

MONTHLY NEWSLETTER

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Friday 1st March 2024



Embracing Spring: March Edition!

Hello everyone,

As we embrace the blossoming month of March, we're excited to bring you a newsletter brimming with significance and celebration. This month holds a special place in our hearts as we commemorate International Women's Day on March 8th, 2024. It's a time to honour the remarkable achievements and contributions of women worldwide, advocating for gender equality and empowerment.

In this edition, we shine a spotlight on our essential tools for academic success: Student Planners. These personalised companions offer structure and organisation, empowering students on their educational journeys. Join us as we champion student achievement and provide the necessary tools for success.

But that's not all – we're also delighted to announce an Easter discount that's sure to add extra cheer to your celebrations.

March is a month of reverence, empowerment, and celebration. Let's embark on this journey together, honouring women's contributions, supporting student success, and spreading joy with Easter savings. Here's to a March filled with inspiration, empowerment, and meaningful connections!

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Celebrating International Women's Day: Recognising Women in Leadership

Friday 8th March 2024

As we commemorate International Women's Day on March 8th, it's a momentous occasion to celebrate the remarkable women who contribute to our company's success. Today, we proudly shine a spotlight on the backbone of our management team—our inspiring women leaders.

At HDC, diversity and inclusion are not just buzzwords; they are ingrained in our culture and reflected in our leadership. We are proud to acknowledge that our management team comprises talented women who bring diverse perspectives, unparalleled expertise, and unwavering dedication to the table.

Meet Our Trailblazers



Jade Aitken, Associate Director

Guided by vision, integrity, and unwavering resilience, Jade shapes the strategic trajectory of our company. From spearheading our marketing endeavours to ensuring seamless operations and peak performance across all departments. With a penchant for collaboration, Jade actively engages with customers and industry peers, attending educational conferences to discuss our products and industry trends. Her leadership style is characterised by propelling us forward from tradition towards innovation.



Kirsty Taylor, Design Manager

Renowned for her creativity and visionary approach, Kirsty shapes the designs of our products, captivating audiences and bolstering brand recognition. In addition to her creative prowess, Kirsty brings stability and unwavering support to our team, fostering harmony even during challenging times with her dependable and even-tempered nature.



Alisha Rushworth, Sales & Marketing Manager

Fronting our sales team, Alisha leads with a firm directive, showcasing exceptional organisational skills that ensure smooth operations. Known for her cool demeanour and independence, Alisha thrives in competitive environments and embraces change with ease, qualities that make her an exemplary leader.

Join the Conversation

Today, we extend our heartfelt gratitude to these remarkable women leaders for their invaluable contributions, unwavering dedication, and tireless efforts in shaping the success story of HDC. Their leadership, resilience, and passion inspire us all to reach new heights and break barriers.

As we celebrate International Women's Day, let's continue to champion gender equality, diversity, and inclusion within our workplace and beyond. Together, let's empower, uplift, and support women in their pursuit of excellence and leadership.

Happy International Women's Day!

The Timeless Tool: Why Student Planners Trump Digital Devices



In today's digital age, the temptation to rely solely on digital devices for organisation and time management is ever-present. Yet, amidst the allure of smartphone apps and online calendars, the humble student planner remains a timeless tool with numerous benefits that digital devices simply can't replicate.

First and foremost, student planners offer a tangible and tactile experience that fosters better memory retention and cognitive processing. When students physically write down their tasks, assignments, and deadlines, they engage multiple senses, reinforcing the information in their brains.

Research has shown that the act of writing by hand activates areas of the brain associated with memory and comprehension, leading to improved recall compared to typing on a keyboard or tapping on a touchscreen.

Moreover, student planners provide a sense of ownership and control over one's schedule. Unlike digital devices, which can often feel impersonal and overwhelming with constant notifications and updates, a physical planner allows students to customise and personalise their organisational system according to their preferences and needs. From color-coding to doodling, students can tailor their planners to reflect their unique style and organisational strategies, fostering a sense of empowerment and autonomy in managing their time.

