

# Capture the future

## Take a good look at paper.

Education is an investment. We want our children to have the best resources to succeed and make a difference. **When it comes to success, every detail counts, including paper.**

## Look beyond for perspective

Based on experience, we can look to the future from different perspectives. That helps us make the best choices for our children.

### PAPER SEEN BY OUR BRAIN

**88%**  
of people understand, remember and use information better when reading on paper

**67%**  
greater success rate in gaining new customers when campaigns include print

**81%**  
of people prefer to read on paper

**60%**  
of professionals choose to work on paper to be more productive

### PAPER SEEN BY STUDENTS

Secondary school pupils

**45%**  
learn best when writing on paper

**89%**  
believe paper is essential for reaching their learning goals

College students

**74%**  
use pen and paper to take notes while reading in a digital format

**81%**  
believe that paper enhances memory when revising for an exam

### PAPER SEEN BY PARENTS AND EDUCATORS

**80%**  
of parents agree that it's important to "unplug" once in a while

**92%**  
of Millennial parents believe that taking notes by hand helps develop skills (such as hand-eye coordination) in children and teenagers (aged 3 to 17)

**74%**  
of parents feel that taking notes by hand should be encouraged in education

**92%**  
of educators believe that children benefit from reading around 15 pages a day on paper



## Different kinds of paper for different educational needs



For taking notes

In class, studying or preparing for tests and exams.

**75 g.m<sup>-2</sup>** Advanced  
50% RECYCLED  
**75 g.m<sup>-2</sup>** Eco-Logical



For essays and assignments

All kinds of coursework, especially in colour, even mindmaps.

**80 g.m<sup>-2</sup>** Universal  
**80 g.m<sup>-2</sup>** Organizer  
**80 g.m<sup>-2</sup>** Hybrid  
30% RECYCLED



For revising

Flash cards, memos, printouts and photocopies of all kinds.

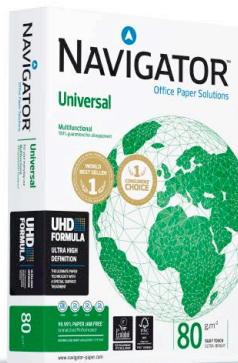
**90 g.m<sup>-2</sup>** Expression  
**100 g.m<sup>-2</sup>** Presentation



For special moments

Photos, posters, greeting cards, certificates and diplomas.

**120 g.m<sup>-2</sup>** Colour Documents  
**160 g.m<sup>-2</sup>** Office Card  
**200 g.m<sup>-2</sup>** Bold Design  
**250 g.m<sup>-2</sup>** Hard Cover



## You decide

In a world overloaded with information, paper is an enjoyable way to connect to others and ourselves. Reading and working with paper uses four out of our five senses: **we see, touch and smell paper, and we can even listen to its sound. What better way to connect to yourself?**



Sources: Canada Post, True Impact Marketing, Understanding the Impact of Physical Communications through Neuroscience (2015) | Library Journal Research, Academic Student Ebook Experience Survey (2018) | Newsworks, The IPA Databank study (2017) | Paper + Packaging Board, Isobar (2019) | Paper + Packaging board, Kelton, The Workplace Productivity Report (2019) | Paper + Packaging Board, The Fourth Annual Back-to-School Report (2018) | Two sides, Print and Paper in a Digital World (2017).



PRODUCED  
IN PORTUGAL BY  
THE NAVIGATOR  
COMPANY



The mark of responsible forestry



EU Ecolabel:  
PT/011/002