Ingenious Ideas

Benefits Of Brights Brightly Colored Paper Creates A Positive Visual Environment For Learning And Reading

(NAPSA)—From eye-catching promotional materials to flashy runway fashions, bright colors are everywhere. Without even realizing it, colors can be mood altering and affect consumers emotionally, physiologically and visually. In fact, bright colors are not only used for attention-getting purposes, but have been proven to aid in the reading, writing and overall learning process for people with disabilities.

According to Learning Disorder Resources (Idresources.org), color is a visual and perceptual tool that can be used to increase someone's ability to read and or comprehend accurately. People with learning disabilities, specifically dyslexia, find it difficult to see black writing on a white background. A simple change that helps overcome this problem is to replace white paper with colored paper, which makes it easier to read.

"The Wausau Paper® Astrobrights® brand consists of 23 vibrant paper colors. It's rewarding to know that Wausau Paper® offers a product that can create a positive learning environment for all people and can also be used as a means to help people cope with learning disabilities," said Jeff Fox, director of marketing for Wausau Paper.®

Learning Disorder Resources (ldresources.org) discusses the fact that color preferences among some disability groups vary. Below is a small list of learning disabilities and recommended paper colors.

• People with dyslexia tend to prefer darker background colors



Color is a visual tool that can be used to increase someone's ability to read or comprehend accurately.

such as black text on dark blue paper.

- People with attention deficit disorder (ADD) and attention deficit hyperactivity disorder (ADHD) tend to prefer stimulating colors such as hot pink or fluorescent lime green.
- People with autism tend to respond well to light blue or green background colors.

The Astrobrights® brand is the industry standard for bright, vibrant papers available in 23 bright colors. The Wausau Paper® Astrobrights® line offers businesses and consumers an environmentally preferable product that has FSCcertification (Forest Stewardship Council: www.fscus.org/). There are also a number of specified colors that are Green Seal® Certified and made with 30 percent recycled post-consumer fiber content without sacrificing the vibrancy of the colors or the product quality within the Astrobrights® line. For more information, visit www.wausaupaper.com.