

Getting to Know the Non-Traditional Student



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Stay loud with Skullcandy

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from OnHand

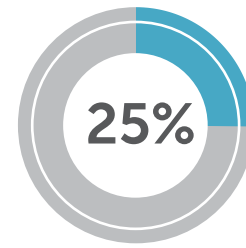
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smartphones



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

LIFE WITH NO LIMITS



DEEPLY IMMERSIVE AUDIO

CRUSHER WIRELESS



Crusher wireless takes your students' media to the next level with all-new stereo haptic bass that delivers deeply immersive dual-channel bass they can feel. And with up to 40 hours of rechargeable battery life, your students can enjoy days of Bluetooth listening before needing to plug in. Black.

DSC# 80059 | Vendor# S6CRW-K591 | Min 1
SRP \$149.99 | Cost \$88.05



METHOD WIRELESS



Raise the bar with a secure and wireless bud that breaks barriers. Experience the secure fit and sweat resistance of our most popular sport earbud - now with Bluetooth functionality built into a flexible around-the-neck collar. It's the perfect balance of fit and function.



Color	DSC#	Vendor#	Min	SRP	Cost
Black/Swirl	80135	S2CDW-J523	1	\$59.99	\$35.85
Navy/Blue	80134	S2CDW-J477	1	\$59.99	\$35.85





90% of non-traditional students ranked finances as their top challenge in attending college.

Source: Barnes & Noble College Insights



More than 25% of higher education students are parents.

Source: CLASP Center for Postsecondary and Economic Success

READY TO TAKE ON THE NEXT ADVENTURE



JBL Charge 3 Bluetooth Speaker

JBL Charge 3 is the ultimate, high-powered portable Bluetooth speaker with powerful stereo sound and a power bank all in one package. The Charge 3 takes the party everywhere, poolside or in the rain, thanks to the waterproof design, durable fabric and rugged housing. Its high-capacity 6,000mAh battery provides 20 hours of playtime and can charge your students' smartphones and tablets via its USB output. A built-in noise and echo-cancelling speakerphone gives them crystal clear calls with the press of a button.

Color	DSC#	Vendor#
Black	95564	JBLCHARGE3BLKAM
Blue	105382	JBLCHARGE3BLUEAM
Gray	105383	JBLCHARGE3GRAYAM
Min 1 SRP \$149.95 Cost \$97.78		



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 | SRP \$797.58 | Cost \$399.96



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 | SRP \$719.64 | Cost \$393.84

ALSO AVAILABLE:

IMPULSE MERCHANDISER DSC# 106679 - FREE with \$450 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 | SRP \$797.58 | Cost \$399.96

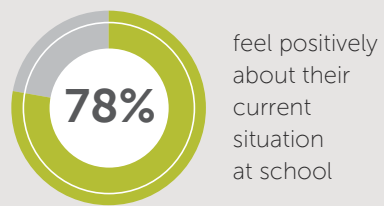
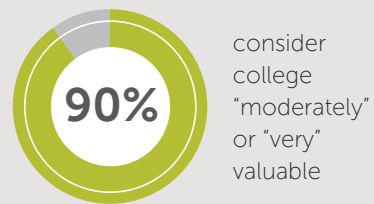
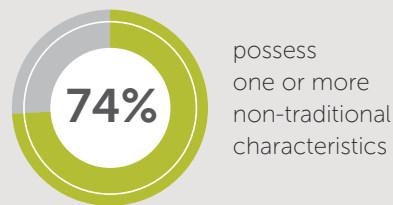
Enrollment of non-traditional students is projected to increase more than twice as fast as traditional students from 2012-2022. It is crucial for retailers to understand the unique set of challenges non-traditional students face and acknowledge their specific needs in order for these students to be successful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



