

GET A WHIFF OF THIS!



Is scent marketing the next big thing? Find out how scent marketing can increase sales in your store.

Award Winning
Sound

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Essentials

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Truly Wireless
Earbud

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42% 42% of people claim the “ambiance” or “pleasant atmosphere” is what they most like about a store.

Source: hardyhenryservices.com

74% 74% of consumers are drawn into a store because of the smell.

Source: hardyhenryservices.com

Add Some Flavor to the Listening Experience

Change up the way your students listen to music

iLuv®



Bubble Gum 2 Earbuds

These ultra-lightweight and comfortable jelly-type stereo earphones are compatible with Apple and Android devices with 3.5mm audio jacks. Built with high-performance speakers for excellent sound, these headphones are available in a variety of colors making them an ideal companion for any compatible device.

DSC# 30843
VENDOR# IEP205PNK
SRP \$6.67 | COST \$3.80

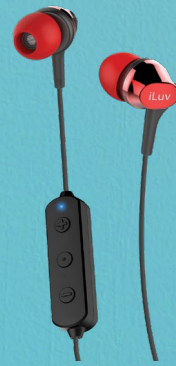
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Peppermint Talk In-Ear Earbuds with Microphone

These in-ear stereo earphones provide a comfortable fit while delivering superb audio quality for a clear and rich sound experience, and also helps to reduce surrounding ambient noise so students only hear what they want to hear, their music. The built-in mic and remote allows students to answer calls and hold a hands-free conversation or easily change tracks. Designed with a flat, tangle-resistant cable, Peppermint Talk is a great pair of on-the-go earphones that won't tangle in a pocket, backpack, or purse.

DSC# 81527
VENDOR# PPMINTSBL
SRP \$13.35 | COST \$6.75



Party On Air Wireless Earbud

Bluetooth In-ear Earphones with Built-in Mic and Multimedia Function. Features Bluetooth 5.0 Stereo with low battery consumption, sweat-proof design with nano coating for an active lifestyle, and a long playback time of up to 7 hours with 100mAh battery.

DSC# 127009
VENDOR# PTYONAIRRD
SRP \$26.71 | COST \$16.85

SAMSUNG

AWARD WINNING SOUND QUALITY THAT YOUR STUDENTS WILL APPRECIATE



Y100 WIRELESS EARBUDS

The AKG Y100 wireless earphones bring crisp, clean sound wherever your students go, in a comfortable and sleek design. Ambient Aware Technology lets them control how much surrounding sound they let in. They can easily switch from streaming to taking calls with multi-point connectivity. And with a long-lasting battery, it's the only pair of headphones they'll need.

DSC# 127801 | VENDOR# GP-Y100HAHHBAC | SRP \$133.58 | COST \$98.41



Y500 WIRELESS HEADPHONES

The Y500 allows students to wirelessly stream their favorite songs, even when they're in a crowd. Their headphones will auto pause when taken off, then resume playing automatically when put back on. Thanks to on-ear controls, they can easily control the volume and take calls. With a long-lasting battery and speed charging, nothing can stop them.

DSC# 127802 | VENDOR# GP-Y500HAHHCAD | SRP \$200.38 | COST \$146.07

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GET A WHIFF OF THIS!

FIND OUT HOW UTILIZING SCENT MARKETING CAN INCREASE YOUR ROI

What does your store smell like? Research has shown that customers are not necessarily interested in the way the product itself smells, rather they are more intrigued by the environment that the product is purchased in. Smell is the only sense that links directly to the memory and emotion part of the brain. Create a more memorable shopping experience by adding scent to your store.

SMELL IS THE MOST POWERFUL OF THE SENSES

UPLIFTING

The nose TRANSMITS to the top area of the brain that processes EMOTIONS AND MEMORY

We are **100 TIMES** more likely to remember something **WE SMELL** than something we see, hear, or touch



75%
of emotions we experience daily are affected by smell

65%
accuracy recalling smells after 1 year

40%
of people experience elevated mood due to scent

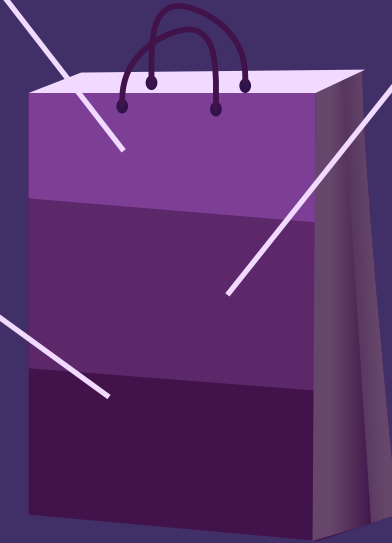
POWERFUL



1 SCENT can REAWAKEN 1,000 memories

Scenting can increase intent to purchase by **80%**

Ambient scents increase positive product ratings by **25%**



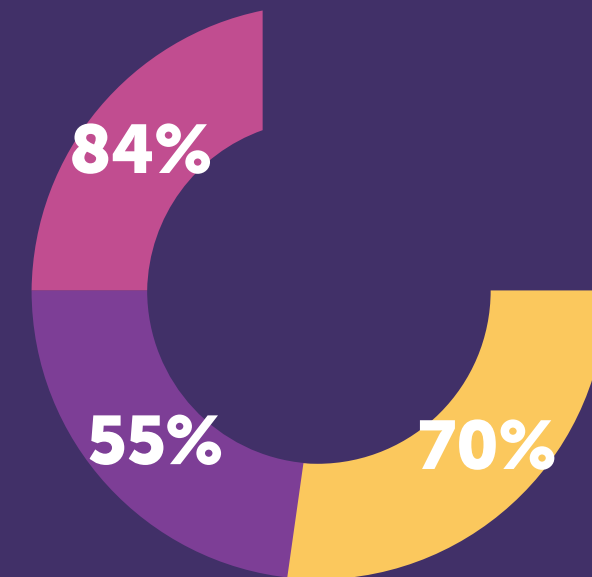
Customers will linger longer in scented areas by **40%**

