

## Getting to Know the Non-Traditional Student



Page 1

New merchandisers from OnHand

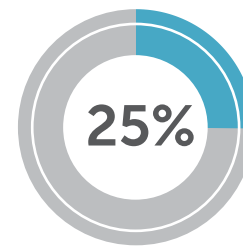
Page 4

Finally, a stylus made for smartphones



Nearly half of all undergraduate students enrolled in higher education today are classified as non-traditional students

Source: npr.org



25% of today's higher education students are over the age of 25.

Source: npr.org



# Inclined to Innovate

## Connecting Your Students to Their Devices



### TYLT Smart Charger 1.5x

3350mAh battery provides up to 1.5 full charges. PowerProng Technology fully charges the internal battery in 2.5 hours. SmartDetect USB port charges devices up to 2.4x Faster. Intelligent power routing prioritizes power to device.

DSC# 104945 | Vendor# SC1XSL-T | Min 1  
ESRP \$51.99 | Cost \$32.83

### TYLT FLYP-DUO

The FLYP-DUO is the most convenient cable your students will ever use. Whether charging or syncing, the patented reversible USB design is always going the right way to easily plug in. The 2-in-1 connector makes the FLYP-DUO compatible with almost any mobile device. Equipped with both micro-USB and Apple Lightning connectors the FLYP-DUO is the ultimate solution for any Apple user who also carries Bluetooth devices or power banks that charge through micro-USB.

DSC# 104946 | Vendor# C-MICDUO1MBK-T | Min 1  
ESRP \$38.99 | Cost \$19.70



### TYLT FLYP

Tangle-free soft touch cable: no messy excess. Students can charge their mobile device via any USB power source, such as a USB car charger, home charger, PC, or laptop. They can sync their mobile devices with their PC or laptop and transfer data such as music and video. 3.3ft (1M) Flat ribbon cable design. Support up to 3A of current. All connectors are reversible.

DSC# 104947 | Vendor# C-C1MBK-T | Min 1  
ESRP \$32.49 | Cost \$16.41



# New from OnHand!

Impulse Merchandisers are compact countertop displays that merchandise OnHand's top selling products. Designed to help sell tech at checkout.



## BEST SELLERS IMPULSE BUNDLE

Contains: 12 Everlasting Lightning Cables (Black), 12 Everlasting Lightning Cables (Blue), 12 Everlasting Micro USB Cables (Black), and 6 Wall Outlets with Dual USB Ports (Black).

DSC# 106680 | Vendor# BS-IMOH  
Min 1 | ESRP \$1,036.90 | Cost \$544.03



## POWER PACK IMPULSE BUNDLE

Contains: 6 Portable Power Sticks (Black), 6 Portable Power Sticks (Blue), 12 Everlasting Lightning Cables (Black), and 12 Everlasting Lightning Cables (Blue).

DSC# 106681 | Vendor# PP-IMOH  
Min 1 | ESRP \$935.57 | Cost \$538.26

## ALSO AVAILABLE:

**IMPULSE MERCHANDISER DSC# 106679 - FREE with at least \$550 of OnHand purchased!**

**THE ALL BLACK IMPULSE BUNDLE** Contains: 12 Everlasting Lightning Cables (Black), 12 Everlasting Micro USB Cables (Black), 6 Wall Outlets with Dual USB Ports (Black), and 12 Portable Power Sticks (Black).

DSC# 106682 | Vendor# AB-IMOH | Min 1 | ESRP \$1,036.90 | Cost \$548.67





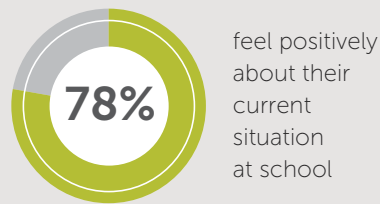
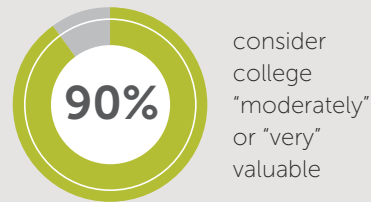
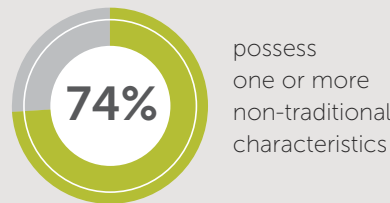
Enrollment of non-traditional students is projected to increase more than twice as fast as traditional students from 2012-2022. It is crucial for retailers to understand the unique set of challenges non-traditional students face and acknowledge their specific needs in order for these students to be successful in their academic journey.