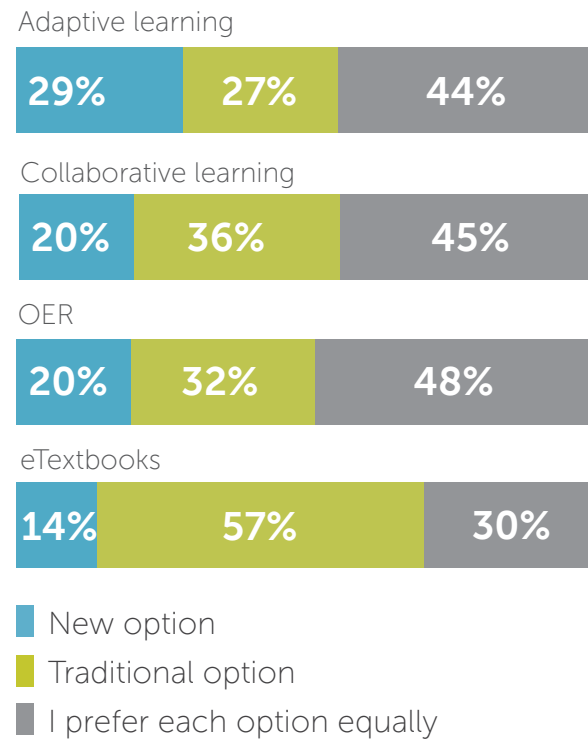
Try this: Understand your non-traditional students' unique challenges and suggest new approaches to make their lives better.

Source: godigitalmarketing.com

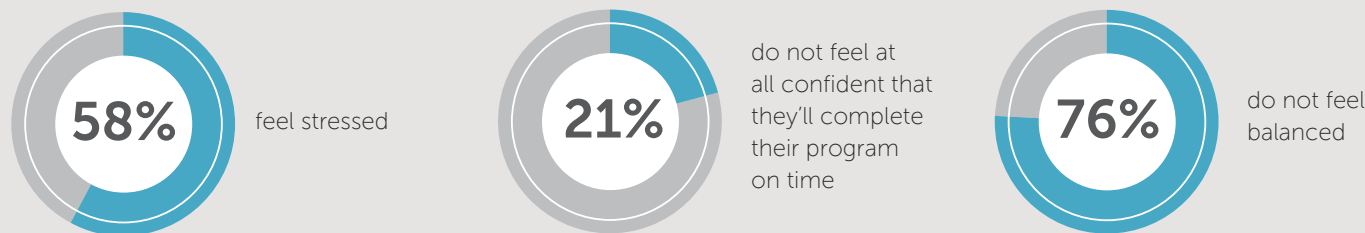
Traditional Student Persona Non-Traditional Student Persona

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

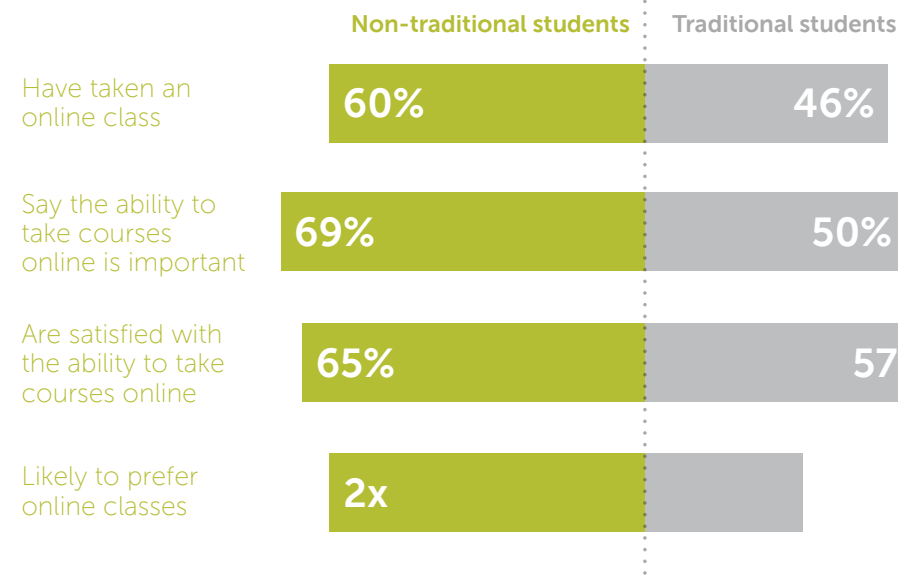
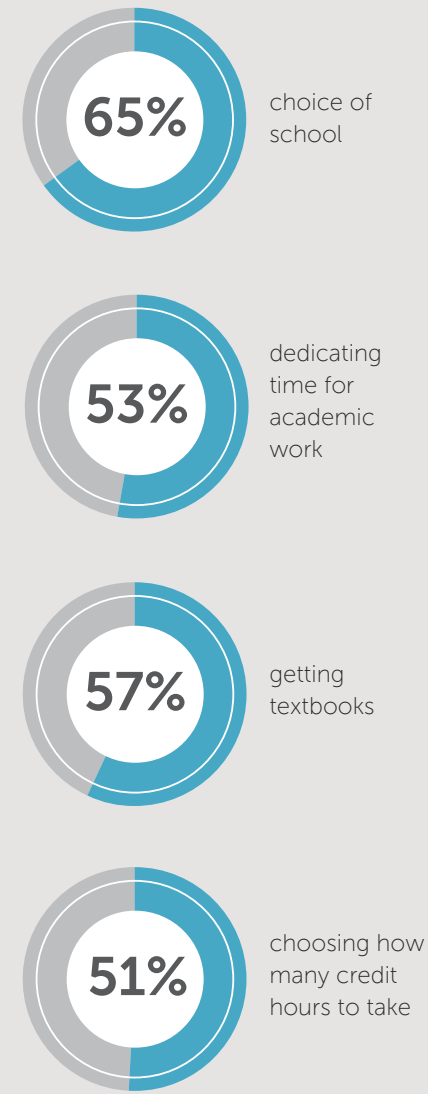
Digital Learning: Method Preferred



