

## INCREASE SALES WITH VISUAL MARKETING

Find out how visual marketing can lure students into your store and increase sales

Leading Edge Technology

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Pop a Wallet On

Page 4

Writing Has Never Been So Fashionable

Page 8



Use mannequins to show the complete theme.

Source: retaildoc.com



## Premium External Hard Drives

### Rugged USB-C

The LaCie Rugged USB-C portable drive marries rugged durability with cutting-edge USB-C. The result is a vault for data that's compatible with next-gen computers like the MacBook, as well as USB computers. Featuring the market's highest storage capacity for its size, the LaCie Rugged USB-C gives students enough space to store their digital present and future. With resistance to drops, crushing, rain, and dust, the LaCie Rugged USB-C is tough enough for extreme conditions. Includes 2-year Seagate Rescue Data Recovery Service Plan.

**DSC# 108698 | VENDOR# STFR1000800 | ESRP \$131.92 | COST \$108.80**

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## Students Can Store All Their Content

### Backup Plus Slim Portable Hard Drive

Simplify backup for students who want to help protect their entire digital life locally, in the cloud, or from their mobile devices and social networks. The slim, metal design provides premium portability, allowing them to slide the drive into a pocket, purse, or backpack. USB 3.0 and 2.0 connectivity and compatible with Mac or PC.

COLOR	SIZE	DSC#	VENDOR#	ESRP	COST
Black	1TB	106011	STDR1000100	\$105.54	\$80.70
Black	2TB	106012	STDR2000100	\$131.92	\$106.06

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Create clearly defined areas by providing visual cues. Customers need to feel smart; help them with clearly defined areas and good signage.

Source: retaildoc.com



# CABLES FOR ON THE GO

## ALUMINUM WITH NYLON SYNC AND CHARGE CABLE

This 6ft Aluminum with Nylon Sync and Charge USB-C Cable allows students to charge their devices or sync their music, movies, and games at home or on the go. This cable has an aluminum finish that adds durability and style, and is nylon shielded to cover and protect from daily wear and tear.

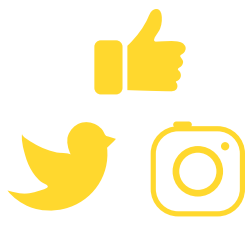
Color	DSC#	Vendor#
Black	127636	IH-CT3062B
Blue	127638	IH-CT3062N
Gold	127634	IH-CT3062AD
Orange	127637	IH-CT3062J
Silver	127640	IH-CT3062S
Red	127639	IH-CT3062R
Rose Gold	127635	IH-CT3062AR
Yellow	127641	IH-CT3062Y

MIN 1 | ESRP \$19.78 | COST \$8.54



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80% of marketers use visual assets in their social media marketing. Video alone (63%), has surpassed blogging (60%) in usage as a social media marketing asset.

Source: [blog.hubspot.com](http://blog.hubspot.com)

**naztech**<sup>®</sup>

## Gear Up for the Future!

Check out these charging devices your students will love.

### 3-in-1 Charge and Sync Cable

Most multi-device users have to carry around different charging cables. The 3-in-1 hybrid provides a single cable for USB-C, Lightning<sup>®</sup>, and micro USB devices. Integrated adapters offer quick and seamless transformations, changing the cable connector from micro USB to Lightning to USB-C in a snap.

COLOR	DSC#	VENDOR#	ESRP	COST
Black	124594	14145	\$39.57	\$16.92
Rose Gold	124595	14148	\$39.57	\$16.92



### Power Pad Duo Qi Wireless Fast Charger

This 2-in-1 desktop solution from Naztech lets students wirelessly charge both devices simultaneously from a single wall outlet. No more cluttered tables, searching for the right charger or plugging and unplugging charging cables. The Power Pad Duo takes the convenience of wireless charging and doubles it by giving students two wireless chargers in one slim and sleek unit. They can place their Qi-enabled devices onto the pad to immediately start charging. Two devices, one charger, one outlet—charging made simple.

**DSC# 126318 | VENDOR# 14602 | ESRP \$79.15 | COST \$38.67**



### Power Pad Qi Wireless Fast Charger

It's time for students to lose the cables and take their charging experience to the next level. With the Power Pad Wireless Fast Charger, there's no need to struggle with aiming plugs into tiny ports or wrestle with long charging cables. Students just drop their Qi-enabled device onto the pad to start charging on contact!

