



As the author of Polish Braille Fonts, I have been concerned with preparing Braille texts for pharmaceutical products' packagings. The EU Directive requires all the newly registered medicaments to have its Braille name on the packaging.

For over 20 years I have been working with blind children in the School for the Blind in Owiński near Poznań. Maps for the blind, typhlography, adapting space for the blind, Braille font are just several of my interests I have been pursuing in the Typhlography Studio I run.

Two months ago I got a proposal from the company called Inntea to prepare Braille texts for the currently marketed Irving tea. The first thought I had, was the question: 'why do they want to put Braille text on tea?' 'How should the blind know that there is tea with name that can be read with their fingers?'. However, I promised to respond the following day, and since the very morning I kept asking my students for their opinions on such idea. I was convinced that they would indicate purely marketing issues, useless spending money etc. And although on the one hand I was pretty enthusiastic about the idea opening another section of the world to the blind, I suggested that the whole enterprise was unhelpful in order to encourage spontaneous and lively discussion.

And that was not the first time my students surprised me. 'Why should it not be described in Braille?', 'When Inntea starts, others will follow!', 'Let the sighted learn our writing, even if this is only a few words', 'I will no longer mistake packages in the kitchen if they are described in our words'. And Ola (seemingly soon after her entrepreneurship classes ☺), concluded our long-lasting analyses of advantages and disadvantages in the following way – 'something like that is, Sir, called social responsibility'.

From today's perspective, after completing the project, I can declare that in my opinion the idea and initiative of Inntea are highly welcome. This is important not only for the blind, but also for the sighted. Each time taking a packet of tea we will not only see, but primarily feel Braille symbols. I hope this will enhance social consciousness as not everyone can see colourful pictures showing juicy raspberries.

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