

el Periòdic News

EDUCATION AND COMMERCE

The rise of technology in school materials for the 2024-25 academic year

For years, electronic devices have been added to the costs of products such as books

ARXIU ANA



The rise of technology in school materials.

ARNAU OJEDA GARCIA
ESCALDES-ENGORDANY

The return to school is a key moment in the economy of businesses and families in the Principality. Although the idea of recycling material seems to be more established every year, the reality is that when September arrives, whether to a lesser or greater extent, we always end up making purchases related

to school supplies. And the fact is that education has not been exempt from technological evolution and more and more educational centers require devices such as computers and tablets.

In terms of technology material directly related to education, EL PERIÒDIC spoke with iO, the technology store in the Epi-zen shopping center. From this trade they reported that from mid-August they start to rece-

According to the OCU, Spanish households invest an average of 2,588 euros per child in the new school year

ive customers looking for material for the next school year, although the first two weeks of September are also quite intense with customers who make last hour purchases.

In detail, the manager of the store explained that «what we sell the most during these weeks are educational packages of the Apple brand with the iPad, the case and the headphones», which are very successful be-



Store Manager

IO (EPIZEN)

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Store Manager

CARLIN

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cause «in the system Andorran educational institutions make use of these devices».

In fact, the demand for these products is so great that the store reports that since March they have started receiving calls requesting information about four different packages that are adapted to the financial needs of each customer.

Prices range from 338 euros for the most basic to 789 euros for the most complete. In addition, apart from these packa-



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ges, students who only want an iPad or a MacBook will have an 8% discount as long as they can prove it with their registration or some other proof.

Technology items aside, traditional school supplies remain the most requested.

This medium was able to speak to the Carlin store, which sells all kinds of products for the school: «A lot of people come at this time of the year, there is a lot of traffic, especially du-

ring the two weeks of September,» said the store manager. With reference to the best-selling items, from the store located in Andorra la Vella they add that «people come with very extensive lists of everything they need, there is no specific item that sells best». In fact, it is during the course of weeks that some products sold out and this is when the store starts to receive customers who are looking for more specific items.

Apart from the shops, there are consumers, which in this case are the families, who have to spend a large amount of money on the different school supplies. Spanish households invest an average of 2,588 euros per child in the new academic year 2024-2025, 13% more than last year, when they spent around 2,189 euros. This is shown by a survey carried out by the Organization of Consumers and Users (OCU). ●

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☎ (+376) 353 424 / (+376) 379 769

☎ (+376) 747 747

✉ laportella@andorra.ad

📍 Casa Nova Olivet 10 · Ordino

🌐 www.laportella.ad

