

# Post-it notes get fresh life with digital app

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Post-it Notes are stuck to a computer monitor in Washington, DC, April 23, 2010.

Post-it notes, those sticky papers used by pen-and-ink people for reminders and bookmarks, are getting new life for the digital world.

The maker of Post-it, 3M Corp, and the software firm Evernote announced plans Thursday for a partnership "to give new digital life to Post-it products using Evernote's technology," a joint statement said.

As of Thursday, the Evernote app for Apple devices can be used to "instantly transform any Post-it note into a [digital memory](#) that can be saved, shared and viewed anywhere," the companies said.

This will allow people "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 unit in charge of Post-it.

"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."

With the app, Post-it notes can be organized by color, have a reminder added or a due date assigned.

"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, [chief executive](#) of Evernote.

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