**Non-traditional students identify with at least one of the following criteria:**

- Age 25+
- First-generation (parents/siblings did not attend)
- Works full-time (35+ hours/week)
- Has dependents
- GED or other nonstandard high school diploma
- Veteran
- Re-entry student (non-consecutive enrollment)
- Distance learning or online

**Over half describe themselves as:**

- Academically successful
- Motivated
- Optimistic

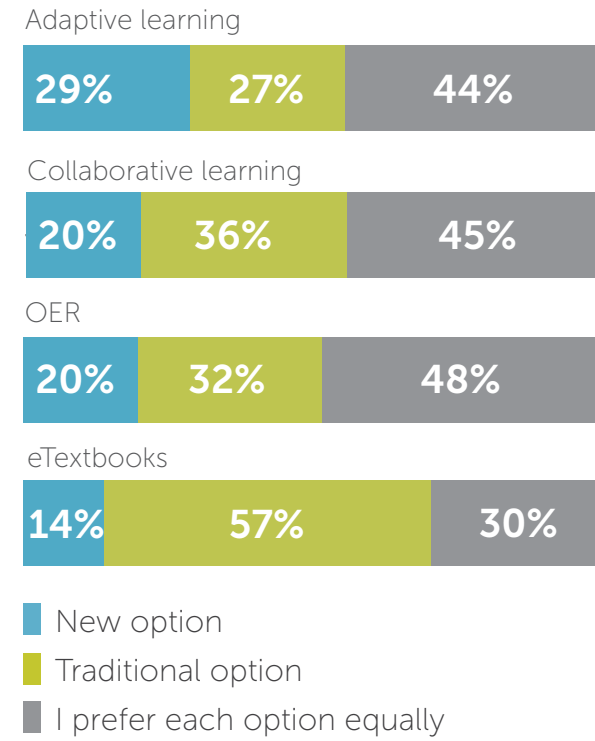


*Try this:*  
Understand your non-traditional students' unique challenges and suggest new approaches to make their lives better.

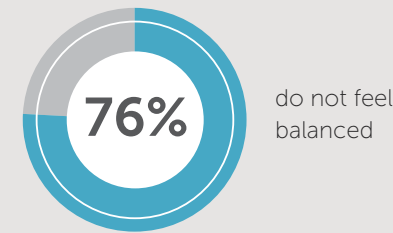
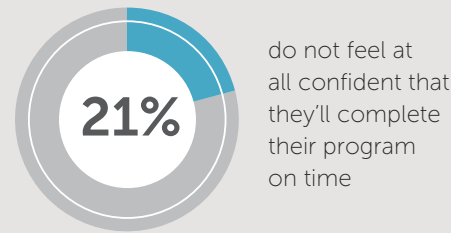
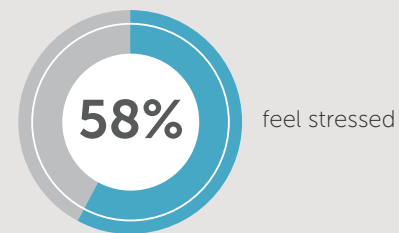
Source: godigitalmarketing.com

*Try this:*  
Guide your non-traditional students through their purchase decisions to relieve some of their stress; show you care.

