

# GET A WHIFF OF THIS!



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

Connect USB-C to Anything

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A Smarter Way to Research

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Dorm Room Essentials

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Truly Wireless Earbud

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Scent marketing improves brand recognition.

Source: airscent.com



A German study in which the smell of freshly cut grass was diffused throughout parts of a large home improvement store showed that shoppers in the scented section viewed employees as more knowledgeable than those in a non-scented part of the store.

Source: business.com



## The Ultra-Light and Versatile Surface Pro 6

Give Your Students the Best 2-in-1 Laptop



8th Gen Intel® Core™ processor  
2 colors: Platinum or new Matte Black  
Up to 13.5 hours of battery life  
Windows 10 Pro installed

Introducing a 2-in-1 laptop that instantly adapts to your students. This laptop is now faster than ever with the latest 8th Generation Intel® Core™ processor and the full Windows 10 Pro Experience. Wherever your students are, the Surface Pro 6 makes it easy to work and play virtually anywhere, with laptop-to-tablet versatility that adapts to them.



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Color	DSC#	Vendor#
Black	124719	LQ6-00016-EDU
Platinum	124720	LQ6-00001-EDU



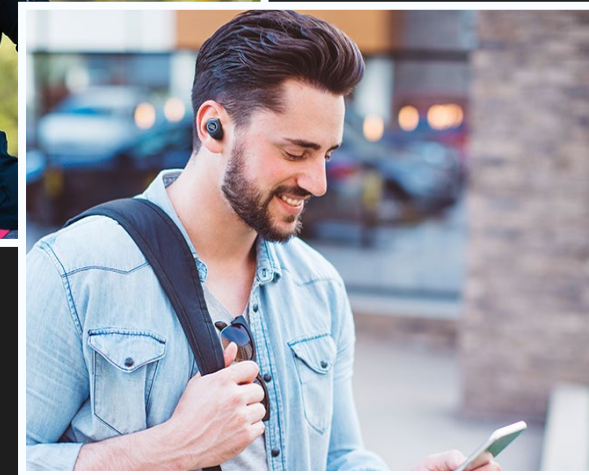
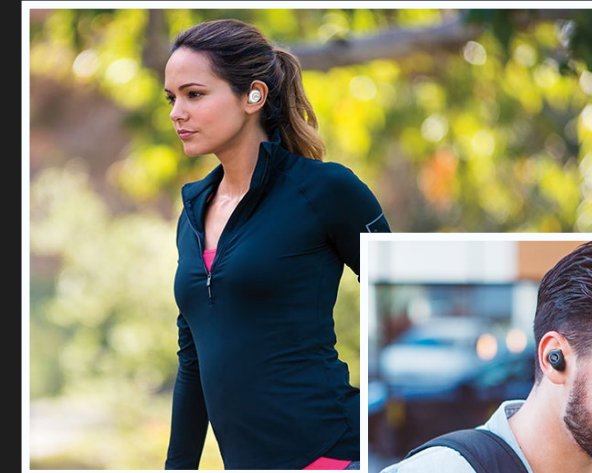
Laptop Mode



Studio Mode



Tablet Mode



## GET THE IMMERSIVE JBL SIGNATURE SOUND IN A TRULY WIRELESS FORM

### FREE X WIRELESS IN-EAR EARBUDS

The JBL Free is your students' flexible companion for calls, music, and an active lifestyle. Students get 24 hours of combined playback: 4hrs of continuous listening on the headphones plus 20 hours of backup from the smart charging case. Comfort Stay Secure Fit ergonomics with 3 ear-tip and 2 gel sleeve sizes provide a tailored fit for all-day wear and active use. The splashproof worry-free IPX5 certified design keeps the music playing.

Color	DSC#	Vendor#
Black	127932	JBLFREEEXBLKBTAM
White	127933	JBLFREEEXWHTBTAM

SRP \$149.95 | Cost \$77.25

[SHOP NOW »](#)





Smell can trigger memories and emotions more quickly than any other sense. The olfactory center of the brain is directly connected to the areas of the brain associated with emotion and memory.

