

The Source Renews for a Third Year

PAULA HAERR
VP RETAIL SERVICES

THE SOURCE

A Joint Connect2One ICBA Program

Now in its third year, The SOURCE—a **Joint Connect2One ICBA program**—continues to break records in uniting

buyers for strength in numbers. More than 1.4 million garments have been purchased since the inception of The SOURCE. With prices approximately 30% below typical market pricing, it's not surprising that buyers are attracted to the money-saving opportunities this program provides.

WHY COMMIT IN THE FIRST PLACE

Negotiations rely on the projected volume of business that will be generated by the two groups. Your early commitment allows manufacturers to cut costs through efficient forecasting of inventory and production time.

Your best projection of commitment numbers sends a message to the vendor community that you support the united buying model. By pre-planning your buys, you will be able to build a promotional calendar that meets your projected sales and gross margin dollars with certainty.

THE SELECTION TEAM'S AWARDED BIDS



Vantage Apparel makes its first appearance in The SOURCE offerings with key performance wear garments. Easy-care, easy to wear moisture-wicking tops continue to grow in popularity for both athletic wear and casual, everyday attire. Vantages' low 48 piece minimum for imprints and 12 piece minimum for embroidery will be a hit with stores of all sizes.

The Vantage assortment includes a 100% poly jersey short-sleeve t-shirt, the Omega short-sleeve solid-color polo shirt and the Vansport quarter zip pullover. Both the polo shirt and pullover are available in men's and women's sizes which can be assorted to meet the decorated minimum.



The lowest priced garment in the 2017 program is **MV Sport's** 100% cotton adult short-sleeve t-shirt. The quantity splits allowed in garment color and imprint colors within minimum order requirements makes MV Sports' program a hit with stores large and small. Also awarded: 100% cotton youth short-sleeve t-shirt and adult long-sleeve t-shirt.

New in 2017: With the growing demand for 11 oz. pro weight fleece garments, The SOURCE team approved MV Sport's popular Pro Weave crewneck and hooded sweatshirts for a new introduction into the program.



The Selection Team once again awarded **Russell Athletic's Jerzees** brand for its color variety and consistent quality. The 50/50 cotton/poly t-shirts are available in minimums as low as 72 pieces in adult short-sleeve and adult long-sleeve styles.

Russell Jerzees is also awarded the 8 oz. fleece category which includes crew, hoodie, full-zip hood, quarter-zip and sweatpants (both banded and open bottom styles).

Continued in 2017: All Russell Jerzees orders with pre-approved art and a 90+ day lead time on delivery qualify for **FREE FREIGHT**.



The popular style of **The Game's** low profile unstructured cap is a fan favorite. Contact your MV Sport/The Game sales rep for details on pack and hold options within minimums when placing your order.

COMMITMENT FORMS DUE MARCH 31

The SOURCE Vendor Selection Team decisions were announced in mid-January. Buyers can make commitments through March 31, 2017 for deliveries through February 28, 2018.

Questions? Contact info@connect2one.com for your commitment worksheet and any questions you have about The SOURCE program. Or, see us at booth #2625 at CAMEX; we'll be happy to help you.



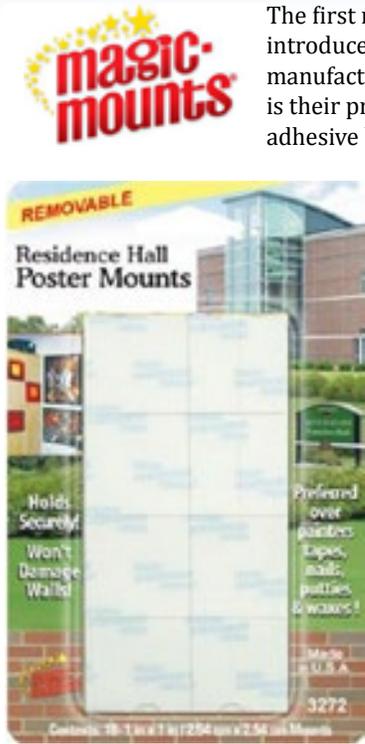
Watch your inbox for complete details on the Fall 2017 Connect2One Supply Commodities Program.

