



Back to School USB Drives for: Kids, Tweens and Teenagers

Sherry Chapman, Director of Marketing

DANE-ELEC



National Retail Federation 2012 BTS

Spending on back to school and college supplies are expected to reach \$83.8 billion this year.

Making the back-to-school shopping season the second largest consumer spending event behind the winter holidays.

According to the National Retail Federation.

Parents estimate they will spend an average of \$246 on clothes and \$217 on electronics this year.

Back to School is a Major Focus at Mass Retail

BTS is all about fun, playful, customized colors and designs.



Kmart

Target



Staples



Wal-Mart



All traditional Back to School items are getting a makeover

FlashMemory
SUMMIT



stapler



pens



Music player



Lunch box



USB drive



laptop



pencils



Post-it



Laptop case



calendar



Thermo mug



Laptop case



journal

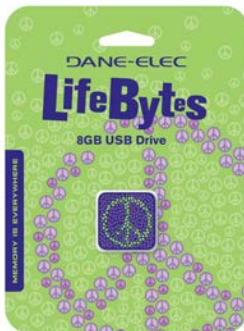
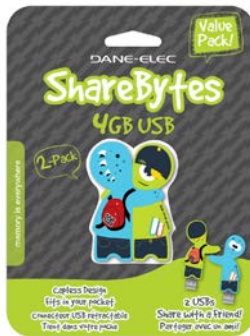


notebooks

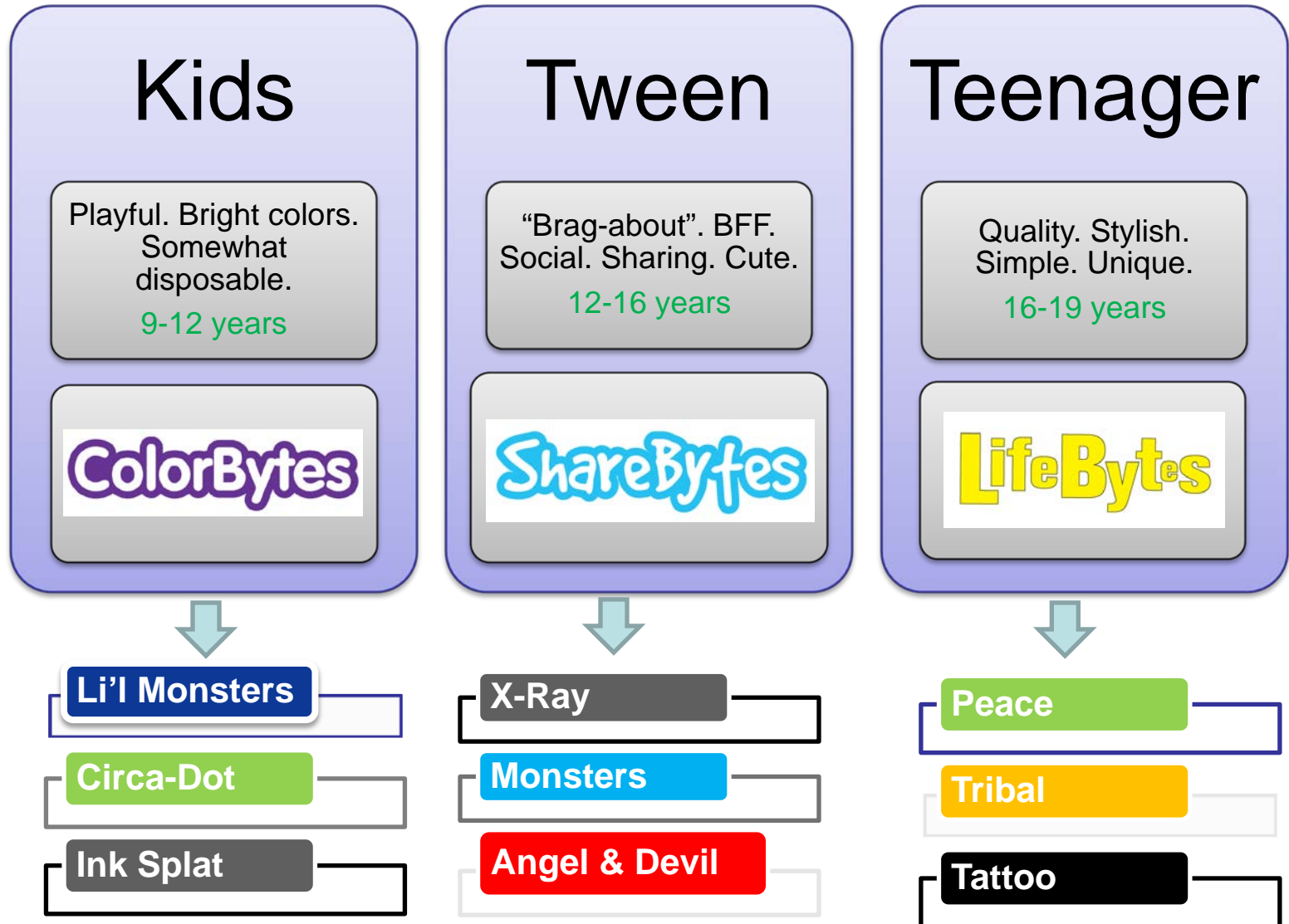
We wouldn't give our kids.....



So why do we give them our USB drives for school?



2012 Back-To-School Offerings





Beyond the Backpack





THANK YOU!

