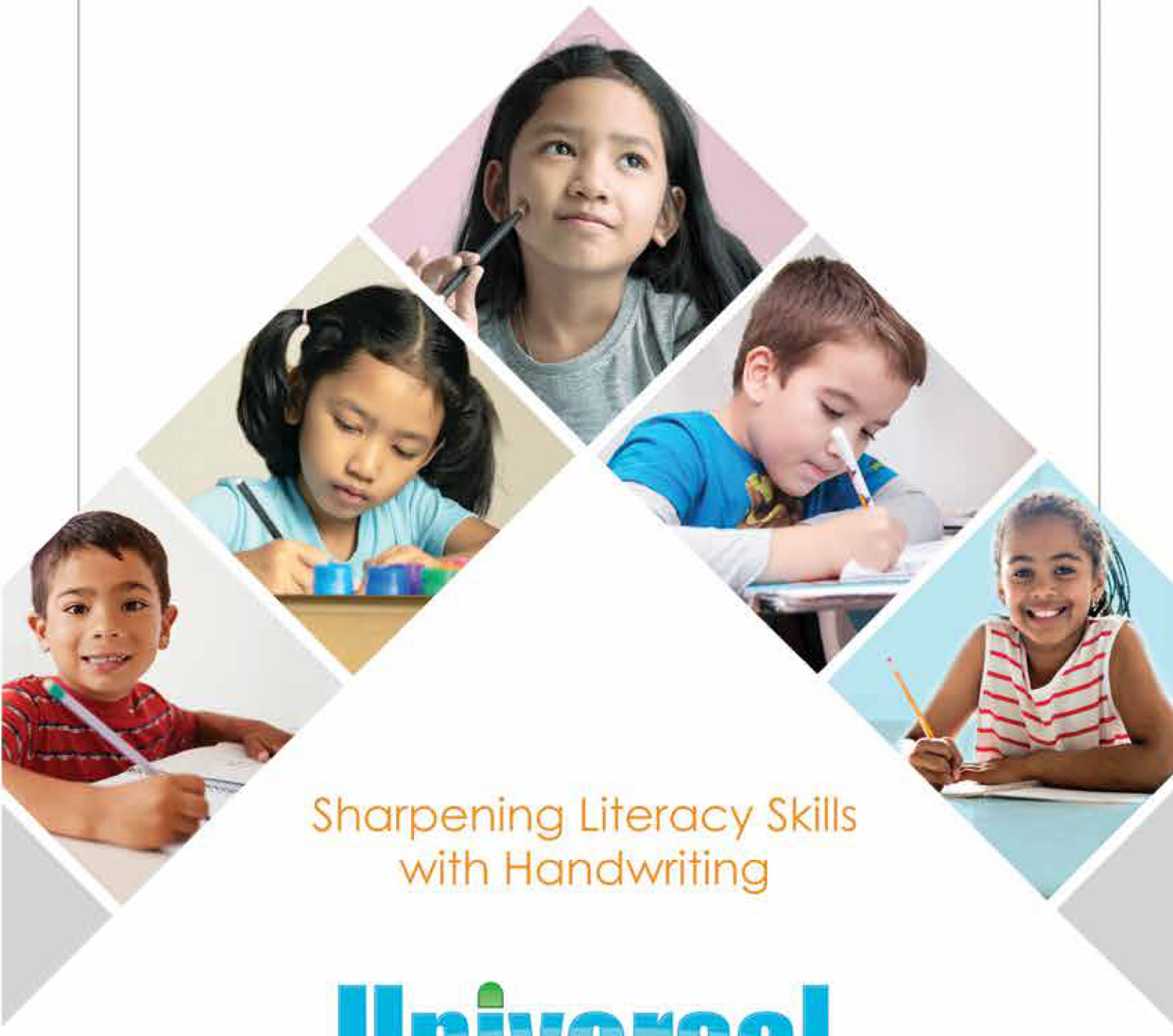
# 2020 CATALOG



## Sharpening Literacy Skills with Handwriting

Universal PUBLISHING

1-800-940-2270 upub.net

# Welcome!

## Our Commitment to You

Since 2001, Universal Publishing has provided educators with materials and resources to help students develop one of the most valuable learning tools they can possess: fluent and functional handwriting. We are proud to provide affordable materials that help students learn to write by hand so they can write to learn across the curriculum.

## Why Handwriting?

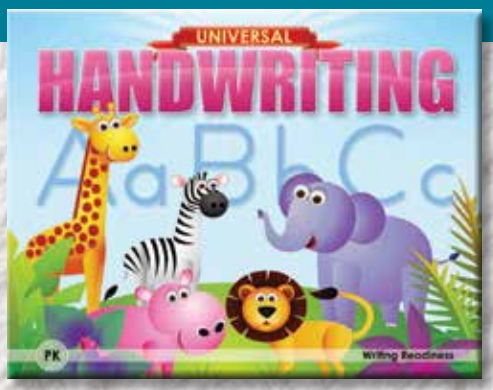
Research shows that writing by hand increases both retention and comprehension of information. Simply put, writing by hand helps students learn.

Handwriting is an educational building block that helps students in every subject, every day. It activates areas of the brain associated with reading, working memory, and language. When these areas of the brain are engaged, especially together, it increases learning.

