

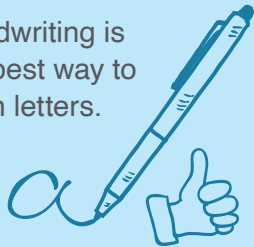
NEVER UNDERESTIMATE THE

POWER OF THE PEN

AND THE TANGIBLE VALUE OF HANDWRITING

HANDWRITING HAS A BIG ROLE IN LITERACY DEVELOPMENT.

Handwriting is the best way to learn letters.

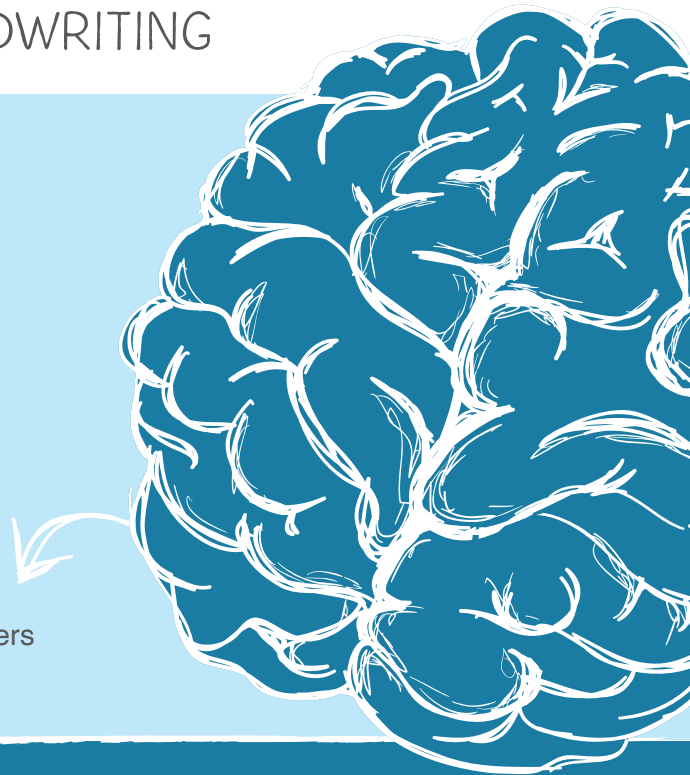


Keyboarding is only part of reading and writing.



Underdeveloped skills can negatively affect:

Spelling Capabilities, Remembering Letters, Reproducing Letters
Understanding Texts and Determining Context



WHAT ARE THE SUBCONSCIOUS EFFECTS OF THE PEN?



68% feel more confident writing their to-do lists.

44%

say having many pens inspires their work.

The problem of stress.
The solution of the pen.

51% of people feel much more stressed these days.

71% of people agree decreasing stress is important.

50% say a good erasable pen helps ease stress from written mistakes.



HANDWRITING HELPS WITH INFORMATION RETENTION.

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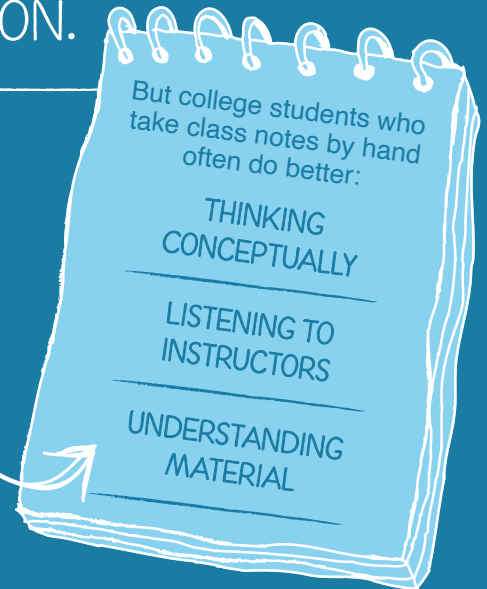
of college students use a laptop in class at least once a week.

But college students who take class notes by hand often do better:

THINKING CONCEPTUALLY

LISTENING TO INSTRUCTORS

UNDERSTANDING MATERIAL



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 **PILOT**
POWER TO THE PEN!