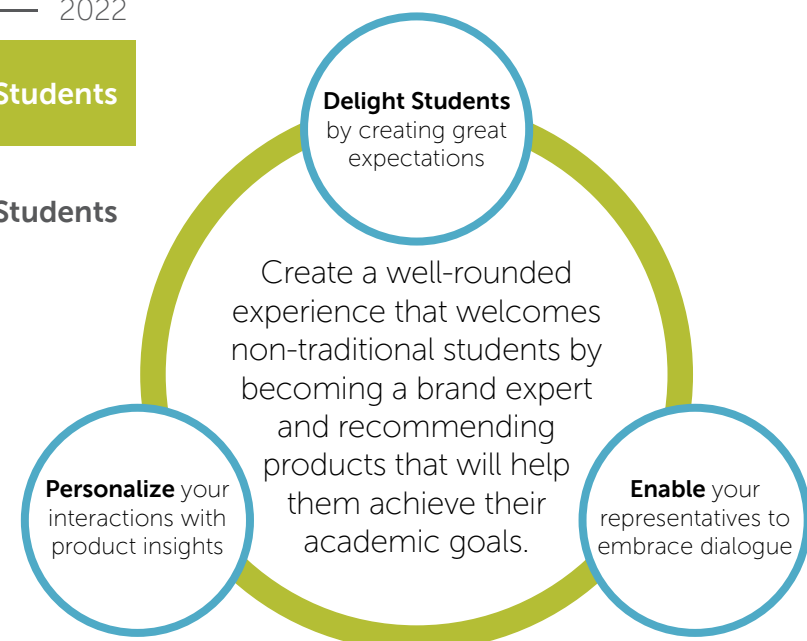
Keep aware of what your non-traditional students prefer and need from you.



Areas Impacted by Finances



Source: CLASP Center for Postsecondary and Economic Success.





Traditional students are more likely to attend college because of family expectations or for social reasons.

Source: Barnes & Noble College Insights



Non-traditional students are more likely to attend college in order to change careers, set a good example for their families, and earn money.

Source: Barnes & Noble College Insights



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
SRP \$39.99 | Cost \$25.00

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
SRP \$29.99 | Cost \$15.00



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
SRP \$24.99 | Cost \$12.50



The Next Adventure Awaits

Charge Devices Anywhere



Addressing the ever growing issue of blending a modern lifestyle in the age of mobile technology with the drive to be outdoors; Outdoor Tech allows your students to stay connected, but not tethered.

Outdoor Tech KODIAK MINI 2.0 USB Power Bank

Is recharging your students' second love? Impervious to the elements and lighting the user's way, the Kodiak Mini 2.0 is a 2600mAh universal USB powerbank with a flashlight, what's not to love? 4 LED lights provide a bright 65 lumen flashlight and fuel gauge. Fully waterproof to IPX7 standard (IPX6 with lid off). Slim and flat polymer cell.

