



PAPIRO PRESS

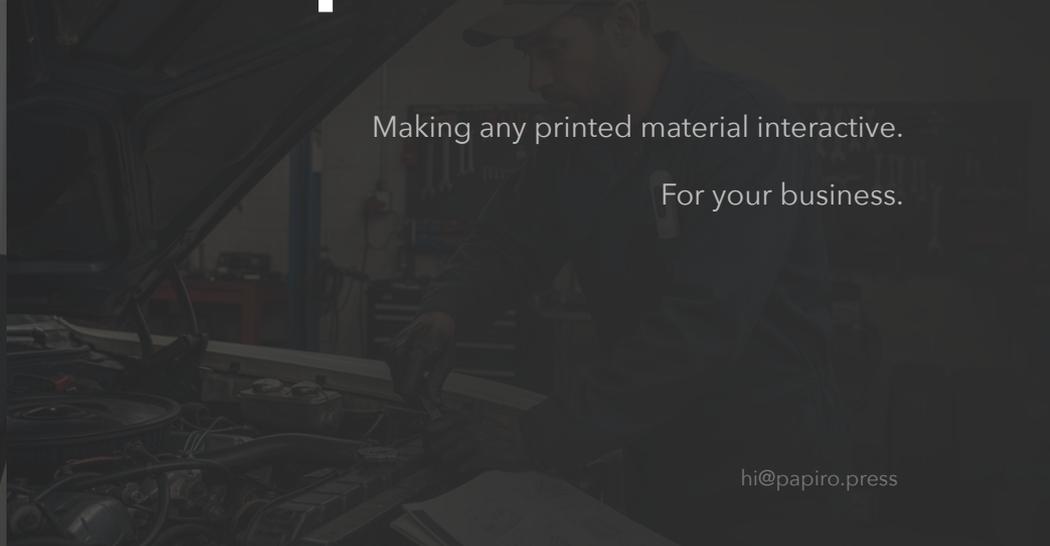
Paper That Talks.

Making any printed material interactive.

For your business.



papiro.press



hi@papiro.press

THE PROBLEM

Your printed materials are one-way.

Organizations spend serious money on printed materials. Manuals, brochures, catalogs, menus, training documents. Most of it gets skimmed, misunderstood, or thrown out. There is no feedback, no engagement, no way to know if anyone actually read page 14.

Manuals nobody reads

200 pages of instructions. The technician watches a YouTube video instead.

Training that doesn't stick

Onboarding handbooks collect dust. Compliance checklists get signed but not read.

Brochures that don't convert

Your trade show catalog looks great. Nobody remembers what was on page 7 by Monday.

No help at point of need

The printed form doesn't explain itself. The patient discharge sheet is in one language only.



THE SOLUTION

Tap a page, something happens.

The Papiro pen reads invisible patterns printed on any page. Each tap triggers an action: play audio, send a command to another device, log data, or start an AI conversation. The printed page is the interface.

- 1 Design** your printed interface in our web editor
- 2 We print** it with invisible dot patterns embedded
- 3 Tap** with the pen. Audio plays, commands fire, data logs.

SCREEN

Crashes, updates, accidental exits, needs training

PRINTED INTERFACE

VS Does one thing, costs cents, no training, works always

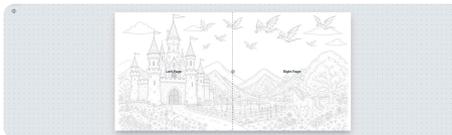
THE PRODUCT

Three components, one system.



The Pen

Reads printed surfaces. Plays audio through built-in speaker. Sends commands over WiFi. Works offline. USB-C charging, 8+ hour battery. Child-safe from age 3.



Papiro Studio

Web-based editor. Upload your design, draw interactive zones, assign actions. AI generates narration from text, clones voices, translates to 50+ languages.



Print & Deliver

We handle printing through our production partners. Invisible dot patterns get embedded automatically. Update content wirelessly after printing.

USE CASES What can you do with it?



HOSPITALITY Restaurant Menus

Tap a dish, hear it described. Multilingual.



ENTERPRISE Training & Onboarding

Handbooks that talk. Track who read what.



EDUCATION Schools & Learning

Multilingual worksheets, teacher dashboard, screen-free.



