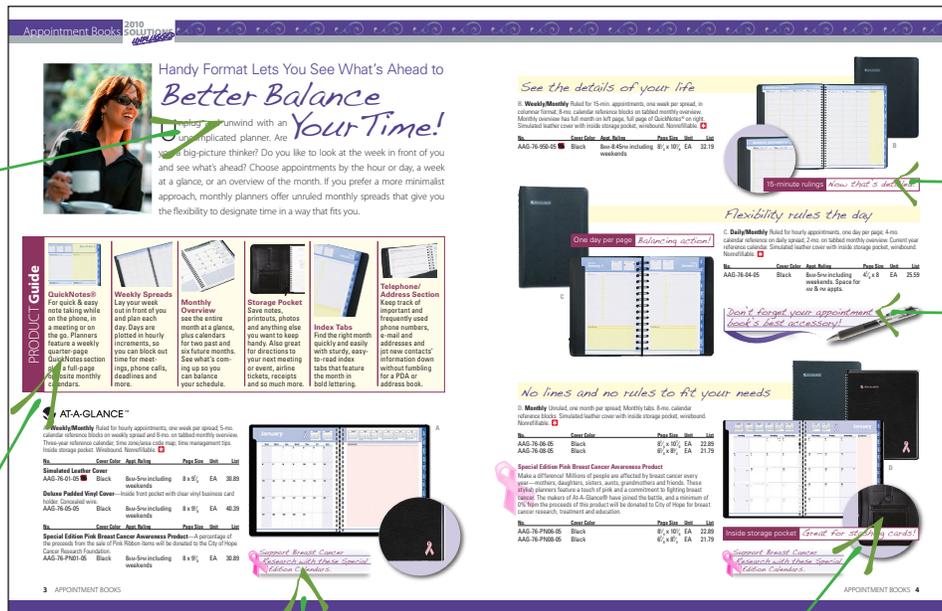


## Dynamic Guides to Sections and Products!

A friendly, personal tone makes the products even more appealing.

### Section Opener



Compelling editorials

Product feature call-outs

Call-outs to look for products on other pages

Product guide

Call-outs for a good cause

Magnify special features

### Product guide makes it personal

With a friendly, accessible style, our product guide introduces buyers to the different features they'll encounter in the section and showcases a featured SKU. Also highlighted are call outs of various features in each product—a personal explaining how these items are relevant to the customer's life. Throughout, a work-life balance is encouraged, with a friendly, personal tone that makes the products even more appealing and the catalog more fun and interesting to read. Included in the new, dynamic approach to selling these

products are colorful and bold spreads. Each section opens with a product guide that introduces customers to items inside that category and the key benefits they offer. Stronger, consumer-friendly copy and the highlighting of value-added features increase the appeal to customers and encourage them to trade up. Also included are short editorials that promote a work-life balance and the ways that these products can be used to help attain that, to unplug temporarily from electronics and bridge the gap between office and home.