BRANDING

Scent branding allows you to INTERACT with the CONSUMER in a whole new way

Ambient scents **POSITIVELY** influence shoppers' perceptions

Chicago University researchers found that **84%** of shoppers **PERCEIVED** identical shoes **MORE ATTRACTIVE** when displayed in an area with scenting, and valued the shoes at a higher price point



70% INCREASE in brand impact when **3 SENSES ARE TRIGGERED**

Exxon On the Run stores added a coffee scent and experienced a **55% INCREASE** in coffee sales

Source: www.ambius.co.uk





Scent marketing improves guest experiences.

Source: airscent.com



To improve the game-day experience, the St. Louis Rams scented their stadium with a cotton candy scent. This led to the rise of their concession sales.

Source: espn.com

The Essentials Your Students Need

Get those last minute items for your students



Door Stop

DSC# 55790 | Vendor# 12000
SRP \$4.37 | Cost \$2.02



Grounding Adapter

DSC# 55746 | Vendor# 85030
SRP \$4.26 | Cost \$1.90



Screwdriver

DSC# 55794 | Vendor# 20122
SRP \$3.62 | Cost \$2.47



Hand Tape Measure

DSC# 55758 | Vendor# 20600
SRP \$13.87 | Cost \$6.08

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STOCK UP ON THESE GROUND-BREAKING APPLE & MOBILE ACCESSORIES

[SHOP NOW »](#)

HYPER *JUICE



WIRELESS CHARGING CASE FOR AIRPODS PROTECT & ENABLE WIRELESS CHARGING

Allows 1st generation Apple AirPods Case to be wirelessly charged with any Qi charger and be protected with the same white polycarbonate finish.

DSC# 127830 + VENDOR# HJ-A5

HYPER *DRIVE



SOLO 7-in-1 USB-C HUB FOR MACBOOKS, LAPTOPS, TABLETS

Turns a single USB-C port into 7 ports (4K HDMI, USB-C Power Delivery, 2 x USB-A 3.0, Micro SD, SD, 3.5mm Audio Jack)

DSC# 127813 + VENDOR# GN21D-SILVER



SLIM 8-in-1 USB-C HUB SLIMMEST & COMPACT FOR ANY USB-C COMPUTER & DEVICE

Turns a single USB-C port into 8 ports (4K HDMI, 4K Mini DisplayPort, 2 x USB-A 3.0, Gigabit Ethernet, USB-C Power Delivery, SD, Micro SD)

DSC# 127819 + VENDOR# HD247B-GRAY



Write, record & share your notes digitally

Introducing New Aegir Smartpen Education Bundles!

The new Aegir smartpens - now available in Blue Dolphin Education edition and Black Dolphin Professional edition - deliver the traditional benefits of pen and paper combined with all the power of audio recording and digital notes. This is the perfect starter pack for students at an affordable price, including two college-ruled notebooks, a smartpen and ADNA stickers that can help bring interactivity to any surface. Everything that the Aegir smartpen writes on Livescribe paper is digitally captured and stored on the pen, then reliably transferred to the companion app for storing or sharing. The new app, supporting Mobile and Desktop, makes it easy to manage, back up, and auto-sync notes with popular cloud service applications like OneNote, Evernote, Dropbox or Google Drive.

COLOR	DSC#	VENDOR#	SRP	COST
Blue	128129	APX-00E36-EDU	\$133.53	\$106.47
Teal	128130	APX-00E32-EDU	\$133.53	\$106.47
Black	137039	APX-00P39	\$160.25	\$132.80

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Scent marketing creates a brand identity.

Source: airscent.com



A study in Sweden found that a point-of-sale display of shampoo that emitted a pleasing odor increased sales at that location by 36.9%, while overall store shampoo sales jumped by almost 27%.

Source: business.com



SOUND WITHOUT BOUNDARIES

Earbuds that will change the way your students listen to music

Push introduces an innovative form factor that not only eliminates signal loss, but also lets students easily control each earbud. And with an easily accessible button on each earbud, Push is packed with features that keep your students in control without having to touch their phone.



Water Resistant



Bluetooth® Wireless Technology



12 Hours of Battery Life



Secure FitFin™ Gels



Active Assistant



Microphone, Call, Track, and Volume Control



COLOR	DSC#	VENDOR#
Psycho Tropical	127262	S2BBW-L638
Indigo/Blue	127263	S2BBW-M704
Dark Gray/Black	127264	S2BBW-M715

SRP \$173.66
COST \$106.93

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happy plugs

Turning Technology into Fashion Must-Haves

COMING SOON!

Earbuds to Fit Any Personality

Happy Plugs earbuds are perfect for students who like to show off their personality.

AIR TRUE WIRELESS

Introducing the first true wireless headphones from Happy Plugs. With the vision of creating more than tech, these headphones offer 14 hours of music from two earbuds completely free of wires. Students will experience high performance sound quality, superior connectivity, and a lifestyle without wires with a stylish design to spice up their everyday look.

Color	DSC#	Vendor#
Black	127902	1616
White	127903	1617
Matte Gold	127904	1618
Pink Gold	127905	1619

SRP \$120.22
COST \$64.47

SHOP NOW »

