



USB-C rapid charging



Made from 65% certified recycled plastics and 100% recyclable packaging



*Versus comparable products. Measured using Ecochain to calculate upstream scope 3 emissions.

MDR-ZX110NC Noise Canceling On-ear Headphones

Perfect for a life on the go, these headphones deliver a remarkable, noise-free audio experience that **reduces ambient noise up to 95%**. The pressure-relieving ear cushions provide **long-term comfort** and the swiveling earcups fold into a compact form for portability.

DSC# 104096 | SRP \$49.99

WH-CH720N Wireless Noise Canceling Headphones

Sony's lightest Wireless Noise-Canceling headband ever with adjustable ambient sound mode and adaptive sound control features. Up to **35-hour battery life** with quick charging and crystal clear **hands-free calling** and voice assistant with Precise Voice Pickup technology.

DSC# 158759 | SRP \$149.99

WH-1000XM4 Wireless Premium Noise Canceling Headphones

Sony's intelligent industry-leading noise canceling headphones with **premium sound** elevate the listening experience with the ability to personalize and control everything. Get up to 30 hours of battery life with **quick charging** capabilities, enjoy an enhanced Smart Listening feature set, and carry conversations hands-free with speak-to-chat.

DSC# 145757 | SRP \$349.99



THE ULTIMATE SYMPHONY OF SILENCE

Sony Noise Canceling Headphones





PROMOTING DEI IN YOUR STORE: 8 TIPS FOR STORE OWNERS

Promoting Diversity, Equity, and Inclusion (DEI) as a college store owner is not only a responsible business practice but also contributes to a positive and inclusive environment. Here are 8 tips to help you promote DEI in your store:

Read the full article at retailconnection.dstewart.com ›

1 EDUCATE YOURSELF AND YOUR TEAM

Most of us are still learning and it's valuable for you as a store owner to stay informed about diversity issues and best practices in promoting inclusivity. You can also provide training for your retail staff on topics like unconscious bias, cultural competency, and inclusive communication to help create the best environment for everyone.

2 CREATE A DIVERSE WORKFORCE

Implementing inclusive hiring practices is key to fostering a diverse team at your store. You can do this by actively seeking and recruiting candidates from different backgrounds, cultures, and experiences.

3 OFFER INCLUSIVE PRODUCTS AND SERVICES

Your product range should cater to a broad customer base, and you should consider the needs of students at your school when selecting products. When working on your advertising and marketing, make sure you avoid stereotypes and consider how you can emphasize diversity.

4 CULTIVATE AN INCLUSIVE ENVIRONMENT

One way you can create a welcoming and inclusive physical and online space is using inclusive language in all store communications and signage. Make sure you also encourage feedback from your customers and employees on the inclusivity of your store to best improve the experience for everyone.

5 COMMUNITY ENGAGEMENT

If you want to go the extra mile, work on building relationships with diverse community organizations. You can sponsor and participate in events that celebrate diversity and support local causes and charities that promote inclusivity. Encourage your staff to join you in this engagement.

6 ACCESSIBILITY

Ensure that your physical and online store is accessible to people of different cultures by providing information and support in multiple languages if applicable. Consider adopting braille and hearing assistance technology where applicable as well to accommodate for people with disabilities. You should also be training all your staff on accommodating customers with different needs.

7 REVIEW AND REVISE POLICIES

Regularly review your policies to identify and eliminate potential biases while also being transparent about your commitment to DEI through your communications and policies.

8 COMMUNICATE YOUR COMMITMENT

It's important to clearly communicate your commitment to DEI to customers, employees, and the school. Not only does this create transparency, but it will encourage students from different backgrounds as well. Consider also sharing success stories from your efforts!

FINAL THOUGHTS

Remember that promoting diversity, equity, and inclusion is an ongoing process that requires dedication and continuous improvement. By fostering an inclusive environment, you not only contribute positively to society but also create a stronger and more resilient store.



Make it STICK

Bestselling Post-It Notes for Back-to-School



Post-it To-Go Flags

Highlight what is important wherever they are! This handy, portable pack helps call attention to specific information when students are studying on the go.

DSC# 58628 SRP \$5.23

Post-it Sticky Notes

Ideal for indexing, flagging, tabbing, and prioritizing. The parchment-like paper adds textured feel for an upscale, professional look.

DSC# 58216 SRP \$4.40

Post-it Transparent Notes

These Transparent Notes can be used in books, crafts, or other projects where students need to make notes on items and see underneath easily. Great for studying!

DSC# 153786 SRP \$3.99

Post-It Super Sticky Notes Cube

With over 2X the sticking power, students' messages will stay front and center. In this fun cube format featuring 360 sheets, students will always have a note close by for quick memos and reminders. Great for vertical surfaces in dorms like walls, doors and more.

DSC# 162841 SRP \$7.99

DIVERSITY IN YOUR MARKETING

Your Content

Do your images include all different types of people, whether race, culture, gender, or size? Does your copy reflect inclusive language for LGBTQ+, different abilities, etc.?

Your Team

Having people with different perspectives speaking into your marketing will better equip you to create content that connects with your customers.

Your Collaborations

When looking to incorporate influencer marketing or other content contributors, prioritize collaborating with creators from minority, underrepresented, and marginalized groups

Your Inspiration

There are many brands with excellent representation in their marketing and company that you can turn to for inspiration.