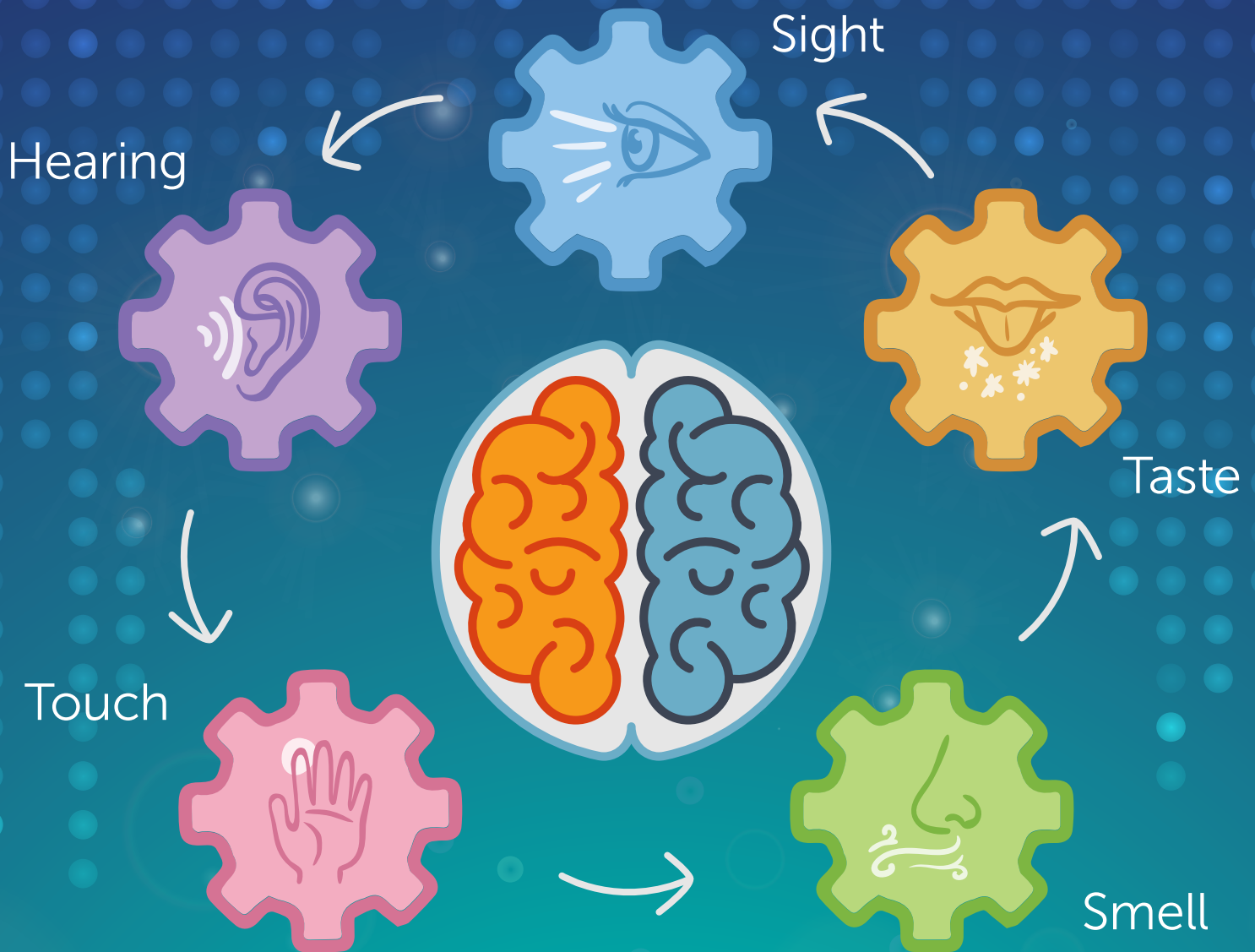


## Motivate Students to Buy More Stuff

With Sensory Marketing



Quality.  
Performance.  
Value.

Page 4

Redefining  
High-Performance  
Audio Gear

Page 7

Simply  
Accurate  
Performance

Page 11



Bloomingdale's uses different scents in different departments to elicit different emotions.

