

Reading will take you places.

*Paper takes you there.*

Reading to children from an early age is an acknowledged factor in early childhood development. It not only strengthens the bond between adult and child, but helps them develop thinking and talking skills. These basic skills serve as important building blocks as they move through school, into tertiary education, and eventually into their careers. In short, reading is the foundation for the shaping of young minds into economically active and successful adults.



*So it is with children who learn to read fluently and well: they begin to take flight into whole new worlds as effortlessly as young birds take to the sky.*

William James

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**PAPER**

MANUFACTURERS ASSOCIATION  
OF SOUTH AFRICA (PAMSA)

# 10 reasons why paper books are good for us:

1. "Books are the **quietest and most constant of friends**; they are the most accessible and wisest of counsellors, and the most patient of teachers."  
Charles William Eliot
2. Printed books are **better for our brains**. Studies have shown that we remember things better if we've read them on paper, and we can even remember whereabouts in the book or on the page we read something.
3. Printed books are **better for our eyes**. With a paper book, your eyes don't take strain from the backlighting of a digital device.
4. We can experience real books through multiple senses — and **the sound, smell and tactile experience** of opening a new book is something to cherish.
5. In a paper book, it is easy to flip to the index, or another page, and back to the page you were reading.
6. Turning the pages of a paper book is like leaving one footprint after another on the trail – there's a rhythm to it and a visible record of how far one has travelled. 'The Reading Brain in the Digital Age: The Science of Paper versus Screens', *Scientific American*
7. Reading a printed book or magazine is more enjoyable than reading them on an electronic device. They can help us to **unplug from an always-on life**.
8. Paper books **don't need batteries** nor do they need to be charged.
9. Books made from paper are **more environmentally-friendly**. The paper comes from trees that are specially planted and farmed too.
10. Printed books are **easier to share with family and friends**. (Make sure you write your name in them, and make a note of who you lent them to.)



"Education is the most powerful weapon which you can use to change the world."

Nelson Mandela