**DSC# 124608 | VENDOR# 14490 | ESRP \$79.15 | COST \$38.67**



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When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.

Source: business.frontier.com



# Power to Play!

## Wireless Charging Mouse Pad

This 2-in-1 desktop product provides a solid surface for a mouse to slide on and also doubles as a wireless charger for compatible devices.

**DSC# 124588 | VENDOR# 14594 | ESRP \$39.57 | COST \$21.75**



## Wireless Fast Charging Stand

Simply place a Qi-enabled device onto the base for immediate fast charging. Engineered with an incredible 10W output, the Fast Charging Stand delivers 2x the power of a standard charger, cutting down the total charging time by at least an hour. Includes a fast charge wall adapter and 4ft micro USB cable.

**DSC# 124579 | VENDOR# 14451 | ESRP \$52.76 | COST \$29.00**



## Wall Charger with Cable

This pocket-sized charger delivers 2.4A of pure power at lightning-fast speed. It's ideal for any student's charging needs whether they're at home, in class, on a trip, or on the go. This sleek, low-profile charger features foldable prongs and a removable 4ft charge and sync cable with a hybrid USB-C and micro USB connector.

COLOR	DSC#	VENDOR#	ESRP	COST
Black	124570	14081	\$32.97	\$14.10
White	124571	14285	\$32.97	\$16.11



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# 11%

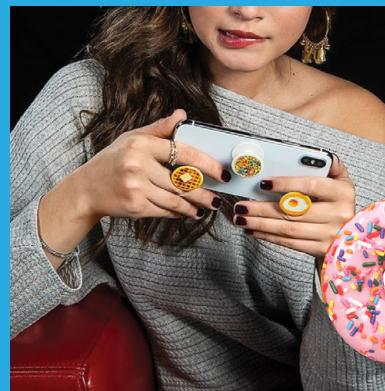
11% more B2C marketers than B2B marketers say visual content is the most important type of content today.

Source: blog.hubspot.com

# POPSOCKETS

## As Seen At CAMEX!

### Have your students seen the newest designs from PopSockets yet?



### PopWallets

PopWallets offer a sleek and secure way for your students to carry their cards on their phone. It can hold up to 3 credit cards. The PopWallet is repositionable and sticks to most devices and cases.

Description	DSC#	Vendor#	ESRP	Cost
Black	125966	800859	\$26.37	\$12.54
Blue Galaxy	125970	800866	\$26.37	\$12.54
Blue Hibiscus	125969	800864	\$26.37	\$12.54
Faded Pink	125971	800913	\$26.37	\$12.54
MonoFloral	125968	800863	\$26.37	\$12.54
Parisian Macaroon	125972	800915	\$26.37	\$12.54
Very Cherry	125973	800917	\$26.37	\$12.54
White Marble	125967	800860	\$26.37	\$12.54

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### PopMinis

PopMinis are a trio of tiny phone grips. They offer a secure grip for your students so they can take better photos, text with one hand, and get their game on. They also function as a convenient stand so students can watch videos on the fly. PopMinis are repositionable and they stick to most devices and cases.

Description	DSC#	Vendor#	ESRP	Cost
Black Marble	125980	800905	\$19.78	\$9.41
Breakfast Club	126783	800356	\$19.78	\$9.41
Creature Comfort	125981	800908	\$19.78	\$9.41
Flower Power Trio	125982	800907	\$19.78	\$9.41
Lilac	125985	800904	\$26.37	\$12.54
Rose Gold	125984	800911	\$26.37	\$12.54
Sweet Tooth	125983	800898	\$19.78	\$9.41





# 51%

51% of B2B marketers prioritize creating visual assets as part of their content marketing strategy.

Source: blog.hubspot.com



## CHARGING SOLUTIONS FOR STUDENTS ON THE GO



### BRAIDED CHARGING CABLES

Libratel's 4+2 charging cable set features a 4-foot and 2-foot cable, perfect for students on the go. These thick knitted cables are durable, and students can charge from any USB outlet or sync with their device. Never worry about tangled cables because these cables are knot-free.