## Meet Our Author

Our handwriting programs are developed by handwriting instruction expert and master penman Thomas M. Wasylyk. With over 40 years of experience in the field of handwriting instruction, Mr. Wasylyk has dedicated his career to helping students learn to write by hand. He continually works to ensure that his handwriting programs reflect not only the latest research, but also the evolving needs of educators and students.

Thomas Wasylyk

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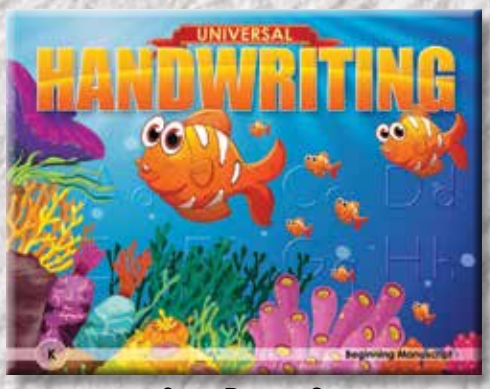


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# Our Handwriting Instruction Methodology

Help your students succeed with our 3-step teaching approach:

1 **Model and Discuss** ▶ 2 **Practice** ▶ 3 **Self-Evaluate**

## Encourage good handwriting habits from the beginning.

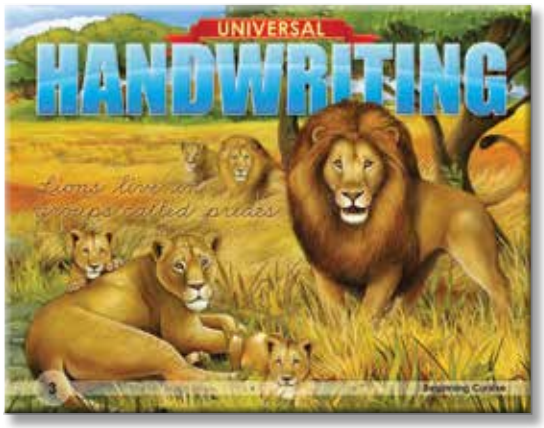
Our strategy helps students understand correct letter formation before they ever pick up a pencil. This background knowledge leads to more effective practice and fewer mistakes.

## Reinforce literacy development with manuscript writing.

**Our handwriting books teach traditional "ball-and-stick" manuscript. Research shows that this is the best alphabet for young students because:**

- The simple, developmentally appropriate strokes are easy for students to learn.
- This alphabet reinforces early literacy development.
- The letters are the same as the letters that students learn to read.