Source: Adweek.com



BOSS uses a musky smell with a citrus hint in all its stores as a signature memory trigger. Even with eyes closed, shoppers can tell they're in Hugo Boss.

happy plugs  
STOCKHOLM

# INTRODUCING THE HAPPY PLUGS WIRELESS COLLECTION

## FASHION MEETS FUNCTION

### In-Ear Earbuds Wireless with Mic

Happy Plugs In-Ear is simply a whole new headphone experience for students' stylish everyday lives. With a 5-hour rechargeable battery life, students can wear it and play music all day long. They'll hear: low, rich bass and amazing clarity, sounding better than most wired headphones.

DSC#	Vendor#	Color
113820	7881	Black
113822	7883	Blush
113821	7882	Nude
113823	7880	White

**SRP \$49.99 | Cost \$26.25**

### Earbuds Plus Wireless with Mic

The Earbud Plus provides the same great sound quality by combining the simplicity of an Earbud and the sound experience of an In-Ear. Happy Plugs Wireless features a minimalistic design with tasteful accents that blends with any style. With a 5-hour rechargeable battery life, students can wear it and play music all day long.

DSC#	Vendor#	Color
113816	7885	Black
113818	7887	Blush
113817	7886	Nude
113819	7884	White

**SRP \$49.99 | Cost \$26.25**

[Shop Now »](#)

# Engineered to Win

## Redefining High-Performance Audio Gear



### LucidSound LS25 eSports Gaming Headphone

Whether students are gaming online or at a tournament, the LS25 is designed for the competitive gamer with an over-ear design offering immersive sound isolation and impressive acoustics. Designed for next generation gamers, the LS25 delivers high-fidelity audio, crystal-clear chat, and advanced gaming control with an intuitive design.



DSC#	Vendor#	Color	SRP	Cost
115489	LS25	Black	\$79.99	\$56.67

### LucidSound LS30 Wireless Gaming Headphone

The LS30 is engineered to win with exceptional comfort, precision audio and crystal clear chat. Up to 15 hours of battery life. No more fumbling around for audio controls with the LS30s revolutionary new control system allowing quick volume adjustments and muting. Your team and friends will be able to clearly hear you with the innovative dual microphone system. For PS4, Xbox One, PC, and Mobile.



DSC#	Vendor#	Color	SRP	Cost
115487	LS30W	White	\$149.99	\$105.00
115486	LS30	Black	\$149.99	\$105.00



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Apple stores set their notebook computers at 70 degrees—open enough to tease but not to view the content. This entices the customers to touch and flip the screen to its viewing angle.



People are easily drawn to warm colors like red and yellow. These colors attract impulsive buyers.

Source: Adweek.com

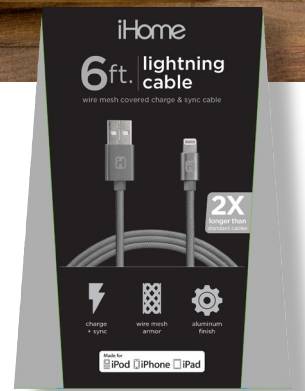


**iHome**  
Live Life Loud™

## Cables for On the Go

### iHome Mesh Lightning® Cables

- **HIGH QUALITY** - iHome strain relief is 4X tougher than market standard cables. Made with high quality components resulting in a product that will last a long time.
- **FUNCTION** - Apple MFi certified cable charges and syncs any iPhone®, iPad®, or iPod® requiring a lightning cable.
- **DESIGN** - Crafted of a sturdy TPE cable encased by heavy duty mesh, this lightning cable is built to withstand wear and tear and features durable aluminum tips.
- **COMPATIBLE** - Apple MFi Certified: Works with any iPhone, iPad, or iPod.
- **6 FEET LONG** - Whether students just need a little extra flexibility to charge while they play, or just want to use that hard to reach outlet, with a 6-foot cable length students are covered.



DSC#	Vendor#	Size	Color
115634	IH-CT1044N	6ft	Blue
115635	IH-CT1044R	6ft	Red
115633	IH-CT1044B	6ft	Black
115636	IH-CT1044EY	6ft	Green/Yellow

**SRP \$14.99 | Cost \$8.94**

[Shop Now »](#)

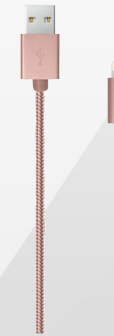


## Customize Your Style With Libratel's Braided Cables

**LIBRATEL INC**

### Libratel 7Ft Braided Lightning® Cable

Students can customize their style with Libratel's 7Ft cables, available in four iPhone compatible colors. These extra-long and thick knitted Lightning cables are durable for students on the go. Students can charge from any USB outlet or sync with their device. Never worry about tangled cables, these 7Ft cables are knot-free.