TYPE	COLOR	DSC#	VENDOR#	ESRP	COST
USB-C	Black/White	125730	LBT091	\$43.53	\$14.27
Lightning	Rose Gold	125729	LBT089	\$43.53	\$14.27



### WIRELESS CAR CHARGER WITH ADAPTER

Libratel's Wireless Car Charger includes a 3-port adapter so customers can fast charge 3 devices at the same time. Up to 15W for ultra-fast charging (2-2.4A USB ports and 15A QC 3.0 port).

**DSC# 126537 | VENDOR# LBTCW15**  
**ESRP \$72.55 | COST \$46.88**

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# 5 KEY ELEMENTS OF VISUAL MARKETING

“Something caught my eye!”—one of the top reasons for a customer’s purchase. Effective visual merchandising turns a passive looker into an active buyer.

## COLOR: THE SOUL

Choose colors for your display that **COMPLEMENT** the merchandise itself, whether that may be warm or cool colors.

Color is the easiest way to quickly impact your visual merchandizing.



Health



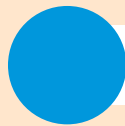
Friendliness



Energy



Elegance



Reliability



Happiness

## LANDSCAPING: THE UPS & DOWNS

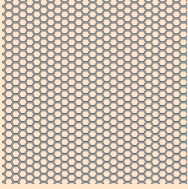
Landscaping is the elevation of products at varying heights.

Landscaping leads a consumer’s eye through a display. **It is an effective way to highlight a featured product.**



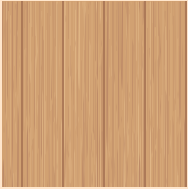


## TEXTURE: TOUCH AND FEEL

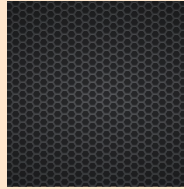


**Wire:**  
Modern & Industrial

The most successful displays combine **textural concepts**. Opposites work well together: smooth vs. rough, natural materials vs. synthetic.



**Wood:**  
Local & Farm-Fresh



**Metal:**  
Sleek & Durable

## COMMUNICATION: STORYTELLER

Signs have about five seconds to engage customers.

For optimal impact, choose simple language with clear fonts to avoid any visual clutter or confusion.

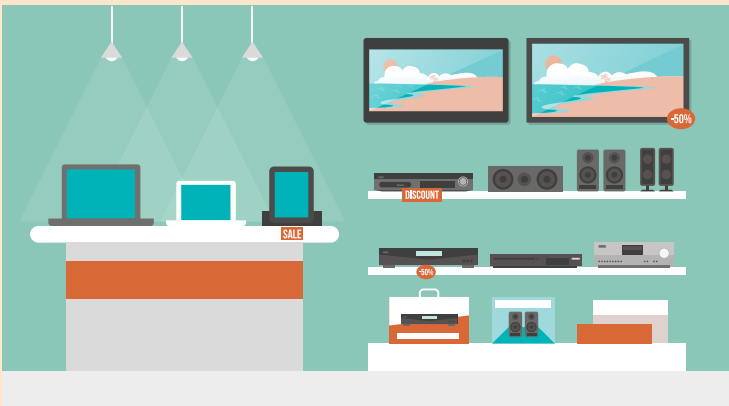


Product, pricing recognition



Highlight new items

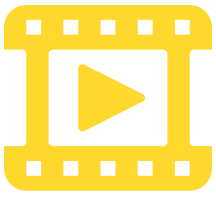
## DÉCOR: FINISHING TOUCHES



Supports the theme

Décor is the final touch on a display, which helps to **enhance the overall theme**.

Source: <http://blog.hubert.com/resources/hubert-infographics/infographic-5-elements-merchandising/>



62% of B2B marketers have rated video as an effective content marketing tactic.

Source: blog.hubspot.com



# Introducing the Smartest Way to Take Notes

Change up the way your students take notes



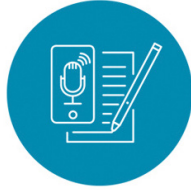
The AEGIR smartpen delivers the traditional benefits of pen and paper combined with the power of digital notes.

**How does it work?** It uses Bluetooth® to automatically sync your students' handwritten data to either an iOS or Android mobile device and a Windows desktop using the free Livescribe+ companion app. Everything the Aegir smartpen writes on Livescribe paper is digitally captured and stored on the pen.



