

Teen Trends Show What's Cool At School

(NAPSA)—When asked to rank what's considered cool, digital items like cell phones and computers are at the top of teens' lists, but low-tech items such as backpacks are also regarded as part of the "in crowd."

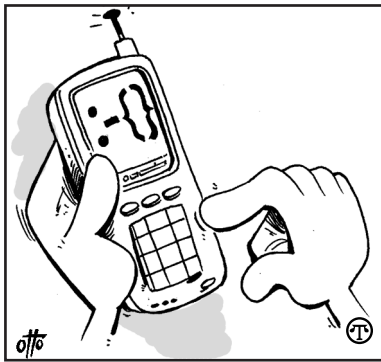
When surveying the teen trend landscape, more than 70 percent of teens 12 to 19 years old ranked backpacks as "in," according to a recent survey conducted by Teenage Research Unlimited. Cell phones, DVDs, computers and the Internet were on more than 90 percent of teens' "it lists" and instant messaging, or IM-ing, scored high among more than 80 percent of teens.

As teens head to school every morning, trends go with them. This year, teens are looking for the coolest school tools to help them handle classwork and show off their personal style. Wilson Jones, known for their binders and other school tools, has found a way to merge teens' back-to-school "it lists" with tried-and-true binders, dividers and other school essentials.

Talking Tech

"Teens have adopted their own 'secret language,'" said Michael Wood of Teenage Research Unlimited. "Through text-messaging and IM-ing, teens are able to communicate in a way that's convenient and personal."

Wilson Jones "translated" this teen communication trend to three-ring binders by adding a dash of digital style to their 3RB Style



Teens across the country communicate through their own "secret language" called text-messaging.

series. One binder in the series features the "secret language" traded among teens via cell phone text messaging or IM-ing. The "Text Me" style binders use icons like :-& (tongue tied), :-> (shouting) and 8-] (wow, man) in shades of bright blue, green and orange.

Show Your True Colors

Research also shows teens crave customization—anything that gives them a personalized look. Whether it's their jeans or their cars, adding their personal palate of colors results in a combination that's unique for every teen.

Standing out in red, green, blue, clear and aqua, the 3RB Style series from Wilson Jones makes it easy for teens to radiate their "signature colors" in school. The "Big Cheese" style binders feature cover cutouts in the shapes of stars, circles, hearts and

flowers for teens that want to "shape" their style in another way.

"We've seen students really spark to binders that are playful and functional," said Carol Rae Lucarelli, director of merchandising and brand management for Wilson Jones. "Anything that lets an individual put his or her own personality 'on display' has been enthusiastically received by students."

Packing with Style

Despite the schoolbag fads of recent years—messenger bags, shoulder bags and oversized tote bags—backpacks have claimed their spot as the bag of choice for most teens this back-to-school season. To go with the backpack flow, Wilson Jones developed a new folder format that keeps it all together. The Big Mouth Backpack Filer opens from the top, so students don't have to remove it from their bags to access their homework assignments. It holds five, tough, color-coded folders (included) and the reinforced side gussets of the Filer can handle the wear and tear of a school year—and beyond.

Whether teens are going "digital," color conscious, or bound to their backpacks, there are plenty of products to help students stay hip, cool and organized as they return to classrooms this fall.

Wilson Jones products can be purchased at office product superstores and mass retailers nationwide. A list of suppliers is available at www.wjschool.com.