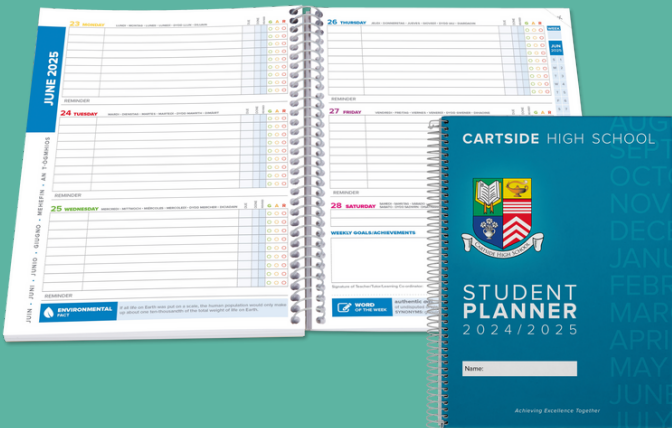
Another significant advantage of student planners is their reliability and accessibility, even in situations where digital devices may fail. Battery dies unexpectedly? Wi-Fi signal drops? No problem – a paper planner is always there, ready to be consulted at a moment's notice. This reliability is particularly crucial for students who may not have constant access to digital devices or who prefer to disconnect from technology during certain periods of the day to minimise distractions and focus on their studies.

Furthermore, student planners promote mindfulness and intentionality in time management. With a physical planner, students must actively engage with their schedules, taking the time to reflect on their priorities and allocate their time accordingly. This deliberate approach encourages students to be more mindful of how they spend their time and empowers them to make conscious decisions about their commitments and goals.

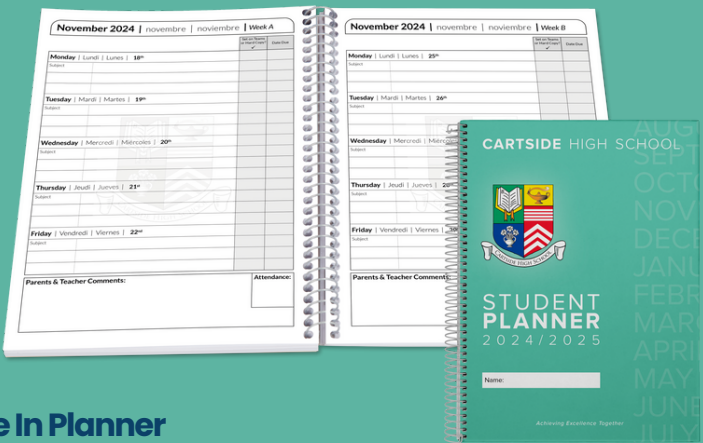
In conclusion, while digital devices offer convenience and versatility, student planners remain an indispensable tool for effective time management and organisation.

We produce student planners for all ages from Primary to secondary contact us today to discuss your student planner requirements.

Classic Student Planner



Customised Student Planner



Primary Colour Me In Planner



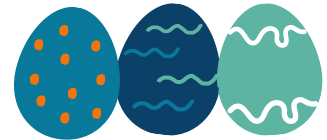
Egg-cellent Easter Deal!

Hop into spring with our Easter promotion! From 1st of March to 15th of March, enjoy 10% off on all our products to make your Easter celebrations even more delightful.

Don't miss out on this egg-cellent offer! Send an email to your account manager or call us on 0141 812 0199.

Wishing you a joyful Easter filled with happiness and sweet surprises!

T&C: excluding Leaver Bundle deals.



Until Next Time...

We extend our sincere gratitude for your steadfast support. Your continued readership of our newsletter brings us immense joy.

Warm regards,

A handwritten signature in black ink, appearing to read 'R. Clark'.

Robin Clark
Managing Director