

Post-it® Dry Erase Surface FAQs

1. What surfaces are the Post-it® Dry Erase Surfaces recommended for?

The Post-it® Dry Erase Surface is recommended for vertical or horizontal applications on a variety of painted drywall and steel surfaces, glass, finished wood, existing whiteboards or chalkboards.

Certain surfaces make it difficult for any product to stick to them and the Post-it® Dry Erase Surface should not be used in those situations. It is important to communicate this to customers so they understand that Dry Erase Surface was not designed for those surfaces.

Consumers have responded very favorably to placing the product on horizontal surfaces, in addition to non-traditional areas where they are able to create new collaboration spaces.

2. Will the Post-it® Dry Erase Surface work for resurfacing cork boards?

The Post-it® Dry Erase Surface has not been tested for resurfacing cork boards and, therefore, is not recommended for this purpose.

3. Are there any known surfaces that we know are problematic for adhesion of the Post-it® Dry Erase Surface?

Please comply with the recommended surfaces described in FAQ #1. Do not attempt to apply the Post-it® Dry Erase Surface to brick, painted cinder block, fabric walls or delicate wall papers as performance on these surfaces have either not been evaluated or are known to have challenges for adhering products.

The Post-it® Dry Erase Surface is recommended for vertical or horizontal applications on a variety of painted drywall and steel surfaces, glass, finished wood, existing whiteboards or chalkboards. It is important to tell customers that some surfaces are difficult for anything to stick to them, and this product was not designed for those surfaces. If the customer finds out they have a difficult surface, we offer a 100% satisfaction guarantee which is described in FAQ #10.

Similar to many adhesive products, several stain-resistant, no-VOC or high-pigment paints present challenges to product adherence. If selling the Post-it® Dry Erase Surface in large quantities to a single facility, please test the surfaces to ensure proper adhesion to their painted walls. If there are any issues, we do offer a 100% refund or an adhesion assist kit and replacement product, at the customer's choosing.

4. Is there any post-installation maintenance needed?

The Post-it® Dry Erase Surface is intended for use indoors in stable temperature conditions. When there are changes in environmental conditions, such as temperature and humidity, air bubbles may form behind the dry erase surface. This can be easily worked out by using a microfiber cloth and rubbing the air bubbles towards the edge of the dry erase surface, or, by slowly peeling the corner

of the surface away from the wall where the bubble is present, then reapplying the film to the wall, rubbing from the center towards the perimeter.

5. Do you offer custom sizes?

Currently, we are not structured in a way to regularly accommodate custom size orders. If a customer has a custom size request, please forward that to the business team so it can be reviewed. Please determine the quantity and size the customer is requesting and we will advise if we are able to fulfill the request.

6. Is the Post-it® Dry Erase Surface repositionable and meant to move from surface to surface?

No, the product was not intended to be moved from one surface to another. Once it is applied to a surface, the adhesive will grab any dirt or substance that is on that surface. This will make the adhesive less effective when reapplied to another surface. When applying the product for the first time, you can reposition it to the desired location. Repositioning is not recommended after the product has been completely installed and put in use.

7. Who do I contact if my customer has an issue or the product does not adhere to their surfaces?

Any product complaints or issues should be reported to 3M through customer service at 1-800-395-1223. Customer service representatives have been trained to answer questions about the product line and it is important for the business to collect specific data to track product quality. Do not email the business with customer complaints as the business will be contacted by customer service if additional steps are needed to correct the situation.

8. Is there surface preparation needed to install the Post-it® Dry Erase Surface?

For quality results, surfaces to be covered must be clean, smooth, dry and structurally sound – must not contain loose paint, nail heads, nicks, gouges or other surface imperfections. For best results, gently clean the surface to be covered with isopropyl rubbing alcohol (70%) and allow to dry for 10 minutes. If walls have been recently painted, allow paint to cure according to paint instructions before applying the Post-it® Dry Erase Surface.

There is no recommended surface smoothness level required as the thickness of the film will help hide slight wall textures. However, the smoother the surface, the smoother the film will apply to the surface.

9. Can I cut the Post-it® Dry Erase Surface?

The Post-it® Dry Erase Surface can be cut to size using a variety of cutting tools including scissors, box cutters and utility knives. Always confirm the size of the area you wish to cover, measure the surface twice before cutting and use a straight edge, such as a ruler, to ensure a square cut. Take caution when handling the edges of the surface as they may be sharp. Sand paper can be used to smooth the edges after cutting the surface.