## Take the benefits of handwriting to the next level.



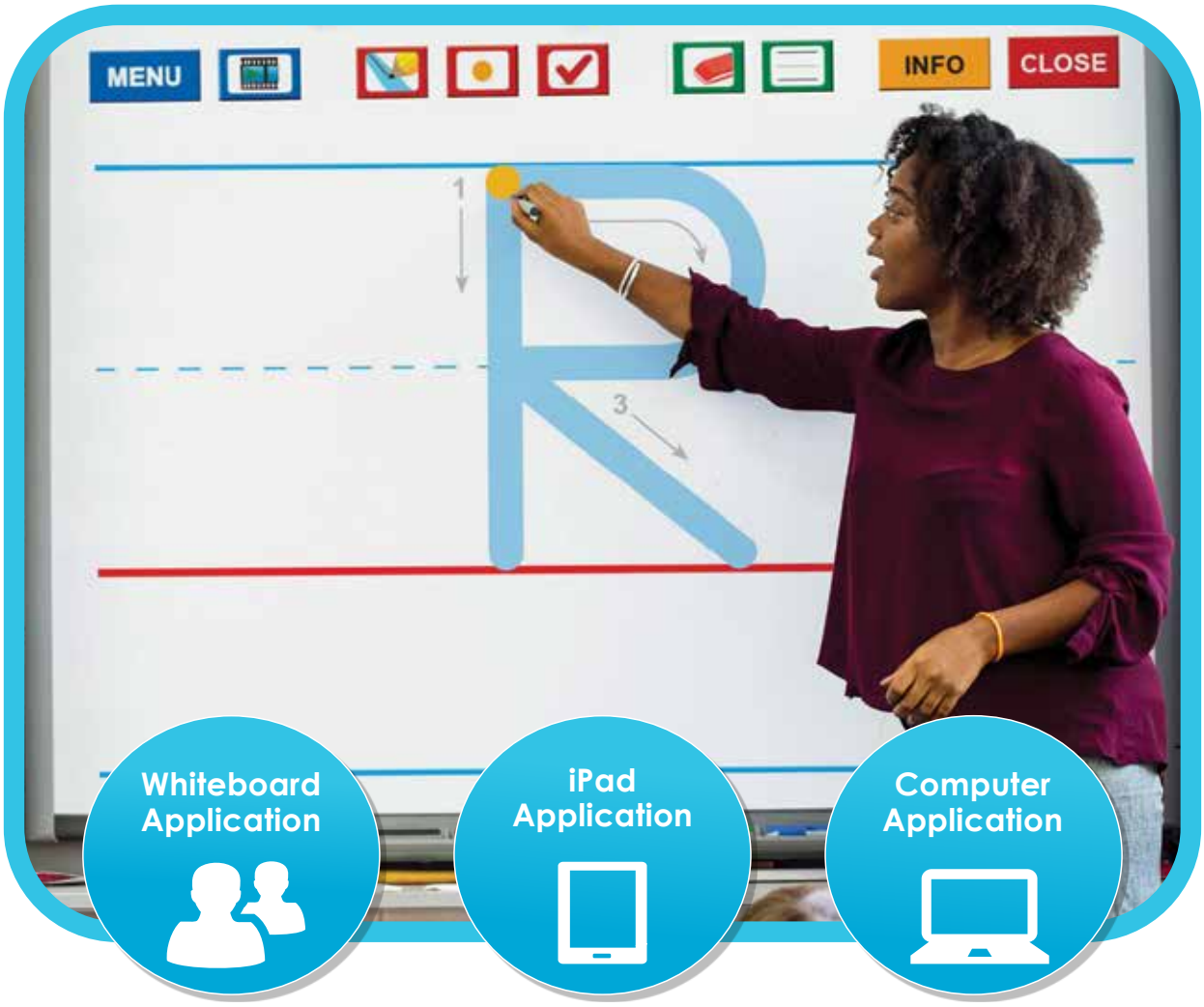

**Cursive writing uses both the left and right sides of the brain, which:**

- Reinforces memory and language functions
- Boosts creativity
- Improves vocabulary and spelling
- Increases self-esteem
- Helps students with dyslexia

Aa Aa Bb Bb Cc Cc Dd Dd Ee Ee Gg

# AlphamationPlus

## Handwriting Instruction Tool




## Animated Alphabet

**Available in Manuscript and Cursive (English and Spanish)**

- Demonstrates and verbalizes proper letter formation stroke by stroke.
- Addresses the needs of visual, auditory, kinesthetic, and tactile learners.
- Students trace, write, and check letters and numbers.
- Whiteboard, tablet, and computer compatible.
- Makes learning handwriting fun!

**Receive FREE access to AlphamationPlus for one school year when you purchase 15+ of the same Universal Handwriting workbooks.**

Learn more and view qualifying purchase details at **alphamationplus.com**.

# UNIVERSAL HANDWRITING

## Complete Handwriting Instruction Solution

Grades PK-6

### Student Editions

- Simple format: model, practice, and evaluate
- Meaningful content and engaging activities
- Developmentally appropriate sequence of skills

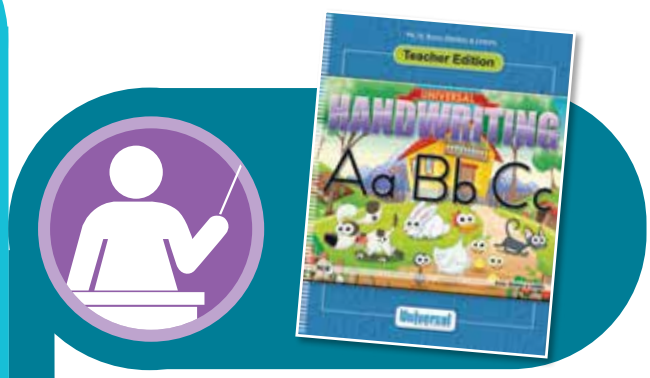
*See Page 7*

### AlphamationPlus

- Interactive handwriting instruction tool
- Demonstrates and verbalizes proper letter formation
- Trace, write, and check letters and numerals

*See Page 5*

**Also available in Spanish!**
*See Page 11*




### Teacher Editions

- Detailed step-by-step instructions for every lesson in every grade
- Occupational therapy tips to help struggling students
- Corrective techniques for the most common handwriting errors

*Page 10*

### Classroom Support Materials

- Far-point models: Alphabet Wall Strips and Posters
- Near-point models: Alphabet Desk Strips
- Extra practice: Writing journals and worksheets

*See Page 10*

**Experience the excitement of handwriting success!**

# UNIVERSAL HANDWRITING

## PK-6 Effective & Engaging Handwriting Instruction

### Early Childhood Handwriting Preparation and Instruction

We offer two options for pre-k: Writing Readiness and Basic Strokes & Letters. These books are recommended for three-year-old pre-k and four-year-old pre-k, respectively.

### Grade PK Writing Readiness

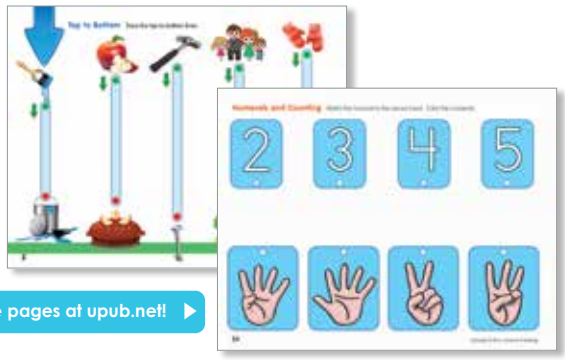
**ITEM #149** **$8.49 ea.** less than 10 copies $9.95 ea.

Help students build the foundational skills necessary to write by hand. This book includes activities that build writing readiness skills and prepare students for formal handwriting instruction. Recommended for 3-year-olds.

ISBN 978-1-934732-19-9

Lessons help students develop essential writing readiness skills such as:

- Letter recognition
- Directionality
- Perceptual and motor skills
- Visual discrimination



See more pages at upub.net!

