



STILL MANY PAGES LEFT TO PRINT!



Digital devices came into our lives without asking permission to change the way we know the world. However, despite having learnt how to use them, is our society doing so properly?

When motor vehicles appeared, we needed to set rules for everyone's safety and it is a non-stop process. Even today we have new regulations regarding gas emission restrictions.

Something similar is also happening now due to higher and higher screen time exposure. New regulations, or safety habits, are being implemented. Printing has a major role to play.

When the first iPad was launched, a journalist asked Steve Jobs if his children liked the new device. Steve Jobs answered that his children had not used it because they limited how much technology their children used. Ten years later, many experts warn of how harmful long exposure can be.

By this time, many schools were riding the wave of tablets and laptops for every student. However, it seems they did it just to follow an unknown trend. There was not any clear evidence that paperless schools improved a child's performance. On the contrary, there is more and more information on the damage that too much screen time has on children's health and academic results. Nowadays, it is easier and easier to find examples of schools that are going back to textbooks, notebooks, and printed documents. There are strong arguments to support the change.





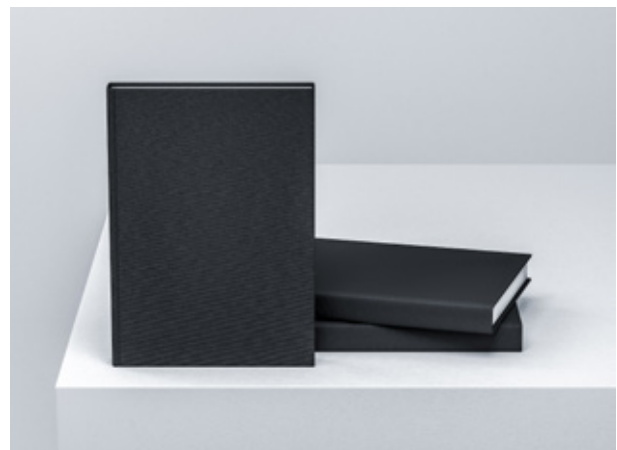
First, many different studies claim that a long screen time exposure stimulates myopia. Mainly among children and teenagers because their visual system is not fully developed yet. Adults who grew up with an excessive screen time have more probability of suffering some degree of near-sightedness. Actually, almost a quarter of population has some degree of myopia in Europe, and it affects adults aged 25 to 29 years almost twice as much. In North America, where around half of population is affected by myopia, the phenomenon is becoming an epidemic.

Another compelling argument is based on the assessment of learning achievement. In terms of reading comprehension, studies show better results on paper than on screen. When it comes to student's performance, the paperless school concept did not help. In fact, some studies proved that schools where laptops and tablets were implemented scored worse than before becoming paperless.

Furthermore, we should not forget that schools are places where children also learn healthy lifestyle habits. If screen time exposure was disturbing in recent years, it has become an even more serious problem with the pandemic. Schools must be a part of the solution and show children other healthy ways of interacting and learning. This is apparently what parents working in Silicon Valley may think as their children go to a school with a limited use of laptops.

The printing industry is the perfect complement to other digital platforms, such as the one discussed in the study. Reaching the right balance, can support optimum performance in education in a healthier way.

From our side, Kao will continue supporting those industries that choose saving energy with our low fusing temperature toner and resins. Toner and resins that offer great performance and perfect deink ability. The planet will thank you too!



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