

# **Post-it Brand from 3M Introduces Post-it Big Pads, the Innovative New Way to Share Big Ideas with Others**

Dream Big, Create Big, and Share Big with Post-it Big Pads

The Post-it Brand from 3M announces the launch of Post-it Big Pads, a line of products designed to facilitate collaborative engagement and provide a dynamic way to build bigger, better ideas together. Large in size, yet easily portable, Post-it Big Pads are ideation tools for creative thinkers, business professionals, educators and more. Post-it Big Pads serve as a canvas to colorfully capture thoughts together, encouraging you to dream big and ignite creativity.

Available in three complimentary sizes and vibrant colors including 11 inch by 11 inch Bright Yellow, 15 inch by 15 inch Fuchsia and 22 inch by 22 inch Electric Blue, Post-it Big Pads can be used together and with Post-it Notes, Post-it Full Adhesive Notes and Post-it Full Adhesive Rolls to create a customized system for sharing ideas with others. Each Post-it Big Pad includes 30 sheets that stick to smooth, vertical surfaces, and have a hard backing for seamless transportability.

“In an increasingly techie world, sometimes the most organic and fundamental way to share ideas with others is to go back to basics,” said technology and lifestyle expert, Katie Linendoll. “The Post-it Big Pad is a brainstorming tool that enhances innovation and creativity by capturing the many ideas of a group or individual on one collaborative, inspirational canvas.”

Each size Post-it Big Pad offers a unique platform for idea refinement, timeline creation, storyboarding and project planning. The smallest, Electric Yellow 11 inch by 11 inch Post-it Big Pad, fits in to a portfolio or backpack for portable, on-the-go ideation. Use the 15 inch by 15 inch Fuchsia Post-it Big Pads in small groups to quickly capture ideas in a meeting or brainstorming session. For large groups or teams, the Electric Blue 22 inch by 22 inch Post-it Big Pads can be used on conference tables or walls, as a medium for collectively sharing big ideas.

“The Post-it Brand is all about finding new ways to help people make the most of their days with products that trigger both efficiency and creativity,” said Jeff Hillins, director of marketing for Post-it Brand. “The new Post-it Big Pads facilitate better communication and help ideas stand out through connectivity with others in a more personal, authentic way.”

Attendees at this year’s SXSW Trade Show will have the opportunity to learn about and interact with Post-it Big Pads at the Post-it Brand booth. Attendees are invited to “Fill the White Space,” and discover how Post-it Big Pads can unleash your creativity by helping to fill the booth with color and ideas. The Post-it Brand booth is open from Sunday, March 10 through Wednesday, March 13 and is located between aisles 700-800 near exhibitor services.

Post-it Big Pads are available at office supply stores or online. For more information about Post-it Big Pads and the Post-it Brand from 3M, please visit: [www.post-it.com/bigpad](http://www.post-it.com/bigpad).

## **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 \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or

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