

NEXCOM Stationery, School and Home Office Supplies

New Buyer, New Focus On BTS, Holidays



Hamersley

NEXCOM PHOTO



During October, November and December in calendar year 2014, NEXCOM stationery sales — including those at JEB Little Creek-Fort Story, Va. — were \$3.47 million, a 9.34-percent increase versus the \$3.18 million tallied during the prior year. Projected sales for this three-month period in 2015 are \$3.55 million.

In July, the Navy Exchange Service Command (NEXCOM) announced Mitch Hamersley as its new buyer responsible for books, magazines, greeting cards and stationery. *E and C News* caught up with Hamersley while his initial impressions of his new categories' place in patrons' shopping needs and possibilities were still very fresh.

"My first impressions were that these categories were very strong, with the commodity business and Back-To-School (BTS) season," he said. "Our customers consider us a destination for this season, as we offer quality goods at great prices for all their BTS needs."

CATEGORY MANAGEMENT

Sharon Freyer, who oversaw these categories for nearly 20 years before retiring on April 30, put her own stamp on these areas during her time in this position. Now, Hamersley has his own ideas about some of the new directions he would like to take his categories in.

"My main focus in my new role is category management, from the assortment to the space being dedicated to each category," he said. "I am also working with vendors on expanding our advertising and promotional plan outside of the BTS season, along with looking at trends outside the gate on items outside the commodity business."

The BTS period begins in mid-summer and can stretch into early September. As stationery transitions from this period into the holiday season, Hamersley

said that the exchange service will already have placed orders in preparation for the end-of-year selling period, "and we expect an increase over last year."

SALES UP 9 PERCENT

During October, November and December in calendar 2014, NEXCOM stationery sales were \$3.47 million, a 9.34-percent increase over the \$3.18 million tallied during the same period in the prior year. Projected sales for this three-month period in 2015 are \$3.55 million — a further 2.24 percent increase.

To reach and exceed that goal, Hamersley said that this year's ad presence will be expanded in NEXCOM's print ads and in-store promotions.

HOT TRENDS, PRODUCTS

Hamersley said that paying attention to hot trends and products should point NEXCOM in the right direction for the holidays.

"Elf on the Shelf" — which includes books and plush toys — is expected to have another stellar year, and we hope to take advantage of this trend while it's still hot," he explained. "Another trend that we will see this holiday season will be Star Wars. We will be offering several Star Wars items in stationery over the holidays."

Looking at both the BTS and holiday periods, Hamersley said that his area's goal "is to be a destination for the stationery category, especially for the BTS season. We are very aggressive with advertising during this season, but have recently expanded

our ad presence into additional ads so that our customers know that we carry quality goods at a savings year 'round.

"The buying and supply chain teams have a great partnership to ensure that programs and assortments are executed to benefit the customer. We strive to ensure that the right products at the right prices are on the shelf at the right time to fulfill our customers' needs."

—E and C NEWS

NEXCOM Fiscal 2015 Most Popular Stationery and Home Office Products

By Dollar Volume

- 1) Stamps Book (Recruit Issue)
- 2) Explorer Copy Paper (8.5 in. x 11 in., 10 reams)
- 3) Witz See It Safe Clear ID Holder
- 4) Domtar Copy 10-Ream Cartons (40 cases minimum)
- 5) Crest Craft Zippered Portfolio
- 6) Sanford Sharpie Twin Tip Marker (fine point)
- 7) Annin Nylon Glow Flag (3 ft. x 5 ft.)
- 8) Annin Nylon Flag (4 ft. x 6 ft.)
- 9) Paris Print Works Multi-Purpose Paper (8.5 in. x 11 in., 500 sheets)
- 10) Texas Instruments Advanced Scientific Calculator with Multi View and Math Print
- 11) Avery Sheet Protectors (25 count)
- 12) Stuart Armband ID Pass Holder
- 13) Composition Book with Logo
- 14) ND Alliance Multi-Purpose Copy Paper (11 in., 10 reams)
- 15) Mead Index Cards (3 in. x 5 in., ruled)
- 16) BIC Click Stick Retractable Pens
- 17) Sanford Dymo Letra Tag Label Maker
- 18) Zebra Retractable Ballpoint Pen
- 19) Casio Calculator
- 20) Avery Durable View Binder (1.5 in., assorted)
- 21) Zebra Ballpoint Pen and Pencil Set
- 22) Hewlett-Packard Multi-Purpose Paper (8.5 in. x 11, 500 sheets)
- 23) Avery Durable View Binder (2 in., assorted)
- 24) Pilot Gel Ink Pen (2 pack, black)
- 25) Standard Graphing Paper for Math and Science
- 26) Clear Mailing Tape (2 in.)
- 27) Paris Print Works Multi-Purpose Copy Paper (8.5 in. x 11 in., 750 sheets)
- 28) 3M Clear Mailing Tape with Dispenser
- 29) Pilot Gel Pen (black fine point, 2 count)
- 30) Royal 12 Sheet Cross Cut Paper Shredder

Note: Through June 2015.

Source: NEXCOM