

# Post-it notes get fresh life with digital app

26 September 2013



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.

© 2013 AFP

APA citation: Post-it notes get fresh life with digital app (2013, September 26) retrieved 24 October 2021 from <https://phys.org/news/2013-09-post-it-fresh-life-digital-app.html>

*This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.*