DSC#	Vendor#	Color
115457	LBT070	Rose Gold
115458	LBT071	Gold
115459	LBT072	Grey
115460	LBT074	Black/White

**SRP \$22.99 | Cost \$11.76**

### Libratel 3+1Ft Braided Lightning® Cable

3+1Ft Lightning knitted cables for all compatible devices. Students can charge from any USB outlet or sync with their device. Never worry about tangled cables, these cables are knot-free. One 3Ft and one 1Ft cable are included.

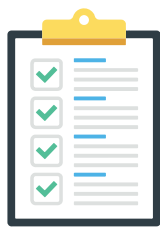


DSC#	Vendor#	Color
115461	LBT081	Black/White
115462	LBT082	Black/Red

**SRP \$34.99 | Cost \$18.24**

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People favor cool colors like blue and green and they attract customers with a buying plan.

Source: Adweek.com



Creating an environment that encourages touch will allow students to become more engaged and ultimately more likely to buy things. Keeping displays at eye level will welcome touch.

Source: Retailminded.com

**Energizer**



## Get Your Daily Dose of Power With Energizer Power Banks

### Energizer HighTech SlimPower Power Bank

- Integrated but removable microUSB-to-USB charging cable
- Soft touch surface and 4 battery level indicator lights
- Pass-through charging with PowerSafe Management
- 1 USB-port with fast 2.0 Amp input/output charging

DSC#	Vendor#	SRP	Cost
115410	UE-4001M	\$19.95	\$12.47
115411	UE-8001M	\$29.95	\$14.98

### Energizer HighTech SilkPower Power Bank

- Separate microUSB-to-USB charging cable
- Soft touch surface and 4 battery level indicator lights
- Pass-through charging with PowerSafe Management
- 1 USB-port with fast 2.0 Amp input/output charging

DSC#	Vendor#	SRP	Cost
115412	UE4002-BK	\$24.95	\$12.47
115413	UE4002-GY	\$24.95	\$12.47

[Shop Now »](#)

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## Power Forward

Best suited for the devices your students use most. When they need long-lasting, reliable power, they can count on CopperTop.

Size	Product Name	DSC#	Vendor#	Min	SRP	Cost
AAA 2Pk	CopperTop Alkaline Batteries	56106	D23 15261	18	\$3.48	\$2.10
AAA 4Pk	CopperTop Alkaline Batteries	56108	D23 04061	18	\$6.12	\$3.65
AA 2Pk	CopperTop Alkaline Batteries	56103	D23 09261	14	\$3.48	\$2.10
AA 4Pk	CopperTop Alkaline Batteries	56104	D23 03561	14	\$6.12	\$3.65
C 2Pk	CopperTop Alkaline Batteries	56102	D23 09161	8	\$6.12	\$3.90
D 2Pk	CopperTop Alkaline Batteries	56101	D23 09061	6	\$6.12	\$3.90
9V 1Pk	CopperTop Alkaline Batteries	56105	D23 09361	12	\$6.12	\$3.90



[Shop Now »](#)

**DURACELL**

## Games Galore!

Keep students entertained with games from Mattel



### Mattel Uno Card Game

UNO is the classic and beloved card game that's easy to pick up and impossible to put down! Players take turns matching a card in their hand with the current card shown on top of the deck either by color or number.

DSC# 106858 | Vendor# 42003 | SRP \$7.99 | Cost \$4.69



### Mattel Apples to Apples Party in a Box

It's the game of hilarious comparisons, ready for party play! In each round, a new judge draws a Description Card. Players have to decide which card in their hand matches the Description in play, and hope the judge thinks their card is the best.

DSC# 106862 | Vendor# BGG15 | SRP \$24.99 | Cost \$16.00

[Shop Now »](#)





The visual elements of the retail environment include lighting, layout, and merchandising materials.

Source: Retailminded.com



Retail shoppers want a unique hands-on experience with products and to have the ability to take them home immediately.

Source: MarketingLand.com

## The Most Precise Stylus for all Touchscreens



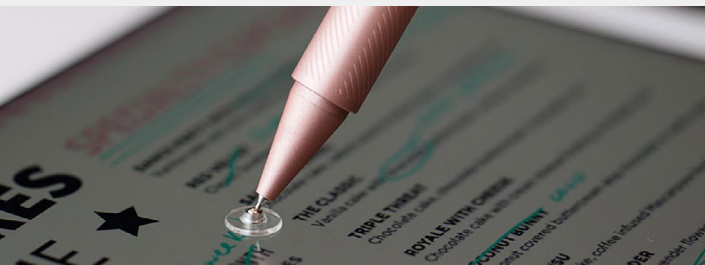
### Simply Accurate

The new precision disc not only creates a precise contact point with the screen to write exactly where you place it, but also has been engineered into one piece for added stability.