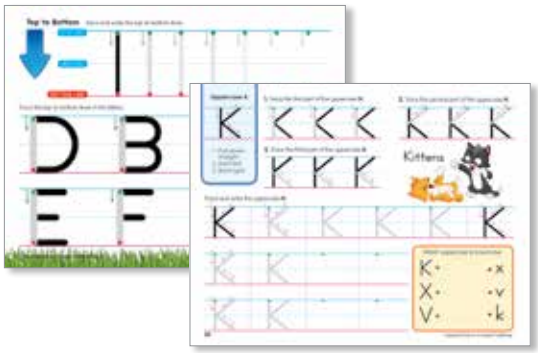
### Grade PK/K Basic Strokes and Letters

**ITEM #150** **$8.49 ea.** less than 10 copies $9.95 ea.

Basic Strokes & Letters provides a basic introduction to manuscript letter formation. Students learn and practice the basic strokes, then learn how to combine those strokes to form the letters. Recommended for 4-year-olds.

ISBN 978-1-934732-20-5

- A unique approach to introducing manuscript letter forms
- Students practice each letter one stroke at a time
- Matching activities on every letter page reinforce letter recognition
- 1" writing lines with midline and descender space

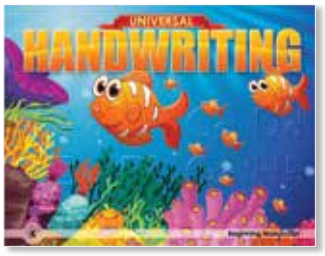


"We can't expect students to apply a skill, if the skill was never taught."

Thomas Wasylyk, Author

## Grade K Beginning Manuscript

ITEM #151 $8.49 ea. less than 10 copies $9.95 ea.




ISBN 978-1-934732-21-2

- Students trace and write manuscript basic strokes, uppercase and lowercase letters, and numerals
- Traceable words and sentences reinforce proper letter formation and spacing
- ¾" writing lines with midline and descender space

See more pages at upub.net!

## Grade 1 Reinforcing Manuscript

ITEM #152 $8.49 ea. less than 10 copies $9.95 ea.

ISBN 978-1-934732-22-9

- Students trace and write manuscript basic strokes, letters, and numerals
- Word and sentence models encourage proper letter and word spacing
- ½" writing lines with midline and descender space

## Grade 2M Mastering Manuscript

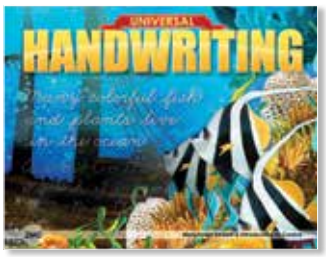
ITEM #153 $8.49 ea. less than 10 copies $9.95 ea.

ISBN 978-1-934732-23-6

- Students review manuscript basic strokes, letters, and numerals
- Longer writing assignments encourage fluency and automaticity
- ½" writing lines with midline and descender space

## Grade 2MC Manuscript Review & Intro to Cursive

ITEM #154 $8.49 ea. less than 10 copies $9.95 ea.



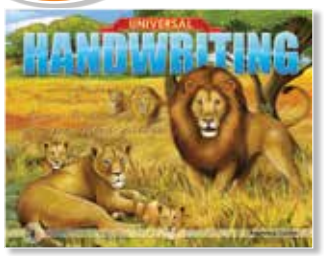

ISBN 978-1-934732-24-3

- Students review manuscript letters and numerals
- Introduction to cursive basic strokes, letters, joinings, and numerals
- Cursive joining models on every lowercase letter page
- ½" writing lines with midline and descender space

**The Universal Handwriting program is also available in Spanish!** *See page 11 for details.*

## Grade 3 Beginning Cursive

ITEM #155 $8.49 ea. less than 10 copies $9.95 ea.



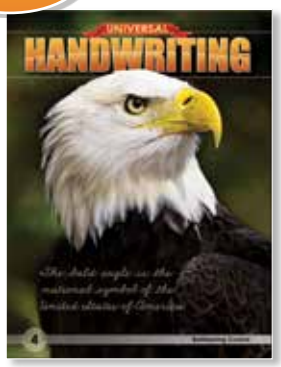

ISBN 978-1-934732-25-0

- Detailed introduction to cursive basic strokes, letters, joinings, and numerals
- Cursive word and sentence models help students learn proper spacing
- Cursive joining models on every lowercase letter page
- ⅜" writing lines with midline and descender space

See more pages at upub.net! ▶

## Grade 4 Reinforcing Cursive

ITEM #156 $8.49 ea. less than 10 copies $9.95 ea.

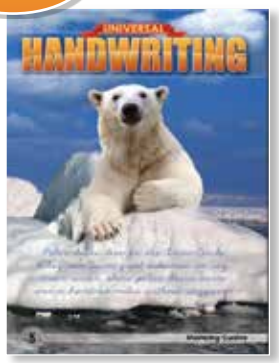



ISBN 978-1-934732-26-7

- Review of cursive basic strokes, letters, and numerals
- Extended cursive writing activities help students develop fluency and automaticity
- Detailed stroke descriptions help students understand proper letter formation
- Special pages on joining cursive letters
- ⅜" writing lines with midline and descender space

## Grade 5 Mastering Cursive

ITEM #157 $8.49 ea. less than 10 copies $9.95 ea.