Source: airemaster.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

**AFTERSHOKZ**

**GET YOUR STUDENTS IMMERSSED IN THE SOUND WHILE BEING AWARE OF THEIR SURROUNDINGS**

Open your students up to the world around them while listening to their favorite tunes



**Trekz Titanium Wireless Headphones**

Trekz Titanium wireless bone conduction headphones by AfterShokz offer an open-ear listening experience for complete awareness and comfort in all environments. Bone conduction technology, six hours of continuous play, and a suite of convenient features deliver premium music and crystal-clear calling without compromise.

Color	DSC#	Vendor#
Red	120729	AS600RD
Ocean Blue	120725	AS600OB

**SRP \$99.95 | Cost \$55.56**

**SHOP NOW »**



**Trekz Air Wireless Headphones**

Trekz Air wireless bone conduction headphone by AfterShokz allow students to stay social without hitting pause and is 20% lighter than the Trekz Titanium. Their open-ear design and lightweight titanium frame offer awareness and comfort while students safely enjoy music and calls. Boasting Bluetooth® 4.2 connectivity, PremiumPitch™ technology, and dual noise-canceling microphones, Trekz Air deliver an immersive listening experience.

Color	DSC#	Vendor#
Forest Green	120732	AS650FG
Slate Gray	120734	AS650SG

**SRP \$149.95 | Cost \$83.33**



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 \$89.99  
COST \$50.00**

**SHOP NOW »**



**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 \$4.99 | COST \$2.81**

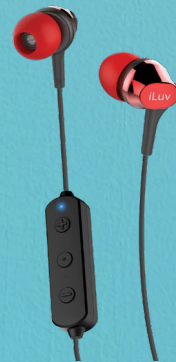
[SHOP NOW »](#)



## 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 customers only hear what they want to hear, their music. The built-in mic and remote allows customers 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 \$9.99 | COST \$5.00**



## 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 \$19.99 | COST \$12.49**

**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 \$99.99 | COST \$72.93**



## 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, and with a long-lasting battery and speed charging, nothing can stop them.

**DSC# 127802 | VENDOR# GP-Y500HAHHCAD | SRP \$149.99 | COST \$108.26**

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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

Ambient scents increase positive product ratings by

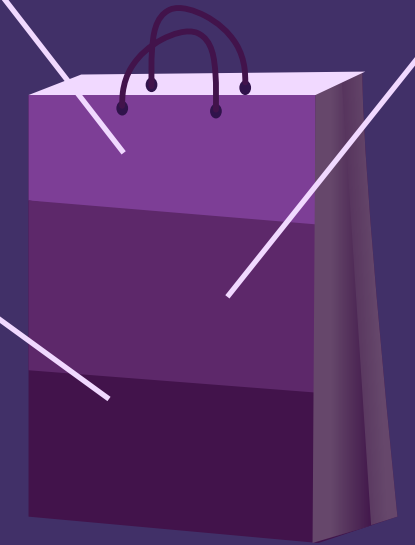
**25%**

Scenting can increase intent to purchase by

**80%**

Customers will linger longer in scented areas by

**40%**

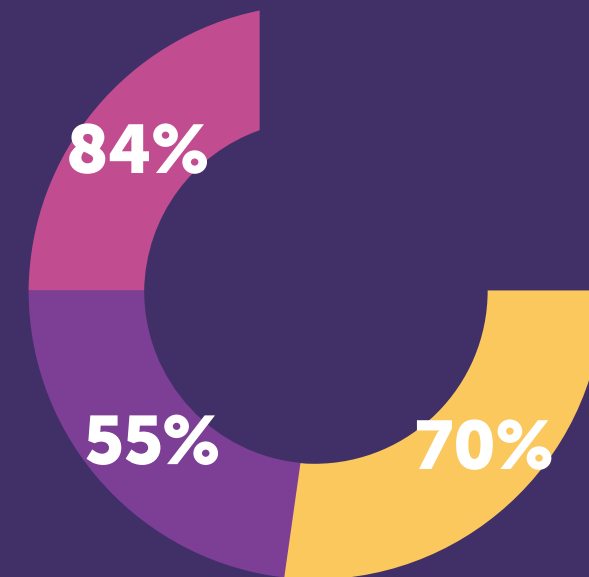


BRANDING

### 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](http://www.ambius.co.uk)

73%

73% of people say that smell triggers an instantaneous memory or feeling—this is ranked higher than any other sense about a store.