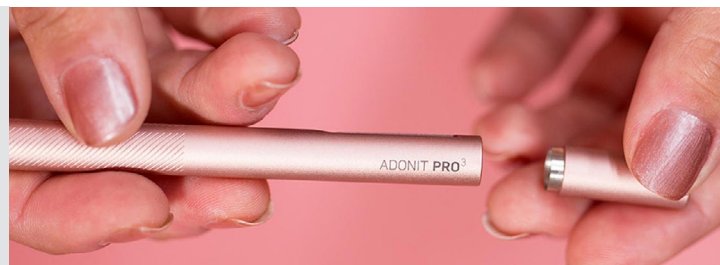
### Clip-to-carry

The solid aluminum stylus has a built-in clip so you can keep track of it on the go.



### Compatibility

Pro 3 works on all touchscreen devices and is always ready to go. No batteries required.



### Design

Clip and carry Pro 3's slim, balanced, metal body for on-the-go convenience.

DSC#	Vendor#	Color
114034	ADP3B	Black
114035	ADP3S	Silver
114036	ADP3MB	Midnight Blue
114037	ADP3RG	Rose Gold

**SRP \$29.99 | Cost \$18.66**

[Shop Now »](#)

## POPSOCKETS

# Harry Potter PopSockets are Available!



Add a single PopSocket, or a pair of PopSockets, to the back of almost any mobile device to transform its capabilities. PopSockets "pop" whenever students need a grip, a stand, an earbud-management system, or just something to play with.

Description	DSC#	Vendor#
Hogwarts	115563	101569
Gryffindor	115564	101566
Hufflepuff	115565	101571
Slytherin	115566	101567
Ravenclaw	115567	101572

**SRP \$14.99 | Cost \$6.18**

[Shop Now »](#)



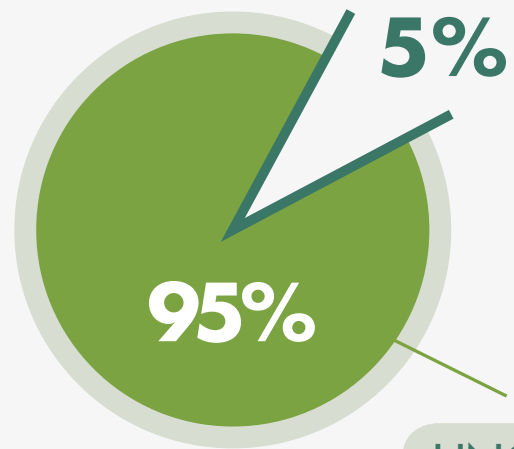
Sensory marketing will create an emotional connection to your store, leaving students with a lasting impression. You can say so much more with a sensory experience than can ever be communicated in words without overloading the already overstimulated mind.

### Do students make buying decisions subconsciously?

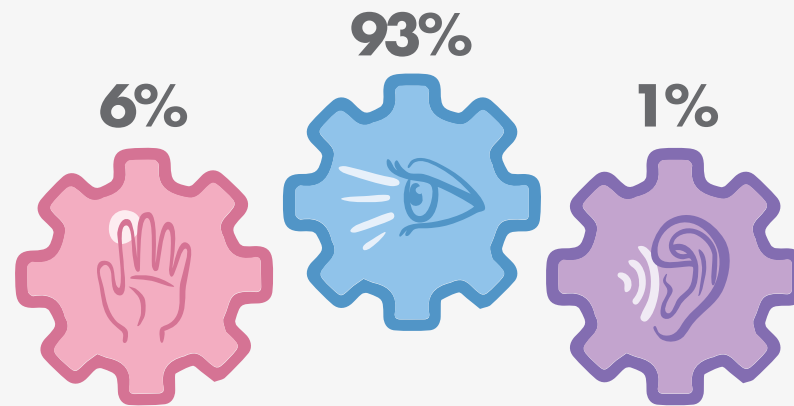
How much they're aware when buying

Visual perception influences our buying decisions the most

CONSCIOUS



UNCONSCIOUS



### How can colors affect students?

Marketers have long known that consumers react to colors based on the visual experience of their surroundings and the emotions they trigger, such as:

blue for sky



welcoming

green for nature



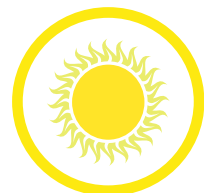
natural

red for blood



danger or urgency

yellow for sunshine



happiness

### Can smell trigger students' emotions?

The olfactory bulb that processes scents is linked to the brain's limbic system, which processes emotions and memories, essentially, their buying behavior.