**Digital Learning: Method Preferred**

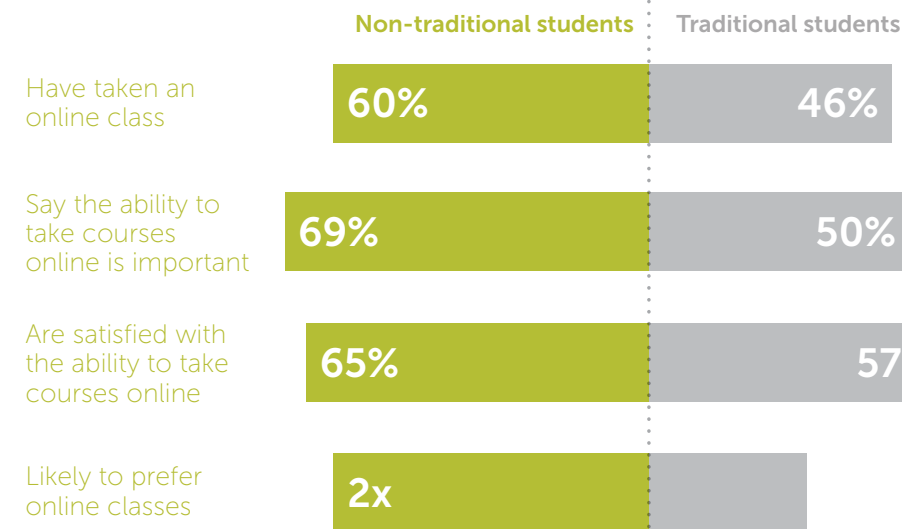


Keep aware of what your non-traditional students prefer and need from you.



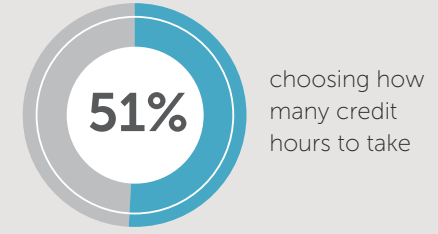
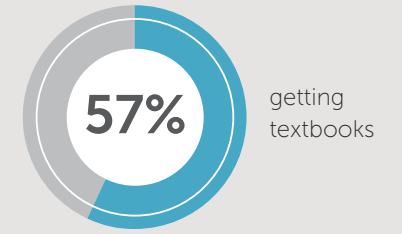
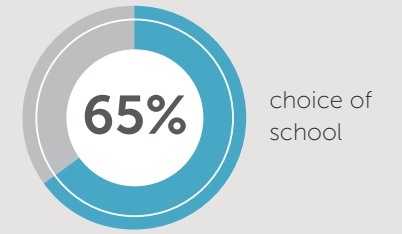
**Traditional Student Persona    Non-Traditional Student Persona**

Traditional Student Persona	Non-Traditional Student Persona
18 Age 25+	18 Age 25+
Immediately after high school	Enrolled in School
Attends college full-time	Enrollment Status
Classroom courses	Class Preference
Works part-time or not at all	Employment Status
Financially dependent on family	Financial Situation
Looking to get a good job in a specific field	Motive
Cost, financial aid offering and academic reputation	Priorities in Selecting a College
	Later in life
	Attends college part-time
	Online or hands-on classes
	Works full-time
	Financially independent
	Looking to change/advance career or obtain credential
	Convenience, flexible completion, and work schedule



Source: CLASP Center for Postsecondary and Economic Success.

**Areas Impacted by Finances**





Non-traditional students are more likely to have taken an online class – 42% took at least one class online just in the last semester.

Source: Barnes & Noble College Insights



70% of non-traditional students say they are moderately or very comfortable with digital learning options.

Barnes & Noble College Insights

# Style Your Life

## Finally, a Stylus made for Smartphones



### Adonit Snap Stylus

Finally, a stylus made specifically for smartphones. Snap was engineered to be incredibly thin, and magnetically attaches to the smartphone for easy access on the go.

### Snap Photos

Connect Snap with Bluetooth to take photos and selfies with the press of a button.

### Fine Point

The 1.9mm tip provides unparalleled mobile precision for natural writing and drawing.

### Compatibility

Snap works on iPhone 5 and newer and Android 5.0 and newer.

### Rechargeable

Snap's micro USB charger plugs into any USB port.

DSC#	COLOR	VENDOR#
105658	White	ADSW
105657	Black	ADSB
105659	Bronze	ADSRG

ESRP \$45.49 | COST \$29.03



### Adonit Dash 2 Fine Point Stylus

With a simple click, Dash is ready to write, sketch, and highlight, making it our quickest, most intuitive stylus to date.

