



# Category Review - Stationery



L&R Distributors, Inc.

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# The Stationery Category

**Stationery is a destination category that consists of the products needed for:**

- School**
- Home Office**
- Mailing and Shipping**

**For the 12 months ending December 2016 the Stationery Category generated \$12.4 billion in retail sales in all classes of trade. This represents an increase of 1% versus the previous year.**



# Category Subcategories

**Below is the list of Stationery Subcategories and how they rank in dollar sales:**

- **Writing Instruments** **21.19%**
- **Filing & File Storage** **15.44%**
- **Office Essentials** **12.77%**
- **Office Paper** **12.38%**
- **Binder & Presentation** **11.12%**
- **Coloring & Art** **10.54%**
- **Mailing & Shipping** **5.06%**
- **Dated Products** **4.51%**
- **Envelopes** **2.39%**
- **Self Stick Notes** **1.73%**
- **Specialty Tape** **1.48%**
- **Shredders** **1.39%**



# Category Consumer

**Sales in the Stationery category are not driven by a specific group of consumers. The Stationery category shopper is both male and female and crosses a wide range of age.**

**The top consumers in this category are:**

- **Students – K through 12 and College**
- **Employees who work from a Home Office**

**The Stationery Category sees the largest spike in sales in the fall when school start back for the new academic year and then a smaller spike in January when school resumes following the holiday break.**



# Category Trends



## School Lists

**For years schools have been publishing their school supply lists. Today over 30,000 schools publish their class school supply list on the website: [TeacherLists.com](https://www.teacherlists.com)**

- TeacherLists puts the power of technology behind back-to-school supply lists, teacher wish lists, and more.
- Quickly find your exact lists on any device and on multiple websites and apps, making back-to-school shopping quick and easy.
- Downloading a list makes shopping a breeze. Retailers can also download the list for area schools to be sure they are stocking everything the local teacher's are requesting.

# Top Selling Items

Writing Instruments		
L&R #	UPC	DESCRIPTION
105510	0-72512-03086	LEADS 7MM 30CT PENDEL
99042	0-70330-91188	PENCIL BIC 5PK DISPOSABLE
26161	8-16124-01550	PENCILS 10CT PKGE BXD/PEG
178491	0-72067-33892	PENCILS 10CT TICON.#2 SHRPND
52654	0-70330-90031	PENS 4 COLOR
144731	0-70330-14367	PENS ATLANTIS RETR BLK 2PK
41624	0-70330-68271	PENS BIC 10 PACK BLACK
27219	0-70330-68272	PENS BIC 10 PACK BLUE
176379	0-41540-89468	PROFILE RETR BLK BALLPT 2PK
179760	0-72838-31031	ROLLER GEL RETR BLK FINE 2PK
273424	0-45888-27112	BALLPOINT F301 2PK
178231	0-72838-32260	EZ TOUCH BLK RETR BALLPT 2PK
107362	0-71641-30162	SHARPIES FINE BLACK 2PK
179766	0-71641-37161	SHARPIES ULTRA FINE BLACK 2CT



# Top Selling Items

## Composition and Notebooks

L&R #	UPC	DESCRIPTION
115314	8-16124-01100	MARBLE COMP 100CT BLK
219626	8-16124-01101	MARBLE COMP BK COLR COV 100CT
240364	8-16124-01710	NOTBK COILESS 10.5x8 CR 80CT
240363	8-16124-01709	NOTEBK COILESS 10.5X8 W/R 80CT
104260	0-43100-06180	SPIRAL 2 SUB 6x9 STAR 100CT
240358	8-16124-01703	SPIRAL 3SUB 120CT W/R 10.5X8
272509	8-16124-01532	SPIRAL 3SUB 6X9 120CT POLY CVR
58719	0-43100-06206	SPIRAL 5 STAR 100CT CR
214101	8-16124-01701	SPIRAL 70CT 10.5X8 WR
21675	0-43100-43082	SPIRAL STENO BOOK 80CT 6X9 WH
26104	0-43100-45354	MEMO BOOKS SPIRAL 3X5 O/E 80CT
26211	0-43100-45464	MEMO BOOKS SPIRAL 4X6 O/E 50CT



