

Post-it Brand and Evernote Collaborate to Bridge the Analog Digital Gap

Partnership Extends the Productive, Creative Uses of Post-it Notes into the Digital Space with Evernote

Post-it Brand from 3M and Evernote announce they are partnering to give new digital life to Post-it Products using Evernote's technology. Starting today, a photo taken with the new Post-it Note Camera feature available exclusively in Evernote for iOS 7 will instantly transform any Post-it Note into a digital memory that can be saved, shared and viewed anywhere. Together, Evernote and Post-it Brand are bringing a new sense of versatility to the Post-it Note, allowing users to take their notes with them wherever they go and provide a seamless bridge between the analog and digital world.

"This collaboration is a natural fit for the two brands and demonstrates how technology has finally caught up with the simplicity of the Post-it Note," said Jesse Singh, vice president and general manager of the 3M stationery and office supplies division. "Post-it Brand and Evernote share a vision of the future and a common belief in giving consumers great experiences, both in the analog and digital space. This is the beginning of a growing partnership that underscores the Post-it Brand commitment to developing new and innovative solutions that help people be more productive in their daily lives."

To make Post-it Notes digital, Evernote has developed the Post-it Note Camera feature exclusively for their re-designed app for iOS 7, available on iPhone, iPad and iPod touch. With one tap, any Post-it Note is captured into Evernote, digitally enhanced and saved as a crisp, clear Evernote image. In Evernote, Post-it Notes can be organized by color, have a reminder added or a due date assigned. Whether it's a to-do list, a reminder, a sketch or a big idea, Evernote makes the Post-it Note searchable, providing users the flexibility of paper and efficiency of technology.

"At Evernote, we see the Post-it Note as infinitely useful, inspirational in design, and simple and intuitive in experience—all the things we strive for when building Evernote," said Phil Libin, CEO of Evernote. "That Evernote can enhance the experience of such an iconic product is a real thrill. Together, we can help many millions of people be effortlessly productive."

Beginning today, the Evernote app will work seamlessly with all Post-it Notes. Additionally, the companies are introducing special packs of co-branded Post-it Products that include a free 30-day subscription to [Evernote Premium](#) with purchase. These products include:

Post-it Super Sticky Note 3" x 3" packs in Electric Blue, Electric Yellow, Neon Pink, Limeade
Post-it Super Sticky Note 3" x 3" multi-color pack
Post-it Big Pad 11" x 11" in Limeade

The limited-time subscription to [Evernote Premium](#) gives consumers more ways to search, organize and share with Evernote as well as increased note upload limit (1GB/month).

Two new Post-it Note Desktop Dispensers co-designed by Post-it Brand and Evernote were also introduced today. Designed to hold either a single color Post-it Note pack or a quad of Post-it Note color packs side-by-side, the stylish Desktop Dispensers keep Post-it Notes close at hand without cluttering the desktop.

Beginning in October, the Post-it Dispensers will be available through the Evernote Market, www.evernote.com/market, and at office supply retailers nationwide. Additionally, Post-it Super Sticky Notes and Post-it Big Pads with a limited-time subscription to Evernote Premium are available nationwide

starting today at select Staples retail stores and at Staples.com, OfficeDepot.com, OfficeMax.com and Quill.com.

The Evernote App is available for free from the App Store on iPhone, iPad and iPod touch or at www.appstore.com/evernote. For more information on the Post-it Brand and Evernote, visit Post-it.com/Evernote.

About Evernote

Evernote builds apps and products that help people remember everything, work effectively and achieve personal and professional success. Privately held, Evernote is a global company headquartered in Redwood City, California with offices throughout the world. For more information about Evernote and its products, visit www.evernote.com.

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 or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

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