

# 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, PC250, 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.**



DM136, DM476, BG614, STC19

Elemental Style

THE ABCS OF SELLING TO SCHOOLS, TEAMS AND THEIR BIGGEST FANS

# 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.  
p. 2-3

## 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.  
p. 4



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

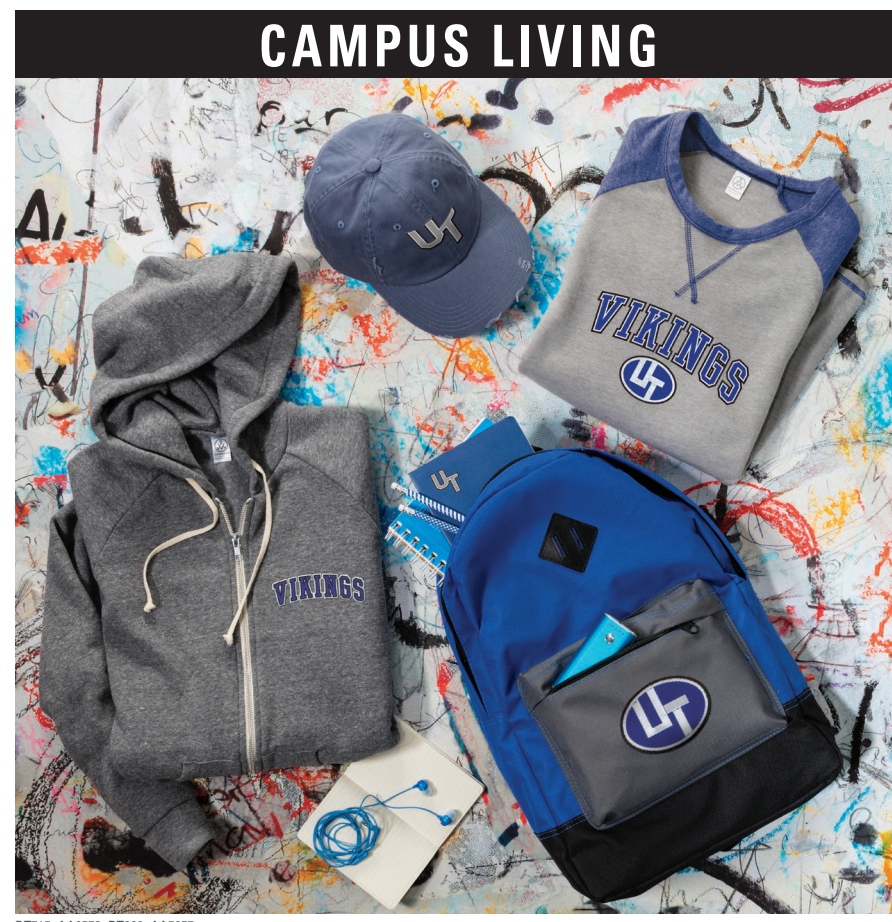
To protect its reputation and identity, OGIO reserves the right to prohibit the addition to any OGIO product any trademark, name, design or logo that does not meet the high standards of the brand. OGIO products may not be resold without embellishment. Bags not intended for use by children 12 and under.



ST371, STC23, BST600



PC850, PC850YH, STC20, STA02, BG601



DT715, AA9573, DT600, AA5057



OE550, LOE551, OE650, BP70



PC450, ST861, STC22, ST235



AA5060, AA5058, BG614, AA2822



LST861, LST320, BG601



DM139, BG616, PC099L.SP, BP78



ST330, LPC381V, PT38, PC850ZH, PC381

# SCHOOL DAYS

Ten Audiences for School Sales

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