Source: hardyhenryservices.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



## Work That Works Better

Make Google do it better



### Take work offline.

Students can work offline with Google Docs, Sheets, and Slides. They can even read and respond to Gmail offline; the next time they're online, their emails will send automatically.

### Multitask and collaborate like a pro.

Students can multitask with split-screen functionality. Plus they can collaborate with built-in Google Docs, Sheets and Slides.

### A powerful desktop experience.

Students can connect their monitor, mouse, and keyboard to turn their Pixel Slate into a powerful workstation.

### Long-lasting battery. Fast recharge.

With up to 12 hours of battery, Pixel Slate keeps up with your students. Plus, when they need a boost, they can get up to 2 hours of use in just 15 minutes of charge.

Description	DSC#	Vendor#	SRP	Cost
m3/8/64GB Touch	125142	GA00345-US	\$719.10	\$661.25
i5/8/128GB Touch	125143	GA00347-US	\$899.10	\$826.75
i7/16/256GB Touch	125144	GA00348-US	\$1,439.10	\$1,323.29

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## STOCK UP ON THESE GROUND-BREAKING APPLE & MOBILE ACCESSORIES

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### 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 + SRP \$19.99 + COST \$14.12

### 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 + SRP \$79.00 + COST \$56.47



### 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 + SRP \$99.00 + COST \$70.59





Scent marketing improves guest experiences.

Source: airscent.com



Ambient scenting has been shown to make people stay longer in fragranced areas, and the longer they stay, the more they are likely to purchase.

Source: shopify.com

## Take a stand

Get the Cutest Phone Stands for Your Students



### The Original Piggy®

The cute piggy shape is great for watching movies, making video calls, taking selfies, and more. Made of FDA-grade silicone, this Piggy® is durable and reusable for years to come. Pop the Piggy® onto a phone or case to use it, and pull to remove.

DSC# 125397 | VENDOR# PIG-200 | SRP \$398.00 | COST \$200.00

### Piggy® and Friends

Comes in delightful animal shapes: The Squishy Piggy®, Sheep, Dinosaur, Turtle, Dolphin, and Glow Piggy. Made of FDA-grade silicone, each animal's secure grip allows for worry-free and hands-free calling. Soft, but durable.

DSC# 125611 | VENDOR# PF-90 | SRP \$179.10 | COST \$117.00

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## 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.

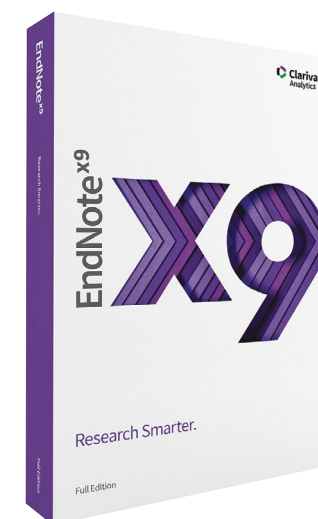
COLOR	DSC#	VENDOR#	SRP	COST
Blue	128129	APX-00E36-EDU	\$99.95	\$78.91
Teal	128130	APX-00E32-EDU	\$99.95	\$78.91
Black	137039	APX-00P39	\$119.95	\$98.42

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## Help Your Students Research Smarter

With Endnote X9, students can leave behind the tedious work of formatting bibliographies, finding full text, and searching for references.