ISBN 978-1-934732-27-4

- Review of cursive basic strokes, letters, and numerals
- Extended cursive writing activities help students develop fluency and automaticity
- Detailed stroke descriptions help students understand proper letter formation
- Special pages on joining cursive letters
- ⅜" writing lines with midline guide

## Grade 6 Handwriting Maintenance

ITEM #158 $8.49 ea. less than 10 copies $9.95 ea.

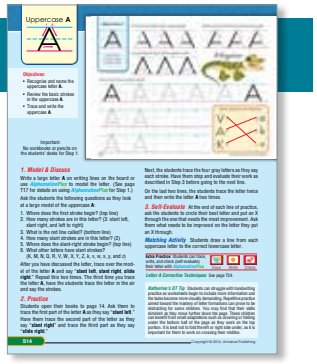
ISBN 978-1-934732-28-1

- For students with previous cursive instruction as well as those new to cursive
- Includes basic strokes review, elements of legibility, and individual letter practice with stroke descriptions
- Sentences reinforce concepts from other subject areas
- Extended cursive writing activities help students develop fluency and automaticity
- 5/16" writing lines

**Some books also have a 10-digit ISBN. You can find this information in our online product listings at upub.net/store.**

## Universal Handwriting Teacher Editions

- Individual teacher editions for grades PK-6
- Detailed, step-by-step instructions for every lesson
- Corresponding student workbook pages shown for easy reference
- Links to downloadable worksheets
- Occupational therapy tips
- Common problems & corrective techniques



**$29.95 each**

**with purchase of 10+ corresponding student workbooks.**

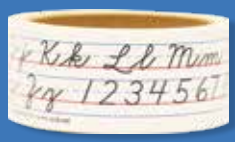
*Regular price $59.95 each.*

Universal Handwriting Teacher Editions - Ordering Information

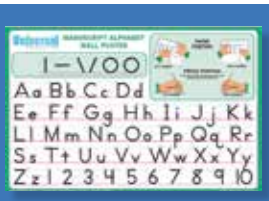
Grade PK - **Item #149TE** - ISBN 978-1-934732-37-3
Grade PK/K - **Item #150TE** - ISBN 978-1-934732-38-0
Grade K - **Item #151TE** - ISBN 978-1-934732-39-7
Grade 1 - **Item #152TE** - ISBN 978-1-934732-40-3
Grade 2M - **Item #153TE** - ISBN 978-1-934732-41-0
Grade 2MC - **Item #154TE** - ISBN 978-1-934732-42-7
Grade 3 - **Item #155TE** - ISBN 978-1-934732-43-4
Grade 4 - **Item #156TE** - ISBN 978-1-934732-44-1
Grade 5 - **Item #157TE** - ISBN 978-1-934732-45-8
Grade 6 - **Item #158TE** - ISBN 978-1-934732-46-5

## Universal Handwriting Support Materials

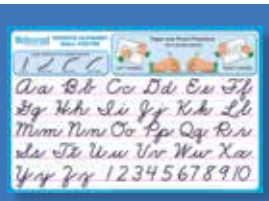
**Manuscript Desk Strips**
**Item #170 - $9.95** ea.
25 desk strips per roll



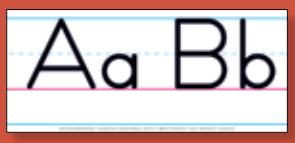
**Cursive Desk Strips**
**Item #171 - $9.95** ea.
25 desk strips per roll



**Manuscript Wall Poster**
**Item #172 - $6.95** ea.
34" X 22"

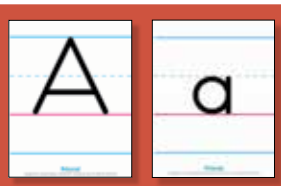


**Cursive Wall Poster**
**Item #173 - $6.95** ea.
34" X 22"




**Manuscript Wall Strips**
**Item #174 - $18.95** ea.

**Cursive Wall Strips**
**Item #175 - $18.95** ea.



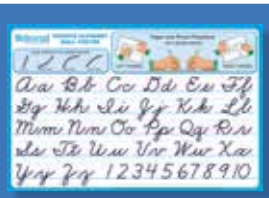

**Manuscript Alphabet Cards**
**Item #176 - $19.95** ea.
Each card is 8.5" X 11"

**Manuscript Alphabet Cards**
**Item #177 - $19.95** ea.
Each card is 8.5" X 11"

**Cursive Wall Strips, Gr. 4**
**Item #178 - $18.95** ea.

**Cursive Wall Strips, Gr. 5**
**Item #113-15 - $18.95** ea.

**Cursive Wall Strips, Gr. 6**
**Item #114-15 - $18.95** ea.



**Cursive Wall Poster, Gr. 4**
**Item #183 - $6.95** ea.

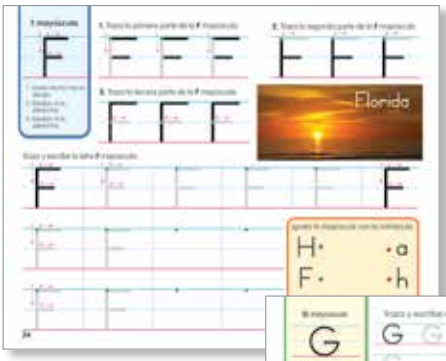
# UNIVERSAL La escritura

**PK-5** Handwriting Instruction for Spanish-Speaking Students

The Universal La escritura series (PK-5) provides the same effective handwriting instruction as Universal Handwriting, but in Spanish! These full-color manuscript and cursive workbooks contain engaging lessons and activities that guide students through handwriting development, from building writing readiness skills to handwriting mastery.

