

Post-it Notes Go Super Sticky: They're Not Just for Paper Anymore!

In a move reflecting the ever-evolving uses of the beloved Post-it Note, 3M introduces Post-it Super Sticky Notes. Utilizing a newly designed and patented adhesive system, Post-it Super Sticky Notes have the power to hold stronger and stay put longer than most sticky notes on a variety of surfaces.

"3M recognizes that our Post-it Notes aren't used just for sticking to paper anymore," said Post-it Notes marketing director, David Crist, referring to the notes' originally designed use. "Post-it Super Sticky Notes hold longer and stronger whether our consumer is sticking a grocery list to the refrigerator door or sticking a meeting reminder to a computer monitor. Post-it Super Sticky Notes stick practically anywhere your note needs to be to get noticed," Crist added.

The newly developed adhesive on each Post-it Super Sticky Note represents more than simply an extra layer of the current adhesive formulation. In fact, Post-it Super Sticky Notes' newly patented adhesive is a unique formulation allowing maximum adhesion to vertical surfaces such as doors, refrigerators and windows; plastics such as computer monitors, dashboards, steering wheels and telephones; and a range of other surfaces such as leather and vinyl; and much more.

In addition to the new adhesive, Post-it Super Sticky Notes offer a variety of contemporary colors. Based on trends identified by the Color Marketing Group, 3M selected three new shades for Post-it Super Sticky Notes representing the hottest worldwide color trends through 2004. The new notes come in hues including Daffodil (yellow), Orchid (lilac) and Ocean (true blue). They are available in a range of sizes that are popular for self-reminders (3 inches x 3 inches), notes to others (4 inches x 4 inches; lined) and lists (4 inches x 6 inches; lined).

For over 20 years, Post-it Notes have helped millions of people to remind themselves of urgent "to-dos" and send messages that need to be seen. From remembering to buy a gallon of milk to the 2 p.m. meeting with the boss to a mealtime love note in a child's lunchbox, Post-it Notes and, now, Post-it Super Sticky Notes provide a simple and extremely effective way to remind oneself and others of everyday life's big and little details.

About 3M -- A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include icons such as Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Dyneon and O-Cel-O. Serving customers in more than 200 countries around the world, the company's 70,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, visit www.post-it.com.

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