### Write & Draw

A fine point stylus gives them the ability to achieve a new level of detail and accuracy on a touchscreen.

### Fine Point

The improved 1.9mm tip creates a paper-like drag that's more precise and responsive than ever before.

### Click On

No need to connect - just open any note taking or sketching app and begin.

### Compatibility

Dash 2 works on all iOS and Android touch screens.

### Design

The Dash 2's aluminum body and sleek, ergonomic design make it an iconic multimedia tool. Dash 2 is as pleasing to the eye as it is to the hand.

### Rechargeable

Power on for up to 14 hours of continuous use. Recharge within 45 minutes.

DSC#	COLOR	VENDOR#
105645	Black	ADJD2BL
105646	Silver	ADJD2S
105647	Bronze	ADJD2BR

ESRP \$64.99 | COST \$36.75

# NOT VODKA

## Join the Movement

### Help Hydrate Humanity



These bottles are not only vacuum insulated and copper lined, keeping drinks cold for 30 plus hours; but they also have a great message. Not Vodka celebrates the uniqueness in all of your students, allowing them to express their individuality with an array of bright color options. Students will take their beverage everywhere knowing they are giving generously to help the global water crisis. BPA and BPS free, and non-toxic.

Color	Size	DSC#	Vendor#	Min	SRP	Cost
Glossy White	17oz	106326	NV-S17oz-W1	1	\$32.49	\$21.46
Matte Black	17oz	106325	NV-S17oz-B1	1	\$32.49	\$21.46
Neon Orange	17oz	106328	NV-S17oz-O1	1	\$32.49	\$21.46
Neon Pink	17oz	106329	NV-S17oz-P1	1	\$32.49	\$21.46
Sea Foam	17oz	106327	NV-S17oz-SF1	1	\$32.49	\$21.46
Glossy Blue	25oz	104591	NV-S25oz-BL1	1	\$41.60	\$27.47
Glossy Red	25oz	104592	NV-S25oz-R1	1	\$41.60	\$27.47
Glossy White	25oz	104590	NV-S25oz-W1	1	\$41.60	\$27.47
Matte Black	25oz	104589	NV-S25oz-B1	1	\$41.60	\$27.47
Neon Orange	25oz	104595	NV-S25oz-O1	1	\$41.60	\$27.47
Neon Pink	25oz	104594	NV-S25oz-P1	1	\$41.60	\$27.47
Sea Foam	25oz	104593	NV-S25oz-SF1	1	\$41.60	\$24.74



## No Space? No Problem. HUK it!

Designed to save space, create portability, and provide a unique TV viewing experience.



### What is the HUK™ bracket?

The HUK TV Mount is a two bracket fixed mounting system designed with ease of use, limited space, and portability in mind. It is perfect for any small space such as dorm rooms, garages, apartments, or simply any place your user would enjoy watching TV. The HUK TV Mount is unlike any other TV mount on the market since it does not require damaging drilling into walls. HUK is perfect for lofted beds, railing, ladders, bars, and more. HUK is manufactured in America using the highest quality aircraft-grade aluminum anodized to military specifications. VESA compliant for TVs 12" - 42".

DSC# 103659 | Vendor# HUK00DS | Min 1 | ESRP \$45.49 | Cost \$19.94





1418.01.2017

happy plugs  
STOCKHOLM



## COMBINING JEWELRY AND FUNCTION Introducing the Ear Piece Wireless



### EAR PIECE WIRELESS

Happy Plugs proudly presents its new flagship product – the Ear Piece, a wireless headphone that fuses state-of-the-art technology and minimalistic Swedish design with the ability to transform the headphones into a necklace when not using them. The Ear Piece is elegant and styled like a piece of jewelry that lets users move freely with Bluetooth and control calls and music on all their devices.

The Ear Piece – necklace and headphones combined and the only headphone your users will never hide away in a bag or pocket. Designed with faceted clean lines, refined metal looks, and a distinctive silhouette combined with a beautiful balanced sound experience, this addition to a wardrobe is the most justified accessory to date.

COLOR	DSC#	VENDOR#
White	105006	7850
Black	105007	7851

ESRP \$116.99 | Cost \$59.09