Grade 2MC

The author's unique approach to handwriting instruction teaches early learners essential foundational skills, and each subsequent workbook reinforces and enriches those skills.



See more pages at upub.net!

See page 12 for more information.

## Grade PK — Preparación para la escritura

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #749**
ISBN 978-1-934732-75-5

## Grade PK/K — Trazos básicos y letras

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #750**
ISBN 978-1-934732-76-2

## Grade K — Inicio de la letra de imprenta

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #751**
ISBN 978-1-934732-77-9

## Grade 1 — Reforzando la letra de imprenta

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #752**
ISBN 978-1-934732-78-6

## Grade 2M — Dominando la letra de imprenta

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #753**
ISBN 978-1-934732-79-3

## Grade 2MC — Introducción de la letra cursiva

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #754**
ISBN 978-1-934732-80-9

## Grade 3 — Principio de las letras cursivas

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #755**
ISBN 978-1-934732-81-6

## Grade 4 — Reforzando la letra cursiva

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #756**
ISBN 978-1-934732-82-3

## Grade 5 — Dominando la letra cursiva

**$8.49 ea.**
less than 10 copies $9.95 ea.

**ITEM #757**
ISBN 978-1-934732-83-0

## Universal La escritura Teacher Editions

- Individual teacher editions for grades PK-5
- Detailed, step-by-step instructions for every lesson
- Corresponding student workbook pages shown for easy reference
- Links to downloadable worksheets
- Occupational therapy tips
- Common problems & corrective techniques

**$29.95 each**

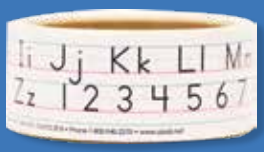
**with purchase of 10+ corresponding student workbooks.**

*Regular price $59.95 each.*

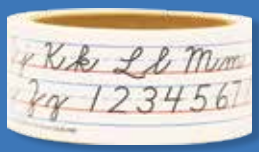
Universal La escritura Teacher Editions - Ordering Information

Grade PK - **Item #749TE** - ISBN 978-1-934732-85-4
Grade PK/K - **Item #750TE** - ISBN 978-1-934732-86-1
Grade K - **Item #751TE** - ISBN 978-1-934732-87-8
Grade 1 - **Item #752TE** - ISBN 978-1-934732-88-5
Grade 2M - **Item #753TE** - ISBN 978-1-934732-89-2
Grade 2MC - **Item #754TE** - ISBN 978-1-934732-90-8
Grade 3 - **Item #755TE** - ISBN 978-1-934732-91-5
Grade 4 - **Item #756TE** - ISBN 978-1-934732-92-2
Grade 5 - **Item #757TE** - ISBN 978-1-934732-93-9

## Universal La escritura Support Materials



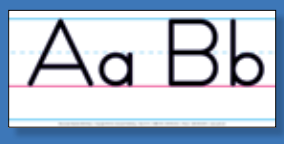
**Manuscript Desk Strips**
**Item #730 - $9.95** ea.



**Cursive Desk Strips**
**Item #731 - $9.95** ea.

**Manuscript Wall Poster**
**Item #732 - $6.95** ea.

**Cursive Wall Poster**
**Item #733 - $6.95** ea.



**Manuscript Wall Strips**
**Item #734 - $18.95** ea.

**Cursive Wall Strips**
**Item #735 - $18.95** ea.

**Manuscript Alphabet Cards**
**Item #737 - $19.95** ea.

**Modeling Is Teaching!**

Letter models in the classroom support legible handwriting.

**How will handwriting support materials help me teach and help my students learn?**
Near- and far-point letter models reinforce legible handwriting in all subjects throughout the day. Teachers and students can easily reference these models as needed to encourage proper letter formation.

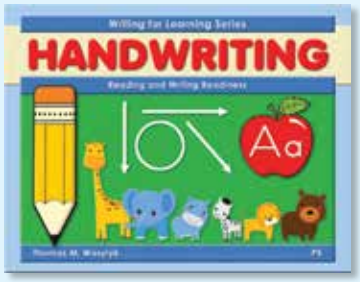
# Writing for Learning
## Handwriting Series

**PK-7** Effective handwriting instruction at an incredible price!

Writing for Learning is a research-based handwriting program for grades PK-7. These workbooks follow a sequential approach for easy handwriting instruction. The clean, uncluttered format of the student workbooks provides plenty of letter practice and a variety of engaging writing activities.

Writing for Learning is based on our now out-of-print Second Edition Handwriting program. It includes redesigned covers and artwork, updated grade-specific words and sentences, and higher quality paper. Additionally, a new transitional PK/K student workbook has been added to the program.