This year's award goes to Roaring Spring Paper Products for the 1, 3 and 5 subject commodity wirebounds, composition books and filler paper.

New products added to the 2017 program come from TOPS Products with 1" and 1.5" Cardinal view binders, 2-pocket Oxford portfolios and 3x5 Oxford index cards.

Commitment orders for the Supply Program must be received by March 31, 2017.

Welcome New Vendor Partners



The first removable tape was introduced by **Miller Studio**. Proudly manufactured in the US, *Magic Mounts* is their premiere brand, a revolutionary adhesive bonding system that secures tightly to most surfaces. Art and Supply buyers will appreciate the many options of mounting tapes, hooks, bumpers, picture hanging accessories and one-of-a-kind specialty items. Pricing is significantly lower than comparable product in the college market. **C2O stores save 5% OFF the entire line.** Stop by Booth 3461 at CAMEX and take advantage of the Free Freight Show Special. For more info, call 330-339-1100 or email dgray@miller-studio.com.



The first box of eight **Crayola** crayons rolled off the assembly line in 1903. Since then, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creative toys that give kids (and adults) the power to express all that inspires them as they explore, discover, play, pretend and dream. Available through distributors in the college market, Crayola is more than just crayons. **NEW for 2017 and a "C2O Pick,"** check out **"Art With Edge" Coloring Pages**. From adult coloring books and colored pencils to Silly Putty® and modeling clay, there's something for everyone. For more info, call 800-558-5922 or contact your wholesale distributors for details.



If you're looking for authentic, high quality knit scarves, **Ruffneck Scarves** is for you! As the official scarf supplier to Major League Soccer, the U.S. Soccer

Federation and many NCAA colleges and universities, Ruffneck is the number one brand in custom and licensed scarves. From the quality of the product to the colorful custom designs Ruffneck does it all. They have over 10 years of experience and have sold over 2 million scarves.

Ruffneck's in-house art team creates innovative custom designs using your school's branding to ensure a finished product that fans, students and alumni will be proud to wear. Choose from a traditional style or a high definition style featuring detailed artwork such as a mascot or campus landmark. Scarves measure 7" x 60" with 2" fringe on each end. **Connect2One stores save 15% on each scarf.** Visit Ruffneck Scarves in Booth 3061 at CAMEX or go to www.ruffneckscarves.com to see more.



Posterservice, Inc. has been in business for over 30 years, and has the most diverse selection of posters in the industry. Posterservice offers different size

displays that can be customized to fit your store. Their **Shrink-Wrap** displays can hold anywhere from 50-250 posters. They also offer a larger rack using their unique computerized inventory tracking system called, **Rack Track**. Their unique computerized inventory tracking system will track your inventory and keep hot selling titles in your rack! Slower selling titles will automatically be replaced with fresh new posters.

Connect2One stores receive a 10% discount on all products. Call 800-577-5920 or visit www.posterservice.com for more details.



C2O Education Events are open to C2O Store attendees only.
*Attendees of the Thursday C2O Education Sessions are eligible to receive the 2017 C2O Goody Bag. You will receive a Goody Bag redemption ticket with your R.S.V.P. confirmation.

Wednesday, March 1, 2017

2:00 - 6:00 p.m.

C2O Welcome: Stop by for afternoon refreshments and Goody Bags*! Attendees of Thursday C2O Educational Sessions are eligible to receive the 2017 C2O Goody Bag.

Thursday, March 2, 2017

Breakfast on your own: Start the day at your own pace. Coffee and sodas will be available at the meeting rooms. Goody Bag* pickup available from 8:00 a.m. to 2:00 p.m.

9:00 - 10:30 a.m.

Apparel In-Depth Review: Excited about this year's fashion scene? Michelle Johnson reviews the latest looks and best buys from our apparel programs.

10:45 - 11:45 a.m.

Expansion Categories: There's more to C2O than apparel and supplies. Join Robb Faust along with Michelle Johnson for an overview of gifts, souvenirs, backpacks, shopping bags, operational supplies, fitness and sporting goods.

11:45 a.m. - 12:45 p.m.

Lunch: Take a break between our morning and afternoon sessions to catch up with friends and colleagues

12:45 p.m. - 2:00 p.m.

