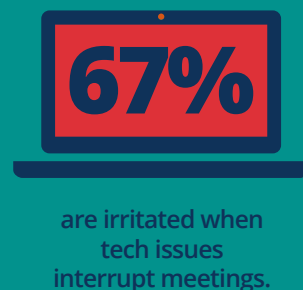
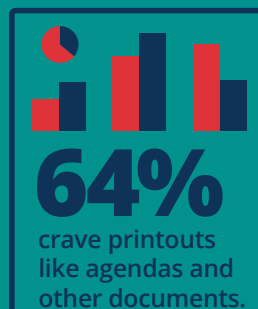


# Nine Reasons Why Paper = Performance

Whether you're hosting, attending or just hoping to get more out of your next meeting, get the numbers behind how printouts and handwritten notes help you paper your way to the top.

**Hosting a meeting?  
Use handouts to own the room.**



**Invited to another meeting?  
Score participation points.**

**84%** feel their  
minds wander  
without paper  
handouts.



**0%**

chance of  
technical difficulties  
when presenting  
with paper.



**71%**

believe valuable  
info should be  
stored on paper.



prefer learning complicated  
information from paper.

**Want to make a meeting matter?  
The secret is paper.**

**68%**

remember  
printed words  
better, leading  
to better and  
faster recall.



**88%**

feel information is  
more actionable when  
read from paper.

**72%**

retain more when  
taking notes on paper.



**Paper &  
Packaging**  
How life unfolds.®



Sources: Isobar/Paper and Packaging Board. "Consumer Attitudes/Usage Toward Paper/Packaging and Campaign Effectiveness." 2018; Paper and Packaging Board. "Paper and Productive Learning: The Fourth Annual Back-to-School Report." 2018; Two Sides. "Print and Paper in a Digital World." 2017; Wongkietkachorn, A., et al. "What Happens When Teachers Do Not Give Students Handouts?" Medical Teacher (36:9). 2014; Barco. "Science of Success: Factors Impacting Meeting Engagement." 2018; Two Sides. "Two Sides Releases Results of New U.S. Survey. Reading from Paper or Reading from Screens. What do Consumers Prefer?" 2015.