### Grade PK — Reading and Writing Readiness

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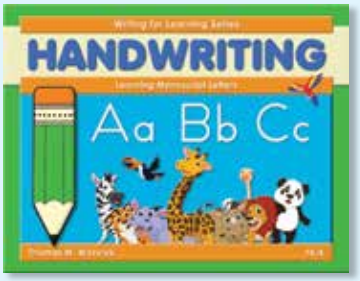


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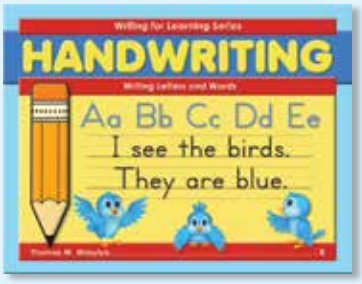


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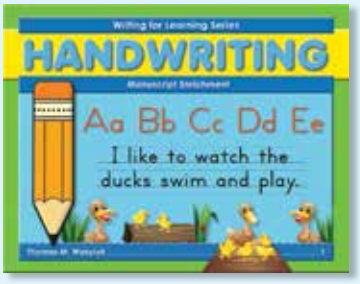


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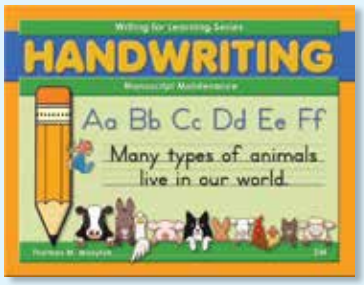


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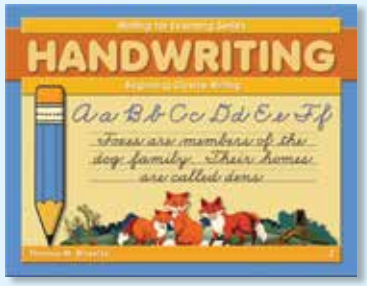


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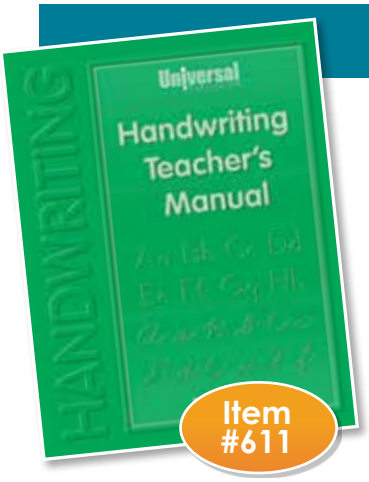


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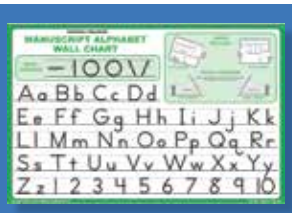

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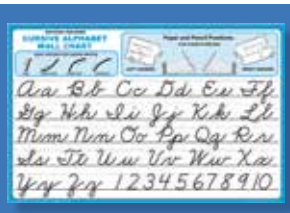

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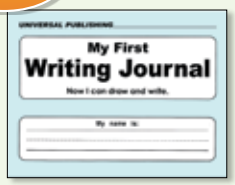


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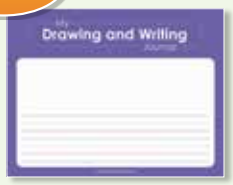


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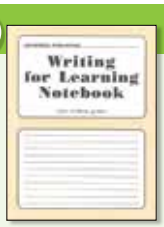


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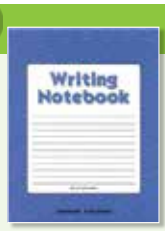


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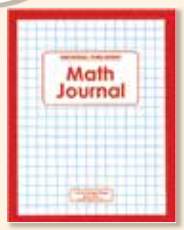


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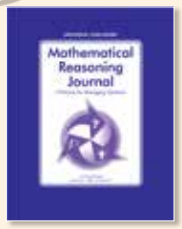


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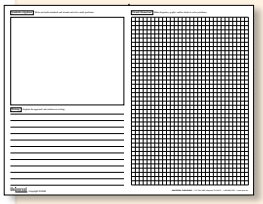

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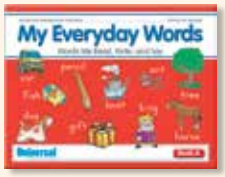


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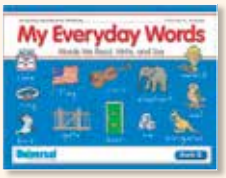


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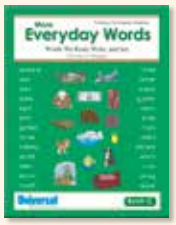


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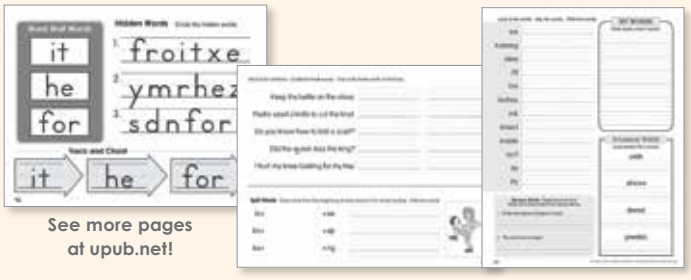


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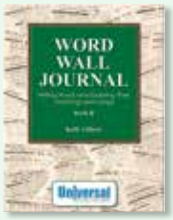


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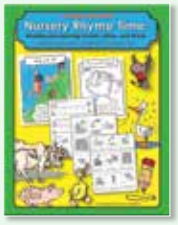


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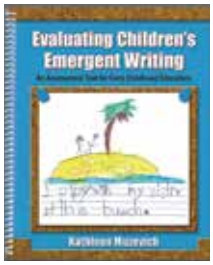


