

# Post-it Brand Introduces Revolutionary New Post-it Dry Erase Surface

Instant, Flexible Whiteboard Solution Transforms Spaces into Collaborative Environments

Post-it Brand from 3M introduces Post-it Dry Erase Surface, an instant, flexible whiteboard solution that can be applied to smooth surfaces to transform them into collaborative canvases. In three simple, tool-free steps – unroll, peel and stick – Post-it Dry Erase Surface will adhere to conference tables, walls, and even to existing whiteboards in need of a refreshed surface. Post-it Dry Erase Surface is designed to help office workers collaborate and communicate in more places.

With as many as two-thirds of American offices now using an open-space office arrangement, creating intuitive and innovative products that allow for greater collaboration has taken on new importance. Post-it Dry Erase Surface offers a stain-proof, high-performance writing experience that is smooth to write on and erases cleanly every time. This enables groups to explore ideas and solve problems without missing a beat.

“The move toward open and shared workspaces is rooted in the power of collaboration and its ability to increase productivity, profitability and innovation. The introduction of Post-it Dry Erase Surface means that employees can easily transform formal and informal areas into spaces with writable canvases where visual thinking and information sharing can happen,” said Denny Powell, marketing manager for Post-it Brand. “This innovation helps cultivate an environment with teamwork at its core, ultimately helping people better communicate and achieve together.”

Post-it Dry Erase Surface is already fostering a more collaborative environment at companies across a range of industries, from education to IT services to non-profit and more. The Nerderly, an interactive software development company with a culture that relies heavily on communication and visual thinking, incorporated Post-it Dry Erase Surface into its 65,000 square foot Bloomington, Minnesota headquarters. The Nerderly used Post-it Dry Erase Surface to refurbish and re-purpose existing whiteboards as well as turn common areas that were not previously being maximized into new collaboration spaces by applying the surfaces to walls and conference tables.

“Because Post-it Dry Erase Surface can easily be cut-to-size for customized options, we can place them exactly where we need them and capture ideas and conversations as they happen,” said Alan Kremer, sales director at The Nerderly. “This helps create more instant dialog, allowing us to get a lot done at a faster pace.”

Post-it Dry Erase Surface is available now and priced from \$39.99. For product details and to learn more about how companies are using Post-it Dry Erase Surface to rethink collaborative workspaces, visit [www.post-it.com/collaborate](http://www.post-it.com/collaborate).

## 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](http://www.3M.com) or follow @3MNews on Twitter.

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