

## **3M Celebrates the 25th Anniversary of the Post-it Note; Post-it Brand Launches Extensive New Product Line**

In celebration of the 25th anniversary of the 3M Post-it Note April 6, 2005, 3M announced today that it is launching one of its most extensive lines of new Post-it Notes to date. Specially created to stick to a wide variety of vertical surfaces, this new collection of designer Post-it Super Sticky Notes includes nearly 100 fashionable designs, colors and shapes, adding style and flair to important messages and reminders. (See attached photo image, or visit [www.post-it25press.com](http://www.post-it25press.com) for more information.)

The collection will be released throughout 2005 and is available nationally with select retailers featuring exclusive designs. All of the new specialty notes will have patented "super sticky" technology so they stick practically anywhere and are ideal for home, the office and everywhere in between.

"For 25 years, people have been using Post-it Notes to help get their messages and reminders noticed," says Dr. Jack Truong, vice president, 3M Office Supplies Division. "With these new specialty Post-it Super Sticky Notes, people can find new ways to break through the clutter and express their personalities using the world's favorite - and stickiest - communication tool."

Over time, the Post-it Note has become a powerful vehicle for self-expression - even on TV and film. With star appearances on Sex & the City, Who Wants to Be a Millionaire, Bruce Almighty, Romy & Michele's High School Reunion and the new NBC hit show, The Office, the Post-it Note has become a permanent fixture in popular culture.

In 2004, over 20 celebrities -- including Nicole Kidman, Edie Falco, Daisy Fuentes and Ray Romano -- were represented on the World's Largest Pink Ribbon, consisting of 75,000 neon pink Post-it Super Sticky Notes on a billboard in Times Square. Placed more than 18 stories high, the notes withstood the test of rain and wind to adhere to the billboard for the entire month of October in honor of Breast Cancer Awareness Month.

Since its widespread introduction in 1980, the Post-it Note has transformed people's lives by making communication fast and easy. Originally intended as a bookmark, the Post-it Note has evolved from a simple, practical reminder into an icon across the globe, with over 1,000 Post-it products sold in more than 100 countries.

### **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 Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 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, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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