



Post-it® Flex Write Surface
New Claim



New Product Claim to Help Support Back to Work

Post-it® Flex Write Surface won't degrade with the use of common hard-surface disinfectants*



Post-it® Flex Write Surface

Claim can be used immediately:

- In-Store Displays & Signage
- E-Commerce Content
- Emails, Flyers & Catalogs
- Sales Presentations & Tradeshows

** Prior to using a disinfectant on this product, spot test in accordance with disinfectant manufacturer's instructions on a small corner area of the Flex Write Surface. If applying a disinfectant to this product, follow the associated manufacturer's instructions. For best results, wipe down the Flex Write Surface with potable water and a clean microfiber cloth prior to each use*

Claim validated in Canada

Product won't degrade with the use of common hard-surface disinfectants. Prior to using a disinfectant on this product, spot test in accordance with disinfectant manufacturer's instructions on a small corner area of the Post-it® Flex Write Surface. If applying a disinfectant to this product, follow the associated manufacturer's instructions. For best results, wipe down the Post-it® Flex Write Surface with potable water and a clean microfiber cloth prior to each use.

Post-it® Flex Write Surface

Claim can be applied to these products



REFERENCE: Post-it® Flex Write Surface Claims

- To clean, wipe away dry erase marker with cloth [OR] Remove with no staining [OR] It's time to expect more out of your whiteboards and dry erase walls. Let staining and ghosting be things of the past.
- The whiteboard is ready to use, again and again
- The magic 3M science in Post-it(R) Flex Write Surface loves water more than it loves ink.
- Sticks securely and removes cleanly. Damage-Free removal.[OR] And because this is from the Post-it(R) Brand, the surface can be removed cleanly without damage to walls.[OR] Recommended smooth surfaces: Primed & Painted Drywall, Finished wood, Whiteboards, Glass, Painted Steel, Chalkboards.
- Standard whiteboard erasers are not recommended.
- Smooth surface is easy to write on
- Set learning and teamwork free. Transform spaces into places where creativity and productivity can take off [OR]
- It doesn't matter what industry or department you work in.
- Resurface old whiteboards and chalkboards to create a new dry erase board
- Permanent marker safe [OR] Clean with just water, even permanent marker [OR] Permanent marker erases with just water [OR] To clean, wipe away permanent marker with water and microfiber cloth [OR] Remove with no staining [OR] Simply spray with water to remove permanent marker ink. [OR] It's time to expect more out of your whiteboards and dry erase walls. Let staining and ghosting be things of the past.
- Nothing is permanent



- Not recommended for use on unprimed drywall, cinder block, brick, wallpaper, heavily textured or delicate surfaces.
- Long term planning is easier than ever with the use of permanent markers to prevent accidental smearing and erasing
- Easy to install and requires no tools - just unroll, peel and stick [OR] Quickly transform your work surface into a whiteboard, simply unroll, peel and stick. [OR] No need to hassle with dry erase paints or new whiteboards. Resurface walls and whiteboards and use the same day.
- Cut-to-fit feature allows you to customize your environment
- Combine with Post-it(R) Super Sticky Notes to share ideas
- And it's backed by a 3 year warranty. [OR] Includes a 3 year warranty
- To prevent wall staining, avoid wiping ink onto your wall surface. Writing or erasing marker ink off the film onto the wall may result in staining. [OR] To prevent wall staining, do not let the water flow onto your wall surface and avoid wiping permanent marker ink onto your wall surface. Writing or erasing marker ink off the film and onto the wall may result in staining.
- Transform an entire wall into a whiteboard surface to help inspire teamwork and creativity
- Use dry erase and permanent markers [OR] Now use dry erase and permanent markers
- Use on horizontal surfaces, such as desks or tables, increases the likelihood of product damage. Extra care must be taken to avoid scratching the surface. Scratches can result in permanent staining, and could reduce the lifetime of the product. Consult Use and Maintenance Procedures. [OR] Do not scratch, dent or crease the film surface. If applying to a horizontal surface, avoid using or setting sharp or pointed objects on the product.
- Use the combination of permanent and dry erase markers to create templates for tracking due dates, metrics, projects and more! [OR] Use to capture your team's ideas, inspire creative thinking and track projects. [OR] Planning team projects just became easier.
- Use to capture your team's ideas, inspire creative thinking and track projects
- **NEW: Most hard-surface disinfectants can be used and won't degrade the Post-it® Flex Write Surface. For best Flex-Write Performance follow the disinfecting agent manufacturer's guidelines, test on a small corner patch, and wipe down Flex Write Surface with potable water and a clean microfiber cloth prior to each use.**