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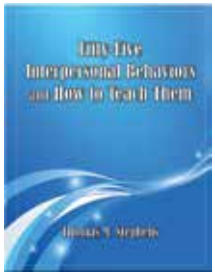

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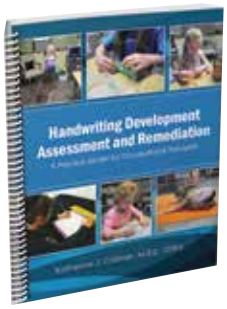


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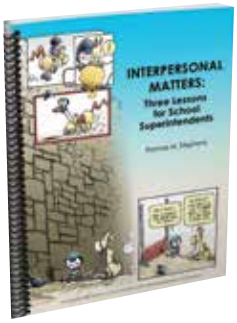


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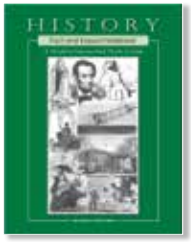


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## 5 EASY WAYS TO ORDER!

**Online:** upub.net We also accept school purchase orders online!

**Email:** info@upub.net

**Fax:** (570) 488-9750

**Phone:** 1-800-940-2270 M-F, 8:30 a.m. - 5:00 p.m. EST

**Mail:** Universal Publishing, P.O. Box 3900, Waymart, PA 18472

Don't forget to use the 3-digit item # when ordering!

### Important facts to know when ordering:

- Prices may vary depending on quantity
- Don't forget to add correct shipping and handling
- A street address must be provided for delivery
- Orders over $70.00: add 10% shipping and handling
- Orders $70.00 and under: add $7.00 S&H
- Orders outside the contiguous U.S. please call for shipping and handling
- School purchase orders are accepted
- We accept Visa, MasterCard, and Amex

### If you have questions about your order:

Email info@upub.net or call 1-800-940-2270 to talk to a company representative (M-F, 8:30 a.m. - 5:00 p.m. EST).

Please have your order information ready (purchase order number or invoice number) so we can more easily assist you.

As always, we appreciate your business. We will continue to supply effective and affordable educational materials for you and your students.

Thank you,

*The Universal Publishing Team*

### Important Shipping Information* (see complete shipping & handling policy at upub.net)

- Please be sure to include proper shipping and handling on your order. This is especially important if you use a school purchase order. Excluding the shipping and handling fee from your order may result in significant delays.
- We use FedEx as our main method of shipment; therefore, we cannot ship to P.O. boxes.
- When you place an order, we ask that you please make sure someone will be available to sign for the delivery. We can give you an approximate delivery date. If no one will be available to accept the delivery on this date, please let us know so we can schedule the order to be delivered at a more convenient time.
- Before signing for a FedEx delivery, please confirm that all of the boxes you are signing for have actually been delivered. We will track your order and help you locate any missing boxes. However, if you sign for boxes that were not actually delivered, you will be billed for your full order if the boxes can't be recovered.

### Return Information (see complete return policy at upub.net)

- You must always call 1-800-940-2270 before returning items. Returns may not be accepted if we are not notified in advance.
- You may return items within 90 days of the ship date. Always use a traceable method of shipment (UPS, FedEx, etc.) to return items.
- We do not accept returns from bookstores unless the item is incorrect, damaged, or defective.

** Contiguous U.S. only. Hawaii, Alaska, and international orders, please call for information.*

# ORDER FORM

Universal PUBLISHING
677 Roosevelt Highway
P.O. Box 3900
Waymart, PA 18472

## CONTACT INFORMATION (please complete all fields)

**SHIP TO:**

NAME _____

POSITION _____

SCHOOL _____

STREET _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

School Purchase Order # (if applicable) _____

**BILL TO:** ❑ Same as ship to

NAME _____

SCHOOL _____

STREET _____

CITY, STATE, ZIP _____

PHONE/FAX _____

**NOTE** Prices may vary depending on quantity.

| TITLE OF PRODUCT | Item# | Quantity | Price | Total |
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**Shipping Information:** Orders over $70.00 add 10%.
Orders $70.00 and under add $7.00. Outside the contiguous U.S., call for S/H cost.

| | |
|---|---|
| **Subtotal** | |
| **Shipping** | |
| **Sales Tax** (PA only) | or tax exempt # |
| **TOTAL** | |

All orders must be accompanied by payment in full, School P.O., or credit card information.

❑ Check or Money Order enclosed ❑ School Purchase Order enclosed

Credit Card Number | | | | | | | | | | | | | | | | |

❑ Visa ❑ MasterCard ❑ American Express

Expiration Date_____ CVC_____ Signature _____

Prices are subject to change without notice.

# Professional Development

## Empowering educators to teach handwriting with confidence.

Universal Publishing offers high-quality professional development for handwriting instruction. Our workshops provide educators with research-based strategies that can be immediately implemented in their classrooms.

Our convenient, cost-effective workshops are tailored to meet your school's needs.

**Call 1-800-940-2270 or email info@upub.net today for more details!**

**YES, WE EXHIBIT AT TRADE SHOWS AND CONFERENCES!**

Universal Publishing participates in and supports local, state, and national education conferences and gatherings.

**Visit our website for our upcoming shows or send us an email at info@upub.net to let us know about one near you!**