

“People understand and remember what they read on paper better than what they read on screen.”

Source: Ferris Jabr, “Why the Brain Prefers Paper” *Scientific American*

The Psychology of COLOR IN HEALTHCARE



Cosmic Orange™ promotes optimism, awareness and positivity.



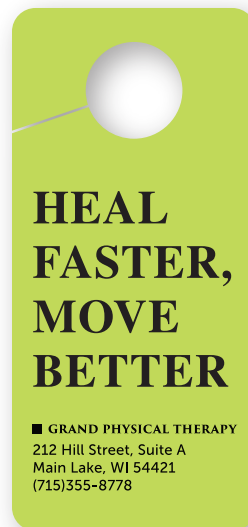
Re-Entry Red™ commands high energy and emergency.



Lunar Blue™ relieves stress, conveys safety and professionalism.



Solar Yellow™ is stimulating and stands for wellbeing and balance.



Terra Green™ signals healing and growth.



Planetary Purple™ promotes rest and sense of calmness.



Printing black on Astrobrights provides the benefits of color without the high cost of color printing.

Sure, white paper can be dressed up with color printing, but rarely can the vivid, attention-getting colors of Astrobrights be achieved. Even more compelling is **printing black on Astrobrights can save 40-65%*** when compared to printing color on white.

*Based on print machine specs published by leading manufacturers. Savings include cost of paper and cost of inks. Black ink is not recommended on Eclipse Black™.

Available in two weights
for a unified and consistent look!

ASTROBRIGHTS®
24 lb Paper
20% thicker than ordinary white paper.

ASTROBRIGHTS®
65 lb Cover
Stands up to the rigors of repeated use.



TERRA GREEN™
24 lb Paper, 500 Sheets | **WAU22581**
65 lb Cardstock, 250 Sheets | **WAU22781**



COSMIC ORANGE™
24 lb Paper, 500 Sheets | **WAU22651**
65 lb Cardstock, 250 Sheets | **WAU22851**



PLANETARY PURPLE™
24 lb Paper, 500 Sheets | **WAU22671**
65 lb Cardstock, 250 Sheets | **WAU22871**



SOLAR YELLOW™
24 lb Paper, 500 Sheets | **WAU22531**
65 lb Cardstock, 250 Sheets | **WAU22731**



RE-ENTRY RED™
24 lb Paper, 500 Sheets | **WAU22551**
65 lb Cardstock, 250 Sheets | **WAU22751**



LUNAR BLUE™
24 lb Paper, 500 Sheets | **WAU22521**
65 lb Cardstock, 250 Sheets | **WAU22721**

ASTROBRIGHTS®
BRIGHTER COLORS. BRIGHTER IDEAS.™