

3M Introduces Erasable and Removable Chalkboard & Dry Erase Tapes

Organizing has never been so easy. For the first-time ever, 3M is making it possible to write, erase and write again, all on a piece of tape. With the launch of new Scotch™ Dry Erase and Chalkboard Tapes, consumers can purchase these revolutionary tapes that behave exactly like a whiteboard or chalkboard, making labeling and organizing as simple as tearing tape.

“Scotch Tape is known for inspiring creativity and now the brand will also be known for inspiring easy organization,” said Chris Feather, Brand Manager Scotch Specialty Tapes. “Available just in time for back-to-school, consumers of all ages can get inspired by the tapes and utilize them in their homes and at school.”

The new Dry Erase and Chalkboard Tapes can be used for a variety of purposes and projects. Here are just a few suggestions to get the creative juices flowing:

Refrigerator Dry Erase Board – Don’t have a magnetic fridge? Simply lay a few strips of the Scotch Dry Erase Tape on your refrigerator and keep an ongoing grocery list!

Menu Planning Chalkboard - Add a little café ambience to your kitchen while sensibly planning your family dinners for the week. Just cover the glass of a picture frame with Scotch Chalkboard Tape, place it safely back in the frame and display it so everyone can check out what’s for dinner.

Seasonal Storage – Get more mileage out of your storage bins by using the Scotch Dry Erase or Chalkboard Tapes to make seasonal organizing labels. Time to pull out the fall clothes and pack-up the summer wardrobe? Just erase the label and reuse!

For more information on where to buy Scotch Tapes, visit www.scotchducttape.com. Scotch Chalkboard and Dry Erase Tapes are available at Walmart.com, Walmart, Jo-Ann Fabric and Craft, and Hobby Lobby stores.

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 \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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Scotch Chalkboard Tape (Photo: Business Wire)

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<http://www.scotchducttape.com>


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