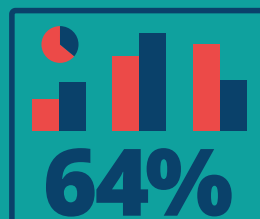


# Nine Reasons Why Paper = Performance

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.



crave printouts like agendas and other documents.<sup>1</sup>



are irritated when tech issues interrupt meetings.<sup>2</sup>

Invited to another meeting?  
Score participation points.

84%

feel their minds wander without paper handouts.<sup>3</sup>



0%

chance of technical difficulties when presenting with paper.



71%

believe valuable info should be stored on paper.<sup>4</sup>

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

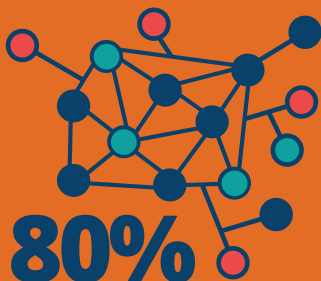
68%

remember printed words better, leading to better and faster recall.<sup>4</sup>



88%

feel information is more actionable when read from paper.<sup>5</sup>



prefer learning complicated information from paper.<sup>5</sup>

72%

retain more when taking notes on paper.<sup>6</sup>



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



Sources: <sup>1</sup>Paper and Packaging Board. "Paper and Productive Learning: The Fourth Annual Back-to-School Report." 2018; <sup>2</sup>Barco. "Science of Success: Factors Impacting Meeting Engagement." 2018; <sup>3</sup>Wongkietkachorn, A., et al. "What Happens When Teachers Do Not Give Students Handouts?" Medical Teacher (36:9). 2014; <sup>4</sup>Isobar/Paper and Packaging Board. "Consumer Attitudes/Usage Toward Paper/Packaging and Campaign Effectiveness." 2018; <sup>5</sup>Two Sides. "Two Sides Releases Results of New U.S. Survey. Reading from Paper or Reading from Screens. What do Consumers Prefer?" 2015; <sup>6</sup>Two Sides. "Print and Paper in a Digital World." 2017.