



NEWS

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MARCO OFFICE SUPPLY, FURNITURE & PRINTING, INC.

"The Pen Connects Directly to the Mind"

An experiment was conducted at Princeton University and the University of California where students were randomly assigned either laptops or pen and paper for note taking at lectures. Those that used laptops had substantially worse understanding of the lecture, as measured by a standardized test, than those who did not. Why, you ask?

It was found that students type faster than they can write, therefore the lecturer's words flowed right to the student's fingers without stopping in their brains for processing. Students writing by hand had to process the spoken material simply to enable their pens to keep up with the lecture. The handwritten version was actually more clear using only a few words making the notes more relevant as discussed by lecturer.

Here are some further thoughts from "pen users":

"A good comfortable pen is an extension of one's hand and thereby an extension of one's mind: a smooth thought flow that enables thoughts to flow"

Jon Messer, Award Winning Architectural Writer

"When I write by hand, it slows down my thoughts. On computer, my hand goes much faster than my brain"

Alan Shaw, Shaw Pens Owner and Designer

"Writing with a beautiful pen somehow connects my head and heart."

Timothy John, Artist and Poet

"My mind seems to connect with the paper through a fine pen. I will take notes when I read. It seems to open up a clearer understanding with a good pen in my hands"

Nancy Olsen, Forbes Life

the hive.

Project Spotlight: L home boutique

Building a brand is a process and sometimes there are multiple hours of research and development that a client does not get to see. We love being transparent with our clients and by including them in the initial phases of sketching and construction, it allows them to become part of the process and see how the work evolves and comes to life.

We loved working with Laura Lautzenhiser, owner of L Home Boutique on Marco Island. She wanted a fresh, elegant brand design that reflected her style as interior designer.



How Can We Design For You?
Email Us! contact@thehivemos.com

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thehivemos.com or contact@thehivemos.com

When was the last time you looked at your marketing collateral?

Time for a refresh?

We can help you achieve your goals by visually communicating your business through branding, marketing and website design.

Call Us - We'd love to meet with you! 239.394.2774

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is Mightier
than the
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**OCTOBER
BREAST CANCER
AWARENESS**

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