

Post-it Brand Unveils Limited-Edition Signature Series at National Stationery Show

New Line Features Unique Design Collections from 16 Different Artists

The Post-it Brand from 3M introduces the Post-it Signature Series, a new collection of premium Post-it Notes, Page Markers and List Pads designed in partnership with 16 artists who have created 21 original collections ranging from classic to contemporary. The Post-it Signature Series combines fashion with function, offering consumers new ways to express themselves and give the gift of style to others. The collection will be unveiled at the National Stationery Show in New York City, May 19-22.

Designers for the Post-it Signature Series range from established artists, illustrators and pattern makers to breakout art students. Each artist has created an exclusive collection that expresses their distinctive design aesthetic, offering a variety of patterns to appeal to every taste and style. Designer Khristian Howell's geometric collections feature patterns with classic shapes and a modern twist of cool blue and green hues, while famed stationery illustrator Bonnie Marcus brings her signature fashion-forward, metropolitan inspired approach to her collection.

The line also taps the fresh talent of the Minneapolis College of Art and Design. Student Morgan Hoff-Golmen incorporates elements from iconic 1950's menswear into her designs, while playful sea creatures and vibrant underwater patterns make up fellow student Madalyn Fusco's aquatic themed collection.

"The Post-it Signature Series features high end design and originality that my customers are looking for," said Allison McWilliams, owner of the Wisconsin-based Touch of Whimsy invitation and stationery store. "This collection features an extensive variety of colorful, eye-catching patterns that have the personal feel and premium quality I have come to know from 3M. I love all the sizes!"

The designs fall into four categories: casual charm, classic allure, lavish elegance, and eclectic chic. Each artist's collection for the Post-it Signature Series includes three different styles of adhesive notes: a classic 4 inch by 4 inch Note Pad for fashionable everyday reminders, a 4 inch by 8 inch List Pad for chic to-do lists, and 1 inch by 3 inch Page Markers in three different designs to hold your place in style. Each note style is packaged in a premium gift box and sold separately, giving the option to mix-and-match and create a unique stationery set or stylish gift. Suggested retail prices range from \$14.95 - \$19.95.

"The Post-it Brand is proud to partner with the artists of the Post-it Signature Series," said Jeff Hillins, global business director for Post-it Brand. "Through these exclusive collaborations, we are celebrating and showcasing an array of incredibly talented and creative designers, while expanding our presence among independent retailers and giving customers new ways to express their personality and style."

The collection represents a new channel for the Post-it Brand, targeting boutique stores and other stationery, gift and specialty shops. The Post-it Signature Series is available to retailers nationwide through an e-commerce ordering platform www.Post-itSignature.com. The user-friendly website allows retailers to easily browse through each of the note collections, as well as access their order history, favorites list, merchandising inspiration and information about each of the designers.

The Post-it Signature Series will be featured at booth #1624 during the 67th annual National Stationery Show, at the Jacob K. Javits Convention Center in New York City, May 19 - 22, 2013. The National Stationery Show is the nation's leading marketplace for the social stationery industry.

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