### Does touch enhance a student's shopping experience?

Allowing a consumer to physically hold a product can create a sense of psychological ownership, driving must-have purchase decisions.



### Can music affect students' physiologically?

Researchers say that music affects heartbeat and brainwaves, triggering the release of dopamine that influences a consumer's mood.



**Increases Quality Sensation**  
Soothing music facilitates discussion with sales representatives.

**Increases Time & Money Spent**  
Slow and relaxing music invites shoppers to stay longer.

**Increases Adrenaline & Excitement**  
Supercharged loud music can engage and animate shoppers to move with the beat.





85% of shoppers place color as a primary reason for why they buy a particular product.

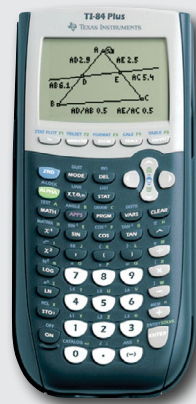
Source: Kissmetrics.com



More than 7 in 10 people crave experiences that stimulate their senses.

Source: Prevuemeetings.com

## Shaping the Future with the Best Calculators for the Classroom



### TI-84 Plus Graphing Calculator

Standard graphing for math and science, permitted on standardized tests. Ideal for Pre-Algebra, Algebra 1 and 2, Trigonometry, Statistics, Business and Finance, Biology, and Physics. Permitted for use on SAT, PSAT/NMSQT, ACT, AP, IB, and Praxis exams. Includes USB cable for instant computer connectivity. Preloaded software, including the Cabri Jr Geometry app. Student units connect by adapter to ViewScreen panel or TI-Presenter video interface.

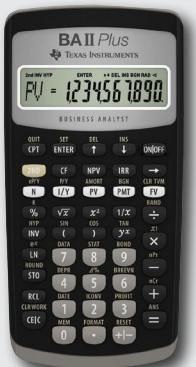
DSC# 10326 | Vendor# 84PL/TBL/1L1 | SRP \$139.00 | Cost \$101.54



### TI-30Xa Scientific Calculator

No. 1 brand used by students. Built to last. A solid solution for General Math, Algebra, Trigonometry, and Statistics. 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. Battery powered. Slide case included.

DSC# 10119 | Vendor# 30XA/TBL/1L1 | SRP \$15.00 | Cost \$8.33



### TI BA II Plus Business Calculator

Best-selling financial calculator in the US and Canada. Approved for use on the CFA, FRM, and Actuary exams. Ideal calculator for students, managers, and statisticians. 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. Bond calculations. Slide case included.

DSC# 10063 | Vendor# IIBAPL/CLM/1L1 | SRP \$45.00 | Cost \$25.79

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## JUST WHAT YOU NEED On-the-Go Convenience



### Lil' Drug Name Brand On-the-Go Allergy Relief Display

Display includes: (12 each) Clear Eyes .2oz 1Pk, Advil 200mg 4Ct, Allegra 180mg 2Ct, Lil Drug Brand Name Allergy/Sinus Relief 325mg 6Ct, Claritin 1Ct, and Tylenol Extra Strength Capsules 500mg 4Ct.

DSC# 115918 | Vendor# 71669 | SRP \$196.08 | Cost \$125.67



### Name Brand/Lil' Drug On-the-Go Medicine Display

Display includes: (12 each) Advil 200mg 4Ct, Tylenol Extra Strength Capsules 500mg 4Ct, Lil Drug Brand Cold Relief 325mg 6Ct, and Lil Drug Brand Multi-Symptom Relief 6Ct. (6 each) DayQuil Severe Cold/Flu 4Ct and NyQuil Severe Cold/Flu 4Ct.

DSC# 115919 | Vendor# 72092 | SRP \$135.00 | Cost \$91.00



### Name Brand/Lil' Drug Medicine Display

Display includes: (12 each) Advil PM 200mg 4Ct, Allegra 4Ct, Aleve 4Ct, Claritin 1Ct, Excedrin 4Ct, Pepto-Bismol 4Ct, Tylenol Extra Strength Capsules 500mg 4Ct, Zantac 150 2Ct, and Lil Drug Brand Multi-Symptom Relief 6Ct. (6 each) DayQuil Severe Cold/Flu 4Ct and NyQuil Severe Cold/Flu 4Ct.

