

Toy Safety: A Wild Ride • Get Kids Outside • Adjustable School Furniture

Educational Dealer

March 2009

THE MAGAZINE OF THE SCHOOL SUPPLY INDUSTRY

ED EXPO
The Roundup
in Dallas

Visit Ed Dealer at Ed Expo, Booth #721
EdDealerMagazine.com • ShopSchoolSupplies.com

SHELF HELP

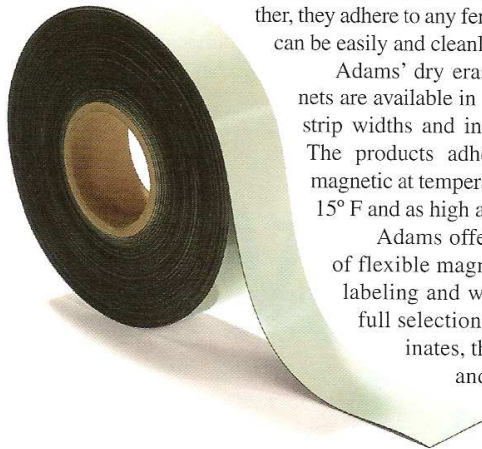


Kill A Watt: cableorganizer.com/kill-a-watt/

The Kill A Watt family of products allows business users to cut energy costs by discovering which electrical devices, appliances and components are affordable to keep plugged in. Users connect an appliance to the Kill A Watt device, and it will assess how energy efficient – or not – that appliance really is. A large LCD display indicates power consumption of the appliance by kilowatt hours.

Adams Magnetic Products: www.adamsmagnetic.com

Write-on/wipe-off dry erase magnetic strips and sheets can be used as temporary labels, tags, bin markers or control charts, where information changes quickly. Further, they adhere to any ferrous surface, and can be easily and cleanly repositioned.



Adams' dry erase flexible magnets are available in 1-, 2- and 3-inch strip widths and in 24-inch sheets. The products adhere and remain magnetic at temperatures as low as -15° F and as high as 160° F.

Adams offers a wide range of flexible magnet solutions for labeling and warehousing in a full selection of surface laminates, thickness, widths and lengths.



The Paper Mill Store: www.thepapermillstore.com

The Paper Mill Store has partnered with Creative Carton, a Minnesota company, to offer custom, 100-percent recycled shipping boxes. The recycled boxes are manufactured with between 35 and 95 percent post-consumer waste, depending on the custom options selected.

Customers are able to choose from several box styles, specify dimensions and box strength and, if desired, add custom or standard printing. No minimum quantity is required.



Magnetic Attractions: www.magneticattractions.com

Snap out the magnet portion from the SnapNwin card to reveal prizes, code numbers or coupons hidden from sight in the center of the card. SnapNwin's standard business-card size offers effective messaging, functionality and ease of distribution.

"With advances in magnetic promotions, we can print and cut a magnet, bind it, score it, glue it, snap it and much more,"

said John Dowling, general manager of Magnetic Attractions.

"Studies estimate that a magnet on a refrigerator is viewed 55 times per day in an average family household. That's more than 20,000 times per year per fridge. With more than 106 million refrigerators in the U.S., magnets have the potential to generate nearly 6 billion daily advertising impressions, making them very powerful marketing tools," concluded Dowling.