

Practical Lifesavers

By Kristen Neigebauer

Post-it, post-- what? The unthinkable, super tangible Post-it Note, that's what! What exactly is it? It, in Post-it land, can be anything you want it to be, and that is the fantastic part. Coming from one super simple idea at 3M, the innovative post-it note is a unique product that can be used by anyone and everyone. Young or old, the petite wad of adhesive-backed paper is handy as well as fun (in a useful way) for all ages alike.

Hidden in a pocket, or exposed on an agenda as a reminder, the patented Post-it always proves to be a perfect size. Although varying shapes and sizes are available, a typical Post-it notepad comes in sheets of sticky paper that measure 3 inches by 3 inches. Because of the convenient size, Post-it's are easily transportable. For example, if you have to take quick notes, or scribble a number down, just take the readily accessible 3" by 3" from your pocket and write. The convenient size also eliminates the need for a notebook. In a frenzy to get to the next class, a dedicated student fumbles past three cluttered notebooks in order to grab a readily available Post-it Note to note a reminder for a class assignment. Post-it Note products are therefore easy to store and speedy to use. Just as the active learner did, stick the small reminder on a locker, in a desk drawer, or on a specific page in a novel and the important spot will be relocated in a jiffy. The handy size also provides small children something to identify with and easy enough to carry. Post-its are small enough to suit any noteworthy desire, yet large enough to be able to spot.

Given as a gift, or handed out during parades, the customary size Post-it tablet makes for an excellent present. Unlike the bluntness of a typical notebook, a gift of glowing Post-its beams as it brags of its usefulness in all occasions.

Proving effective, the combination of shape and sizes in the Post-it note realm successfully satisfy a broad arrangement of personalities, whether it be a lawyer needing to make a little reminder for her next appointment, or a two-year-old who needs something other than the wall on which to doodle. For the quick-tasker, a busy grocery shopper or a “save the trees” type, 3M offers the 1½” by 2” Post-it Note. Although difficult at times to locate, this small paper organizer benefits everyone who can jot a life necessity down in a limited amount of space and usually a limited amount of time. For another example, a fruit lover immediately spots the fitting stack of adhesive apple, orange, and strawberry shaped notes, disregarding the other bland notepads across the aisle. Feeling somewhat let down after struggling to find a decent notepad shape, a proud figure skater presents 3M with the challenge of a designing a unique notepad to fit her identity. Soon after, the innovative 3M engineers introduce a special customary notepad to satisfy the hard to please. Customary note pads used to accommodate unique individuals or needs are therefore useful for businesses, specific events, or fun gifts. Post-its are not limited by ages or personalities; in fact, they do their best in inviting all combinations of people to take part in the fun being offered.

Practical color combinations by Post-it delight diverse consumers as they separate themselves from normal notepads. Turning an ordinary note-taking process into an unconventional method of organization, the many Post-it Note colors seek to simplify life. Children are often amused by the selection of colors, unlike the monotonous white

paper accompanying typical note pads. Dominating a revised essay, the broad range of colors adds spice and vigor to an otherwise “blah” state of writing. Because the colors of Post-it note pads are typically non-traditional colors, older users find them to be very effective reminders-as not to blend in with common white papered agendas. As soon as the “canary yellow” becomes old, switch to “aqua blue,” and then maybe “burnt ember,” or any of the other 30 assorted colors. Often, a particular color can be used to reflect a mood or attitude at that specific time. Dig out the deep blues after a hard break-up, or the flaming reds to illuminate an unintelligent mistake made in a student’s essay.

Excelling in accessibility, a general audience is pleased by the tangibility of Post-it Note products. Located in a “store near you,” unlike specified ‘note-pads,’ a scavenger hunt does not have to be made in order to find the famous Post-its. Go to any basic convenience store and the easily accessible Post-it’s will be within reach. As a part of a wish list, a child can effortlessly use leftover allowance money to handily buy a friendly Post-it item while out grocery shopping with mom.

Another very important and extremely beneficial part of the Post-it Note is the inexpensive cost. Because of the low price, Post-it’s are consumer friendly. Post-it Notes prove very affordable, especially when considering how they save from an otherwise missed appointment date. The efficient cost does not deny the Post-it of its significant duties, but brings it closer to many more important responsibilities.

Proving useful in any situation, the adhesive-backed notepaper willingly steps up to a variety of demands. Handy to stick on a car door as a friendly greeting, or as a label on a stack of papers, Post-it Notes beat out any other form of personal reminders. Because of their useful sticky-backs, a wad of Post-it’s can be split: by one (just rip off

for a miscellaneous use), in half (added to a certain spot in a notebook or locker to be saved for later), or ripped into a flag (to be used as a bookmark). For the heavy-duty worker, 3M presents the “super sticky” Post-it Note. Like an invisible glue, the legendary paper boldly answers the call to serve when placed in plain sight for the entire world to see.

The vast collection of Post-it Note styles seek to please a growing audience. Brand new, the “sheer” Post-it Note thrives on note-takers and professors who do not want to mark directly on a masterpiece, but instead comment on the transparent note placed atop the paper. A choir member practices her organizational skills as she flips to the next song, pre-marked by a 3M Post-it Flag. A ten minute mental debate over efficiency finally brings a confused secretary to utilize the dispenser Post-It Notes rather than the stack of equally capable “Pop-up” Post-It Notes because they are closer.

Whether on a cluttered desk, or in a drawer, these unassuming notepads break tradition while at the same time demonstrating usefulness of all ages. Be it a page-saver flag, a custom-made figure skate shape, or a traditional 3” by 3” canary yellow Post-it Note, the huge product variance is able to fit any type of person. Many uses come out of the dedicated Post-it Note, but none so much as the valuable reminder. A quickly scribbled on piece of plain notebook paper taped onto a chaotic appointment board cannot do justice to the obedient undertakings provided for us by the unofficial Post-it Note.