DSC# 115920 | Vendor# 72120 | SRP \$327.48 | Cost \$207.83

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Senses are key in decision making and much of our brain power is devoted to processing sensory information, with estimates ranging from one-third of all brain processing and upwards.

Source: Doctordisruption.com



Consumers still prefer in-store shopping, choosing to make more than 90% of all transactions in-store.

Source: MarketingLand.com

**NITE IZE**  
INNOVATION

**Quality. Performance. Value.**  
Make Life Easier, Safer, and More Fun with Nite Ize

**Nite Ize Radiant 50 Bike Light**  
Ideal for family bike rides or for commuter cyclists, the Radiant 50 Bike Light is available in Red or White for headlight or taillight use, and can be set to constant or day-safe flash. It has a curved grippy rubber back, and comes with two sets of attachment bands so it can be mounted horizontally or vertically in a variety of places on a bike, like the handlebars or seat post. With a light housing that provides 180 degrees of visibility, the Radiant 50 is an ideal front or rear indicator light to make riders seen and safe, day or night.

DSC#	Vendor#	Color
115829	R50BA-10-R7	Red
115828	R50BA-02-R7	White

**SRP \$14.99 | Cost \$9.64**

**Nite Ize TagLit Magnetic LED Marker**  
A great solution for runs, bike rides, and other activities at dusk or dawn, this weather-resistant, reflective marker with four bright LEDs and powerful neodymium magnet clips to clothing, hats, shoes, or bags making the wearer instantly visible. LEDs can be set to glow or flash and have a 70+ hour run-time. Includes: (1) replaceable 2032 Lithium battery.

DSC#	Vendor#	Color
115831	TGL-33-R3	Neon Yellow
115832	TGL-35-R3	Pink

**SRP \$9.99 | Cost \$5.72**

**Nite Ize TagLit Magnetic LED Marker**  
Peggable display includes: (8 each) TagLit Magnetic Markers in Neon Yellow, Pink, and Red.

**DSC# 115833 | Vendor# GB-TGL-A1 | 24 Pack | SRP \$239.76 | Cost \$137.19**

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**GAIAM**

*Focus on Fitness*

**Gaiam Foldable Yoga Mat**  
Ultra lightweight and highly compact, this 2mm mat folds flat and easily fits in a tote bag or carry-on, making to and from studio travel easier than ever. With sticky texture and compatibility, students will stand strong in their Warrior II on any trip across town or weekend getaway.

DSC#	Vendor#	Color
113324	05-62214	Blue Sundial
115126	05-61809	Gray

**SRP \$24.98 | Cost \$16.01**

**Gaiam Printed Yoga Mat**  
Adds delicate detail to your daily yoga practice featuring a light tack, non-slip surface that is ideal for every class; whether at home, in the studio, or both. Manufactured free of the top six harmful phthalates, this mat is a healthy choice for both the user and the planet.

DSC#	Vendor#	Color
106982	05-62201	Fading Flower
115124	05-62429	Navy Fleur Marrakesh

**SRP \$21.98 | Cost \$14.09**

**Gaiam On-the-Go Yoga Mat Carrier**  
Features two thin shoulder straps, an expandable zipper pocket, and room to fit most mat sizes. Streamlined design for easy transport. 8.5x16-inch.

DSC#	Vendor#	Color
115128	05-61319	Citro
115127	05-62017	Purple

**SRP \$14.98 | Cost \$9.60**

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## Dorm Essentials from OnHand

OnHand has created a variety of products perfect for students, providing every solution they need for school.

### OnHand Dorm Essentials

Dorm essentials by OnHand are the electronic accessories every student needs. All dorm essentials are black to keep an updated modern look with the classic power cords that students need to outfit their dorm or apartment.



Product	DSC#	Vendor#	SRP	Cost
Clip Lamp	108627	ADP3B	\$14.98	\$8.24
Clip Fan	108628	DE-FAN	\$14.98	\$8.24
Surge Protector	108622	DE-6SURG	\$19.98	\$10.80
6 Outlet Power Strip	108623	DE-6STRIP	\$14.98	\$8.10
6Ft Extension Cord	108625	DE-2OUT6	\$5.98	\$3.78
15Ft Extension Cord	108626	DE-2OUT15	\$7.98	\$4.86

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