SHOP NOW »

### EndNote X9

Students can sync their EndNote and EndNote Web libraries so all references, attachments, and groups in one can be accessed from the other. They can track references and find their favorites with new rating and status tools. See more with the expanded layout options to make better use of their screen. Students can email a reference, including file and figure attachments with one click. They can use the PubMed direct export format to import records in fewer steps. Allows for one account but can be installed on up to 3 devices.

DESCRIPTION	DSC#	VENDOR#	SRP	COST
Student Edition ESD	122286	42527970	\$115.95	\$96.67
Commercial ESD	122284	42527973	\$249.95	\$184.44
Commercial Upgrade ESD	122285	42527971	\$99.95	\$92.22
Student Edition CD	121906	42527982	\$125.95	\$103.12
Commercial CD	121904	42527986	\$299.95	\$192.63
Commercial Upgrade CD	121905	42527988	\$109.95	\$98.58





Scent marketing creates a brand identity.

Source: airscent.com



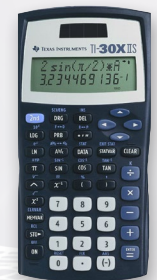
9 out of 10 people say an unpleasant smell would negatively impact the amount of time spent in a store.

Source: hardyhenryservices.com



# Make Math a Little Easier

Get the most well-known and trusted calculators for your students. From basic to graphing calculators, Texas Instruments has it all.



### TI-30X IIS Scientific Calculator

DSC# 10017 | VENDOR# 30XIIS/TBL/1L1 | SRP \$17.00 | COST \$10.83



### TI-30Xa Scientific Calculator

DSC# 10119 | VENDOR# 30XA/TBL/1L1 | SRP \$15.00 | COST \$8.33



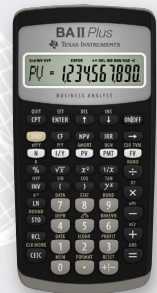
### TI-84 Plus Graphing Calculator

DSC# 10326 | VENDOR# 84PL/TBL/1L1 | SRP \$139.00 | COST \$101.54



### TI-BA II Plus Financial Calculator

DSC# 68221 | VENDOR# 84PLCE/TBL/1L1 | SRP \$149.00 | COST \$121.03



### TI-BA II Plus Financial Calculator

DSC# 10063 | VENDOR# IIBAPL/TBL/1L1 | SRP \$45.00 | COST \$25.79



### TI-503 SuperView Calculator

DSC# 10008 | VENDOR# 503SV/FBL/3L1 | SRP \$5.00 | COST \$2.53

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## The Essentials Your Students Need

Get those last minute items for your students



### Door Stop

DSC# 55790 | Vendor# 12000  
SRP \$3.27 | Cost \$1.41



### Screwdriver

DSC# 55794 | Vendor# 20122  
SRP \$2.71 | Cost \$1.70



### Grounding Adapter

DSC# 55746 | Vendor# 85030  
SRP \$3.19 | Cost \$1.41



### Hand Tape Measure

DSC# 55758 | Vendor# 20600  
SRP \$10.38 | Cost \$4.51

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## An Indestructible Mind is Worthy of an Indestructible Pen

Stock up on the pens your students need to start the semester strong



### M-301 Mechanical Pencil

- Features a lightweight, stainless-steel barrel with a nonslip grip
- Refillable with standard .5mm or .7mm lead

DESCRIPTION	DSC#	VENDOR#	SRP	COST
.5mm	69706	54011	\$2.85	\$1.34
.7mm	69705	54311	\$2.85	\$1.34



### Sarasa Retractable Gel Pen

- Rapid dry ink and superior ink flow with scratch-free write out
- Rubberized grip provides full writing control
- Lefty-preferred

DESCRIPTION	DSC#	VENDOR#	SRP	COST
2 Pack	69610	46812	\$3.78	\$1.60
4 Pack	39659	46814	\$7.56	\$3.55

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# 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 \$129.99**  
**COST \$79.25**

**SHOP NOW »**