



Custom Printed  
Products

# WHY Post-It®?

## *The Advertisement that Sticks Around!*

### **THEY'RE USED**

*Post-it® Notes have wide acceptance and usage rates.  
People know what they are and how to use them, so when they are used up  
and the customer needs more ... reorders!!*

### **THEY'RE RECOGNIZABLE**

*Tie any company name or brand to the Post-it® brand.  
Post-it® brand means quality and value to a worldwide  
office and home consumer market.*

### **THEY'RE EFFECTIVE**

*Post-it® Notes have revolutionized the way people communicate in  
offices and homes, so what better way to communicate a message  
than on a product people use for that very purpose everyday?  
People don't just glance at Post-it® Notes; they read what is on it.  
Day after day, sheet after sheet, the message is communicated  
continually until the product is gone.*

### **LONG LASTING AND CIRCULATED**

*Post-it® Notes "stick around" for weeks or months after receipt and use.  
This keeps any message visible and communicated even after the product is used.  
They are an interactive product that people reach for time after time.  
They are passed on to others as a part of their natural use.*

### **VALUE**

*Post-it® Notes have a unique value to an end user.  
High acceptance and appreciation.*

*Sheet after sheet, day after day, impression after impression,  
the value of a Post-it® Note and its imprinted message is clear.*