

# SCHOOL SELLING

2017

REPORT

Edition #003

## SCHOOL DAYS

There are more than 50 million students attending public schools in America.

Check out new ways to reach this market.

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## HOMEWORK

Stand out with your customers by following our guide for setting up a display that scores with teams and schools.

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## EXTRA CREDIT

Eye on Trends: varsity-inspired looks with long-lasting style.

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ITEMS PICTURED ABOVE TOP TO BOTTOM: BG207, 414004, STC32, DT600, DM130, ST235, DM136L, LST235

## FIELD SPORTS



ST371, STC23, BST600

## BOOSTER CLUBS/FUNDRAISING



PC850, PC850YH, STC20, STA02, BG601

## CLUBS



PC450, ST861, STC22, ST235

# SCHOOL DAYS

*Ten Audiences for School Sales*

Expand your school selling strategy by targeting a variety of audiences.



## GREEK LIFE



AA5060, AA5058, BG614, AA2822

## LEAGUE SPORTS



LST861, LST320, BG801

# CAMPUS LIVING



DT715, AA9573, DT600, AA5057

# BOOKSTORES



OE550, LOE551, OE650, BP70

# PTA/PTO



BG411, LST620, ST620

# DORM LIFE



DM139, BG616, PC099LSP, BP78

# SCHOOL SPIRIT



ST330, LPC381V, PT38, PC850ZH, PC381

# HOMework

It's as easy as 1, 2, 3 to set up a creative display.



ITEMS PICTURED ABOVE TOP TO BOTTOM: T200, DT265, DT600, STC21, STA02, DM465, DT715, BG77, PC450, STA01, PC850, BG614, PC850H

1. Select a workable and flexible display fixture
2. Choose products that support your theme and add a logo
3. Focus on eye-level display with support items below

Eye on Trends:

## VARSITY STYLES

Varsity-inspired looks are here to stay. Whether showing off **team spirit** on the sidelines, traveling with the **marching band** or **rocking school pride** while out and about, varsity shirts provide a perfect canvas for **students, parents and fans.**



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