# Top Selling Items

School Supplies		
L&R #	UPC	DESCRIPTION
272609	0-50362-11399	BINDER VALUE 1 FASHION ASST
272610	0-50362-11509	BINDER VALUE 1.5 BASIC ASST
176595	0-26487-80797	ERASER VALUE PACK 7PC
315874	8-16124-01008	INDEX CARDS WHITE RULED 100CT
315872	8-16124-01000	INDX CARDS WHITE UNRULED 100CT
315027	8-16124-01612	ISCHOLAR DIVIDE 5CT POLY TABS
98814	0-78787-50757	PORTFOLIO 2PKT SOLIDS 100 BOX
101224	0-43100-33106	PORTFOLIO 4PKT 5 STAR
172891	0-78787-50758	REPORT COVER 3FAST/2PKT ASST
302054	0-26487-80336	RULER 12IN ASST CLRS
181889	0-42054-95854	SHARPENER PENCIL / CRAYON





# Top Selling Items

## Office Essentials

L&R #	UPC	DESCRIPTION
206204	0-26000-01322	ELMERS GLUE 4oz
23408	0-43100-75100	ENVELOPE 6.75 PLAIN BXED 100CT
114158	0-43100-75026	ENVELOPE PRESS IT #10 SEC 45CT
18812	0-70158-00005	KRAZY GLUE
218741	0-90146-00492	PAPER COPY/PRINTER 400 SHEET
110959	0-21200-56900	POST IT NOTES 4PK 3x3 YELLOW
2.65E+09	0-26487-90200	PUSH PINS 100CT ASST PLAS.BOX
246454	0-71815-26131	RUBBER BANDS NAT ASST 2oz
107986	0-78484-09458	SCISSOR 7 STUDENTS
116217	0-73577-42516	SCISSOR 5 BLUNT STAIN STEEL
161523	0-74711-79141	STAPLER TOT KIT ASST CLRS
41681	0-74711-79350	STAPLES STANDARD REFILL 5000CT
32235	0-21200-01113	TAPE MAGIC 3/4 X 650
130752	0-70330-50604	WITE OUT QUICK DRY FOAM APPLIC



# Top Selling Items

Coloring & Art		
L&R #	UPC	DESCRIPTION
22822	0-71662-00024	CRAYOLA 24
22871	0-71662-00064	CRAYOLA #64
206329	0-71662-57408	TWISTABLE COLORED PENCILS 12CT
315792	0-42229-21491	SARGENT ART 12 FIN CLOR FLP CS
116644	0-71662-00320	CHALK WHITE CRAYOLA
116645	0-71662-00816	CHALK COLORED CRAYOLA



# New Planograms

The following Stationery Planograms are available in both the East Coast Warehouse and Pine Bluff warehouses:

<b>4 ft x 66" Stationery</b>	<b>Quote #619294</b>
<b>4 ft x 72" Stationery</b>	<b>Quote #619291</b>
<b>8 ft x 66" Stationery</b>	<b>Quote #619289</b>
<b>8 ft x 72" Stationery</b>	<b>Quote #619287</b>
<b>12 ft x 54" Stationery</b>	<b>Quote #619269</b>
<b>12 ft x 66" Stationery</b>	<b>Quote #619266</b>
<b>12 ft x 72" Stationery</b>	<b>Quote #619265</b>
<b>16 ft x 66" Stationery</b>	<b>Quote #619263</b>
<b>16 ft x 72" Stationery</b>	<b>Quote #619262</b>
<b>20 ft x 54" Stationery</b>	<b>Quote #619260</b>
<b>20 ft x 66" Stationery</b>	<b>Quote #619258</b>
<b>24 ft x 54" Stationery</b>	<b>Quote #619257</b>
<b>24 ft x 66" Stationery</b>	<b>Quote #619255</b>
<b>28 ft x 66" Stationery</b>	<b>Quote #619254</b>
<b>32 ft x 66" Stationery</b>	<b>Quote #619422</b>