Grow your Mix: Join Robb and Michelle for an overview of HBC, snacks, dorm, tech products and health sciences. Get the scoop on course material offerings and resources for independent stores.

2:15 - 3:30 p.m.

Hey Robb! Let's Talk Supplies: Check out all the 2017 supply programs in Hey Robb's inimitable style.

3:45 - 4:45 p.m.

C2O Idea Exchange: It's back on our Thursday schedule! C2O Buyers have the best ideas to share! See unique products, bestsellers and engaging promotions submitted by buyers to inspire you in the coming year!

6:30 - 9:00 p.m.

"Be True to Your School" Party: Be our guest for dinner, socializing, music and entertainment. Represent your school by wearing your favorite logo apparel.

Saturday, March 4, 2017

3:00 - 4:00 p.m.

What's Hot: New time slot just before the CAMEX Fashion Show. Open to all.



**Connect2One
TRAVEL DAY**

Wednesday, March 1

**Connect2One
EDUCATION DAY**

Thursday, March 2

**RSVP online at
connect2one.com**

Questions?

800-563-9034 or info@connect2one.com

RSVP Deadline 2/10/17



camex
Campus Market Expo 2017

Visit www.camex.org for housing and
CAMEX event registration.

RSVP online at connect2one.com by February 10, 2017

It's free to attend exclusive C2O events, and you must RSVP at connect2one.com to receive your pass to these events.

A Closer Look at DIM Weight Pricing



Dimensional (DIM) weight can be a tricky subject to master, but it's important to educate yourself. FedEx and UPS recently made changes to the DIM factor that could have a significant affect on your costs.



The basic formula for calculating DIM weight is (length x width x height)/DIM factor. Between the DIM weight and your actual weight, the greater of the two will become the billable rate. Visit PartnerShip.com/DIMCalculator for an easy way to determine your billable weight.

Review your shipment packaging to reduce the size if you can. Don't use oversized boxes that contain unused space and, where possible, consolidate orders. By being more efficient with your packaging, you'll ensure you're not paying to ship empty space.

Visit PartnerShip.com/RateIncrease for a full analysis of the 2017 changes. This tip is from PartnerShip, the company that manages the Connect2One Shipping Program. For more information, visit PartnerShip.com/C2O or call 800-599-2902.

Don't Forget Your C2O Education Day Packet

Attention Education Day Attendees: You will receive your C2O tickets, schedule and FAQ in the mail in early February. Please don't forget to bring these materials with you to the exclusive C2O events.

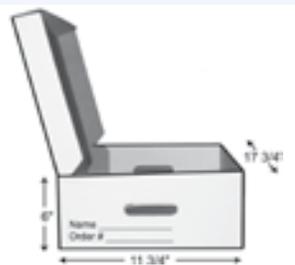


Rapp's Packaging

Rapp's Packaging has served the needs of Connect2One stores for over 15 years. Rapp's complete assortment of custom printed shopping bags, gift boxes, labels, tissue and ribbon have helped many college stores create an elegant, lasting impression for their customers.

Rapp's also offers a complete assortment of **Textbook Reservation Boxes & Bags** custom designed for the needs of college stores. Check out the enclosed flyer for all the sizes and costs associated with these smartly designed, efficient boxes and bags. Prices include a 1-color imprint. Rapp's highly trained customer service department can answer all your questions, take your order and talk with you about how your order may qualify for free freight. Call 800-722-9727 for more information.

New styles for 2017 include the Silicon Phone Lanyard, Silicone Phone Wallet (a great give-away item) and the Phone or Tablet Spyderweb. Visit Rapp's Packaging in Booth 1430 at CAMEX or go to rappspackaging.com to see more.



Textbook Reservation Box - Large

Access Your C2O Catalog on RedShelf

A link for the 2017 Program Catalog was sent to designated buyers in your store on January 24. If you did not receive your link or if you have any questions, please contact us at info@connect2one.com or call 800-563-9034.



4350 Glendale-Milford Rd. Suite 240
Cincinnati, OH 45242
Phone: 800-563-9034 or 513-754-0111
Fax: 800-600-9034
connect2one.com
info@connect2one.com

