

Post-it® and Scotch® Brands Showcase Innovation and Design with the Pebble Collection by Karim Rashid

Form Meets Function in Inspiring New Line of Dispensers by Renowned Contemporary Designer

ST. PAUL, Minn.--([BUSINESS WIRE](#))--[Post-it Brand](#) and [Scotch Brand](#) from 3M co-launch a new collection created by acclaimed designer, Karim Rashid. *The Pebble Collection by Karim* combines his unique philosophy of democratic design with 3M's history of forward-thinking and innovation. The collection features the Post-it by Karim Pop-up Note Dispenser and Scotch Dispenser by Karim, which take the unique form of modernized stones and add a splash of contemporary style to desk spaces.

The Pebble Collection by Karim is available in vibrant shades of purple, white and black, with an ergonomic weighted construction that allows for easy, one-handed tabletop access. The dispensers are specially formulated to utilize Post-it Super Sticky Pop-up Notes and Scotch Magic Tape. Fusing Karim's avant-garde aesthetics with the innovative and functional products from the Post-it and Scotch Brands, the collection breaks traditional standards and brings new life to the office supply aisle.

"I am inspired by the challenge of fusing contemporary form and function with the world's innate beauty to develop design-centric solutions for people's everyday problems," said acclaimed designer, Karim Rashid. "For the creation of *The Pebble Collection*, I aspired to further beautify two objects that have become a naturalized part of our modern society. The Pebble Collection was created to bring an island of softness and serenity to the eye while inviting our hands to objects that are enjoyable and functional to use."

With more than 3,000 designs in production, 300 awards and work in over 35 countries, Karim's influence in the world of modern design is unparalleled. Proclaimed by *Time* magazine as, "the most famous industrial designer in all the Americas," Karim's ground-breaking style blurs the lines between high art and mass merchandise, broadening consumer horizons through the cross-pollination of ideas, materials, behaviors and aesthetics. His inimitable approach to design takes everyday objects from banal to extraordinary with an ethos that revolves around the betterment of our lives experientially, poetically and emotionally. Karim's commercial success is echoed by critical acclaim and works gracing museum collections worldwide, including The Museum of Modern Art, San Francisco Museum of Modern Art and The Montreal Museum of Decorative Arts.

"3M is dedicated to propelling its products along a continuum of brand-enhancing innovations that address the needs and interests of today's consumers," said Mauro Porcini, head of global strategic design, 3M. "Our collaboration with Karim Rashid is another celebration of our commitment to merging function with aesthetic and expression. *The Pebble Collection by Karim* was designed to ignite creativity and showcase personal style, while retaining the same smart functional features and innovative tools that the Post-it Brand and Scotch Brand from 3M have been known for."

Look for Post-it and Scotch Dispensers wherever you shop for school and office supplies.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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About Karim Rashid

Karim Rashid is the award winning designer of over 3,000 designs in production in over 35 countries around the world. His democratic objects include the ubiquitous Garbo waste can and Oh Chair for Umbra, interiors such as the Morimoto restaurant, Philadelphia and Semiramis hotel, Athens and exhibitions for Deutsche Bank and Audi. Karim has collaborated with clients to create democratic design for Method and Dirt Devil, furniture for Artemide and Magis, brand identity for Citibank and Hyundai, high tech products for LaCie and Samsung, and luxury goods for Veuve Clicquot and Swarovski, to name a few.

Karim's work is featured in 20 permanent collections and he exhibits art in galleries worldwide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence award. He holds honorary doctorates from the Ontario college of Art & Design and Corcoran College of Art & Design. Karim's has been featured in magazines and books including *Time*, *Financial Times*, *The New York Times*, *Esquire*, *GQ* and countless more.

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