### Storage for up to 1,200 pages of handwritten notes

The Aegir smartpen will store up to 1,200 pages of notes and copy them over to the Livescribe+ app the next time it connects.



### Voice can be added to notes

Used with the Aegir smartpen, the Livescribe+ app records audio in sync with handwritten notes.



### Handwritten notes can be made searchable

Students can use the search function in the Livescribe+ app to quickly search their handwritten notes across several notebooks.



### Auto-sync handwritten notes to cloud services

Users can sync their OneNote/ Evernote/Google Drive/Dropbox account and watch their notes become available across the cloud service they use.



Users can share notes in the format they need



Recognize and transcribe notes from 22 languages



The lightest and slimmest Livescribe smartpen yet

DSC#	Edition	Color	Vendor#
123755	Marlin	Teal	APX-00031
123756	Dolphin	Teal	APX-00032
123757	Marlin	Purple	APX-00033
123758	Dolphin	Purple	APX-00034

**ESRP \$131.87**  
**Cost \$105.15**

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Using the word "video" in an email subject line boosts open rates by 19% and clickthrough rates by 65%.

Source: [blog.hubspot.com](http://blog.hubspot.com)

# Universal Charging and Screen Protectors for Your Students



## 3-in-1 Universal Charge & Sync Cable

This cable provides a phone-to-computer connection by plugging into any computer USB port for data transfer.

**DSC# 119110 | Vendor# 61726PG | ESRP \$46.17 | Cost \$16.14**



## Universal Car Charger with Corded Charging Cable

This Universal USB-A and USB-C corded car charger is engineered for reliable, portable charging for mobile devices while in a car. It plugs into any car cigarette lighter and includes an extendable cord with power indicator. It is designed to be able to talk and charge at the same time to provide unlimited talk time.

**DSC# 120044 | Vendor# 61299PG | ESRP \$46.17 | Cost \$15.46**



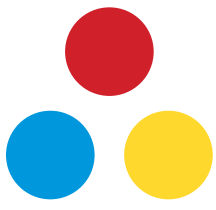
## Anti-Blue Light HD Glass Screen Protector

Students can help protect their eyes with Anti-Blue Light technology. This screen protector reduces eye strain with its Anti-Blue Light tempered glass that is scratch-resistant and is precision engineered for touch screen sensitivity. Bubble-free guaranteed and has a case-friendly fit.

Description	DSC#	Vendor#	ESRP	Cost
iPhone Xs Max	125640	62556PG	\$59.36	\$14.73
iPhone Xs Max	125638	62596PG	\$59.36	\$14.73
iPhone XR	125634	62600PG	\$65.96	\$19.85

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**PUREgear®**



Colored visuals increase people's desire to read information by 80%.

Source: snapwi.re/blog



# GAMING MICE GALORE!

SET THE RULES WITH SPECIALLY DESIGNED GAMING MICE



## Lua Gaming Mouse

What happens when the classic three-button mouse model is given ROCCAT's award-winning design treatment? The Lua happens, that's what. Sleek yet mighty, the Lua boasts a pinpoint-precise 2000dpi Pro-Optic (R2) sensor adjustable in seven incremental steps.

DSC# 115854 | VENDOR# ROC-11-310-AM | ESRP \$39.57 | COST \$26.29



## Kone SE Gaming Mouse

SE cements its place within the Kone tradition with a feature set aimed at gaming purists. 91% the size of the Kone, it weighs an incredibly low, feather-light 88g and boasts long-lasting Omron switches.

DSC# 115853 | VENDOR# ROC-11-722 | ESRP \$52.76 | COST \$37.99



## Kova Gaming Mouse

Raw performance in a sleek design built for pure power and speed. It's got double the button functions on a streamlined frame with fine lines and angles reminiscent of a high-end sports car. Double-powered DPI for precision gaming.

DSC# 115850 | VENDOR# ROC-11-502-AM | ESRP \$65.96 | COST \$47.49



## Kone AIMO Gaming Mouse

With a striking design and a stunning feature set, the Kone AIMO triumphantly channels the legacy of its predecessor. It boasts refined ergonomics with enhanced button distinction with RGBA double light guides powered by the state-of-the-art AIMO intelligent lighting system.

DSC# 115844 | VENDOR# ROC-11-815-BK | ESRP \$105.54 | COST \$76.05

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