

PRESS MATERIAL FOR IMMEDIATE PUBLICATION

Bullet Journal: The analog trend for the digitally connected

This trend is attracting a global fan community. The system developed by Ryder Carroll helps to organize a notebook and to better organize daily life. Together with LEUCHTTURM1917 the system and the notebook were combined to create the official Bullet Journal notebook.

For newbies as well as professionals, the page with the keys as well as useful tips and explanations serves as a guideline. At the same time, the Bullet Journal should not be used in a strict and predetermined way, but it instead encourages to create individual designs.

It allows to easily track the past, organize the present, and plan for the future. It provides a simple to learn modular framework that allows users to infinitely customize their Bullet Journals to their needs. Backed by a growing global community of hundreds of thousands, Bullet Journal sits at the intersection between productivity and mindfulness.

The Bullet Journal notebook contains instructions for Bullet Journaling and sections for successful use. In addition to the notebook details characteristic of LEUCHTTURM1917 with page numbers and 4 content pages, it also features 3 bookmarks and 4 pages "Future Log". The book is available in size Medium (A5) and in the colors Black and Emerald.

