

then. now. forever.

keeping your memories alive



make it count...

This leaflet is designed to get you to think. About the past, the present and the future. About the things we own. But what do we own? We have possessions...and then we have memories.

Some of our possessions – like cars, clothes and furniture – we replace as fashions come and go. But photos that reflect our youth? Familiar family keepsakes? They stay in our hearts...and our homes...forever. Don't they?

The truth is that most of us take our personal and sentimental possessions entirely for granted. They're 'part of the furniture'. The trouble is, they're not. Furniture can be insured and replaced.

Those keepsakes which link us to our happiest memories are unique. The times they remind us of will never come again. Who can put a value on love letters from long ago? A wedding album? A child's first drawing of mum and dad?

think 'computer'...

For most of us, losing all the information we keep on our computer, for instance, could be disastrous. But even if we do make careful backups, technology is changing so fast that today's stored data could be inaccessible tomorrow. All those pictures of important events stored on floppy disc or video tape? In a few years, no modern equipment will be able to view these priceless images. It's scary how easily important data and records can just disappear.

Losing computer records is one thing. But imagine losing every family photo, every sentimental keepsake, every precious birthday card, every reminder you have of happy times, special events, important anniversaries, treasured relationships...imagine losing it all.

The loss you would feel would be altogether different and chances are, a lot deeper.

it's only 'stuff'...isn't it?

We're all busy getting on with our lives. There's no time to fuss about the personal bits and pieces that remind us of times past. But the fact is, all our bits and pieces are a part of our identity. And without some care and attention, we're in danger of allowing our precious memories to be 'wiped' with all the efficiency of a virus attacking a hard drive. Now where did you put that special photo of grandma?

so what are you getting at?

The simple truth is this. If you have letters, photos, notes, greetings cards, documents, newspaper cuttings, tickets from that fabulous concert you went to when you were a student, treasured album covers, books, scrapbooks, diaries, old school caps, watches, Christening robes etc and you'd like to stop them ageing, yellowing, spotting, fading, decaying and falling to pieces, you need to look after them. But why should you bother? Because, if you've kept all these things over the years, they must be of sentimental value. And it only takes a few simple steps to protect them.

Then, in 20, or even 50 years time, you and your children and grandchildren will have a thrilling box of memories to re-discover and look back on, and if you've done the job properly, your treasured possessions will feel as fresh as the day you stored them.

What's more, properly protected family treasures will remain in good condition for 100 years or more. Photos will stay sharp. Documents will stay crisp and clean. And generations to come will know who they are and where they came from thanks to your legacy. It's a comforting thought.

i don't have the time...

We all take out insurance on our cars, our property, our cameras and our jewellery. If items cost money, we guard against their loss. Fair enough. They cost a lot to replace. Ironically, though, we leave the fate of our treasured possessions, the things we can't replace, to chance. These possessions may be worthless in monetary terms. We only know how valuable they are when they're gone.

Protecting our personal keepsakes doesn't take long and it isn't difficult. The key is to think 'acid-free' and appropriate storage. Think of it as an investment in the future. Years down the line, you'll realise it's been worth it.



the ground rules...

Acid-free, archival paper and boxes are essential to wrap, cover and box the items that you wish to keep. Ideal storage locations are dark, dust-free places where air can circulate freely. Avoid extremes of temperature. Avoid bright light, high humidity, dampness and condensation. These common sense measures, combined with storage in archival products, will slow the ageing process. You'll add many years of life to all that you value, helping to preserve family memorabilia for your personal pleasure – and that of your descendants.

Throughout the world, the most valuable national treasures – from documents to fabrics – are committed to acid-free storage boxes.

Many leading museums and archives choose acid-free products made by I. Waterman (Box Makers) Limited, a company which has been making boxes and specialist storage products for over a century.

here to help...

If you have a specific query about keeping your possessions in the best possible condition, or you'd simply like to know more, please contact info@memories-nostalgia.com and we'll be happy to help. Alternatively, for further guidance, visit: www.memories-nostalgia.com

Products made by I. Waterman (Box Makers) are recognised as meeting the highest international standards. In 2007, the company was granted a Royal Warrant of Appointment.

Today, I. Waterman (Box Makers) produce a wide range of storage boxes for use at home, and the benefit of their unrivalled knowledge and expertise is available to you.

A little piece of immortality awaits...and for far less cost than you might imagine.

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By Appointment to
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