Color	DSC#	Vendor#
Blue	100744	OT2700-EB
Red	100746	OT2700-R
Black	100743	OT2700-B
Gray	100745	OT2700-GR
Min 1	SRP \$24.95	Cost \$16.08



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

SRP \$34.99 | COST \$21.77



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

SRP \$49.99 | COST \$27.99

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	\$24.99	\$14.88
Matte Black	17oz	106325	NV-S17oz-B1	1	\$24.99	\$14.88
Neon Orange	17oz	106328	NV-S17oz-O1	1	\$24.99	\$14.88
Neon Pink	17oz	106329	NV-S17oz-P1	1	\$24.99	\$14.88
Sea Foam	17oz	106327	NV-S17oz-SF1	1	\$24.99	\$14.88
Glossy Blue	25oz	104591	NV-S25oz-BL1	1	\$32.00	\$19.05
Glossy Red	25oz	104592	NV-S25oz-R1	1	\$32.00	\$19.05
Glossy White	25oz	104590	NV-S25oz-W1	1	\$32.00	\$19.05
Matte Black	25oz	104589	NV-S25oz-B1	1	\$32.00	\$19.05
Neon Orange	25oz	104595	NV-S25oz-O1	1	\$32.00	\$19.05
Neon Pink	25oz	104594	NV-S25oz-P1	1	\$32.00	\$19.05
Sea Foam	25oz	104593	NV-S25oz-SF1	1	\$32.00	\$19.05



No Space? No Problem. HUK it!

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



What is the HUK™ bracket?

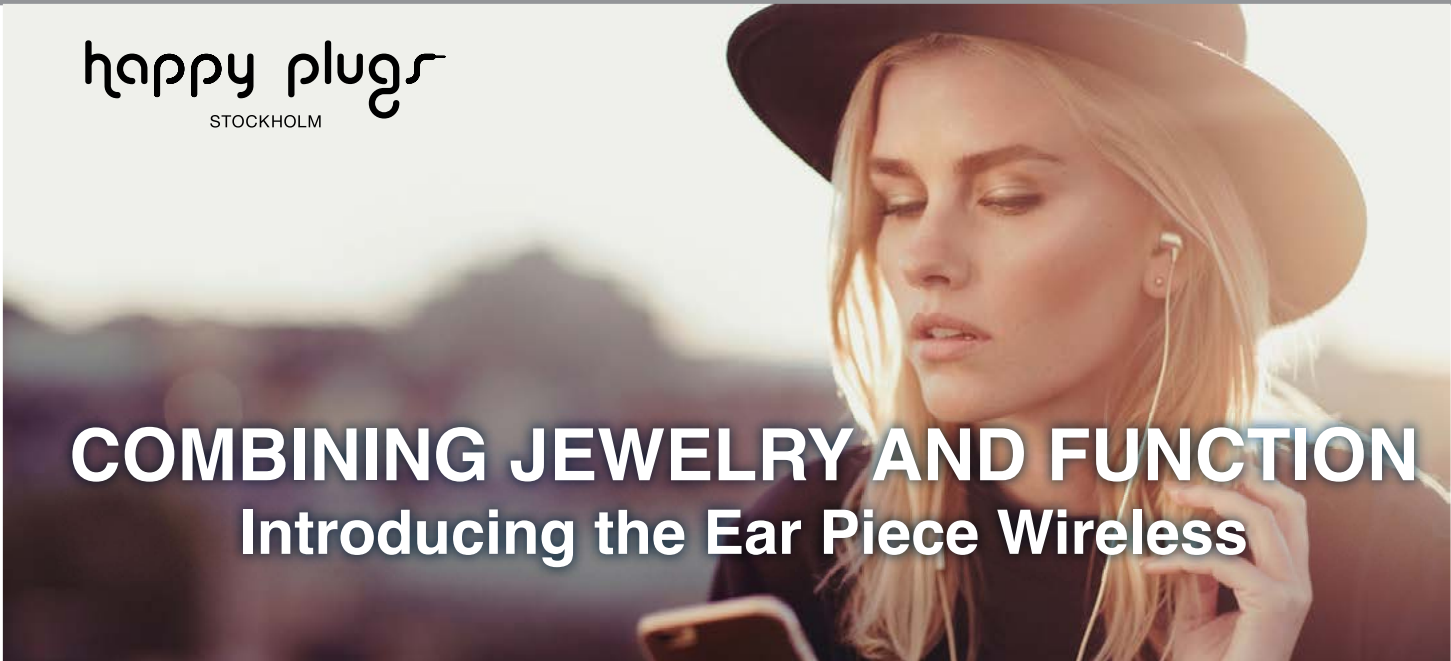
The HUK TV Mount is a two bracket fixed mounting system designed with ease of use, limited space, and portability in mind. It is perfect for any small space such as dorm rooms, garages, apartments, or simply any place your user would enjoy watching TV. The HUK TV Mount is unlike any other TV mount on 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 | SRP \$34.99 | Cost \$19.44



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

SRP \$89.99 | Cost \$45.00