

# Here's an A-Z of why writing really matters

Writing matters  
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**A** is for: Archives. Handwritten documents and notes have been passed down through centuries to permanently record some of history's most important events – not just consigned to a virtual trash bin.

**B** is for: Beauty. A hastily-drawn up email will never capture the beauty of a handwritten letter.

**C** is for: Caring, Courtesy, Creativity and Convenience. Handwritten notes, letters and cards are the most personal form of communication. Emails declaring 'I love you' just don't cut it! Think love letters and cards that are treasured for decades. A handwritten letter also shows courtesy.

**D** is for: Diaries. Imagine pouring out your innermost thoughts, feelings and emotions and keeping it stored in a computer file to treasure for all time. Doesn't have the same ring does it?

**E** is for: Education. The computer era is upon us but when schools, colleges and universities set a project they still expect it to be completed in legible handwriting. It's up there with reading and 'rithmetic as one of the cornerstones of literacy.

**F** is for: Failsafe. There's no need to rely on computer batteries or storage space. Handwriting can be enjoyed anywhere, at any time, without the need to rely on technology.

**G** is for: Generations. If something ain't broke then don't fix it! Generation upon generation has used handwriting to get its message across. It's as important now as it ever has been in the past.

**H** is for: History. We know so much about the rich past of the world we live in because of handwritten documents passed down over time. There were no emails when the Magna Carta was drawn up.

**I** is for: Imagination. Crafting a handwritten letter stimulates the brain and imagination, and is proven to heighten the feel-good factor.  
**J** is for: Jargon. Can you remember the most important documents of all time being littered with LOLs, ROFLs or LBRs? No, neither can we! Handwriting encourages the correct use of language.

**K** is for: Knowledge. They say that knowledge is power. It is proven that the brain takes in far more information when it is being written down.

**L** is for: Learning. Evidence suggests that the links between handwriting and broader educational development run deep. Children not only learn to read more quickly when they first learn to write by hand, but they also remain better able to generate ideas and retain information.

**M** is for: Memory. Handwriting enhances brain activity and memory, helping to keep the mind sharp.

**N** is for: Nostalgia. Have you ever dug out old school notebooks, diaries and cards from years gone by to relive happy memories from the past? Threads to text messages and emails just don't provide the same sense of nostalgia.

**O**

**O**

**P**

**Q**

**R**

**S**

**T**

**U**

**V**

**W**

**X**

**Y**

**Z**

**O** is for: Opulent. It's not just artists that get to go wild with creativity. Beautiful handwriting brings a page to life.

**P** is for: Personal. There's nothing more personal than a handwritten letter or card to say thank you, sorry or congratulations, or simply that you are thinking of someone. It means a lot, which is why handwritten letters and cards will always be opened first.

**Q** is for: Quill. Take a moment to step back in time! The quill was used to write with ink before the invention of the dip pen. Shakespeare's world-famous plays would have been written down using a quill – and the literary masterpieces have certainly stood the test of time. Many of today's authors still write their first drafts by hand.

**R** is for: romance. Great love stories tend not to be rooted in the foundation of a text message or email! Think instead of soldiers in battle taking hope from letters sent from their loved ones back home or cards filled with sappy scribbles and cherished for years.

**S** is for: Signature. Even if you're never intending to become a scribe, everyone should practice their signature. Some of the most memorable moments in history have come from people signing on the dotted line...think treaties, marriages, births, autographs – or even football contracts!

**T** is for: Text Messages. Texts are a handy way of quick communication but they'll never beat a carefully crafted handwritten message.

**U** is for: Unique. Nobody wants to follow the crowd so handwriting is a perfect tool to express personality and individuality. Every person's handwriting is unique and says something about them.

**V** is for: Vision. Our vision is for writing by hand to co-exist in perfect harmony with technology in this digital age.

**W** is for: Writing. Writing by hand matters....worldwide.

**X** is for: X Factor. Handwritten notes have that extra little something that makes them super special!

**Y** is for: You. Just like fashion sense and choice of hairstyles, handwriting says a lot about who you are.

**Z** is for: Zeal. It's what people feel for writing and stationery.

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