10. Do we offer a satisfaction guarantee for this product?

Yes, we stand behind our product 100%. If a customer purchased our product and has a hard to stick to surface (excluding brick, cinder blocks, fabric walls or delicate wall papers), we will offer them a 100% refund or an adhesion assist kit and replacement product, whichever they prefer.

The product also comes with a limited warranty that states the following:

This 3M product will be free from defects in material and manufacture. If this 3M product is defective, your exclusive remedy shall be, at 3M's option, replacement or repair of the 3M product or refund of the purchase price of the 3M product. This warranty gives you specific legal rights, and you may have other rights that may vary from state to state or country to country. To obtain warranty service, contact 3M at the address listed on the product package.

11. How many times can the Post-it® Dry Erase Surface be put up and taken down before the adhesive fails?

The business does not have a specific claim around how many times the product can be put up, taken down and put up again. The Post-it® Dry Erase Surface was not developed as a portable solution that can be moved from room to room. The current product construction was developed for semi-permanent placement – it will stick securely until you wish to remove it. The product will not damage the wall if it is removed per the removal instructions below:

To remove the surface, select a corner and peel slowly and smoothly away from the wall. For best results, gently pull away at a 180 degree angle.

12. If the Post-it® Dry Erase Surface is placed on a magnetic surface, can I use magnets?

Yes. If the Post-it® Dry Erase Surface is placed on a magnetic surface, magnets will continue to work as the thickness of the film will not greatly affect the magnetic properties.

13. Can consumers print on the Post-it® Dry Erase Surface?

The Post-it® Dry Erase Surface was not developed and has not been tested through laser or ink jet printers. Additionally, any printing on the surface will likely smear and/or erase if it is drawn over with a dry erase marker.

14. What do we mean when we say the Post-it® Dry Erase Surface is stain-proof and will erase cleanly every time?

The Post-it® Dry Erase Surface will erase cleanly every time without ghosting or staining. Similar to high-performance surfaces, such as porcelain, dry erase marker left on the surface for months can be more difficult to rub off. However, simply wetting the Post-it® Dry Erase Cleaning Cloth with water will allow the user to erase even the toughest dry erase markers with ease.

15. What should I do if someone writes on the Post-it® Dry Erase Surface with permanent marker?

To remove permanent marker from the Post-it® Dry Erase Surface, simply draw over the permanent markings with a black dry erase marker and erase. The solvent in the dry erase marker will remove the permanent marker and using a black marker ensures you do not ruin the ink color of your dry erase marker.

16. What type of adhesive is used on the Post-it® Dry Erase Surface?

The adhesive used on the Post-it® Dry Erase Surface is a modified Post-it® Super Sticky adhesive designed to stick securely, yet remove cleanly. This special formulation also allows for great air bleed during the installation process.

17. How thick is the Post-it® Dry Erase Surface?

The Post-it® Dry Erase Surface is 7 thousandths of an inch thick.

18. Does the business support drop shipments of the Post-it® Dry Erase Surface similar to 3M Dry Erase Boards?

The business does not support drop shipments as the product is easily shippable and the product format solves multiple customer distribution issues such as shipping and handling costs, damage claims, and cost of carrying inventory.

19. Can you use 3M Glass Cleaner with Scotchgard® with the Post-it® Dry Erase Surface?

There should be no need to use chemicals on the Post-it® Dry Erase Surface as removing tough marker residue can simply be done with a wet Post-it® Dry Erase Cleaning Cloth. The use of 3M Glass Cleaner with Scotchgard® has not been evaluated for use with the product. However, Expo Whiteboard Cleaner is safe to use on Post-it® Dry Erase Surface.

20. Will we be offering a frame for the Post-it® Dry Erase Surface?

The business is currently developing product concepts for testing with consumers. Based on the research results, the business will determine whether a frame or a framed version of the Post-it® Dry Erase Surface will be in the product development roadmap.

21. How does the Post-it® Dry Erase Surface compare to specific competitors?

The business is working with Tech Service to develop competitive bulletins for internal use only. These bulletins will provide confidential information on how the Post-it® Dry Erase Surface compares to competitive products as well as traditional dry erase surfaces.