INDUSTRIAL Manuals & Assembly

Voice-first. Survives grease and dust.



TOURISM Museum & City Guides

Tap the map, hear the history.



ACCESSIBILITY Healthcare & Access

Therapy cards, patient info, braille-compatible.

IN PRACTICE

Two examples, up close.



Trade Show Collateral

Visitor taps a product in your catalog, the screen behind them plays a demo. They take the catalog home. The pen still works on it. Your brochure keeps selling after the booth closes.



Onboarding & Training

New hire gets a handbook and a pen. Tap the HR section for benefits. Tap safety for compliance. Management sees who reviewed what. Update audio when procedures change.

AI does the heavy lifting.

You don't need audio engineers, translators, or voice actors. The platform handles it.

Voice Cloning

Record two minutes of your voice. The AI narrates your entire manual, brochure, or training material in that voice. Your customers hear you, not a text-to-speech robot.

Instant Translation

One printed brochure, dozens of languages. The AI translates the text and generates new narration automatically. Your international visitors or employees hear their own language.

Dynamic Content

Push new audio to pens over WiFi. The printed interface stays the same, but the content behind it evolves. Daily specials, updated procedures, seasonal information.

Live Knowledge

Connect the pen to your knowledge base. Tap a section in the manual to set the context, then ask a question out loud. The pen queries your documentation and speaks the answer.

PARTNERSHIPS

Your brand, our platform.

You don't need to build hardware or figure out printing. We handle the whole chain.

1

Custom Hardware

Pens with your logo, your colors, your packaging.

2

Branded Platform

Your own Papiro Studio instance with your visual identity.

3

API Integration

REST API. Every pen tap becomes a webhook, a database entry, a command.

4

Content Management

Manage audio across locations. Push updates to all pens at once.

Try it with your own materials Send us a publication you'd like to make interactive. We print it with interactive codes, prepare a pen, and ship everything to you.

THE MARKET

Large markets, no open platform.

\$163.5B

Global EdTech (2024), growing 13.3% yearly

\$66.2B

Global educational toys (2024), growing 8.5% yearly

41%

Of European EdTech revenue comes from interactive hardware

Interactive pens are a proven category. Ravensburger's TipToi has been profitable for over a decade in Germany. But TipToi is a closed system: only Ravensburger can make content for it.

There is no open platform for interactive print. No way for a restaurant, a museum, or a training department to create their own interactive materials with an existing pen ecosystem.

That is the gap Papiro fills.

51% of primary and secondary school teachers used AI tools in 2024, up from 24% a year earlier. Demand for AI-powered materials is growing fast.

COMPETITION

Open vs closed.

	Content Creation	AI Integration	Content Loading	Multi-language	Who Can Publish
TipToi	Ravensburger only	None	USB + desktop app	Separate books	Ravensburger
LeapReader	Scholastic only	None	USB + app	Limited	LeapFrog
Tablets / Kiosks	App development	Varies	App stores	App localization	Developers
Papiro	Open platform	Full AI suite	WiFi, automatic	AI translation	Anyone

Existing interactive pen products are locked to their manufacturer's content. Tablets and kiosks require software development, crash, and distract. Papiro is the first open platform where any organization can create interactive printed materials with AI support and publish them to a shared pen ecosystem.

THE TEAM

Who we are.



Luuk de Waal Malefijt

Founder & Technology

5+ years in educational publishing, 5+ in monetary economics and NGO. Co-founded educational board game MoneyMaker.games. Led a 130K-supporter monetary reform movement in the Netherlands.



Helene Sust

Project Lead & Education

Educator at FSH Wien. Brings frontline classroom experience and an understanding of what teachers, therapists, and parents actually need from interactive materials.



Robert Mariuson

Learning & Sales

MSc Psychology (Iceland), graduated on research into improving learning outcomes for children. Background in teaching and sales.



Marios Tsirogiannis

Enterprise & Connectors

Enterprise strategy for B2B and corporate offerings. Leads connector service development and shapes partnership models for institutional clients.



Nicole Zimmerman

UX / UI

UX/UI expert. Designs the Papiro Studio editor and all user-facing interfaces for the platform.



Let's talk.

Whatever you print, we can probably make it interactive.

Tell us what you're working on and we'll figure out if Papiro fits.

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Prototype program available:

Send us your publication,
we make it interactive.