

Made in the U.S.A.

**FIELD
NOTES**

MIDWESTERN FACILITIES:
400 North May
Chicago, Ill. 60642

fieldnotesbrand.com

Durable Materials

PRESS RELEASE

Inspired by the vanishing sub-genre of agricultural memo books, ornate pocket ledgers and the simple, unassuming beauty of a well-crafted grocery list, the Draplin Design Company of Portland and Chicago's Coudal Partners joined forces in 2007 to produce **FIELD NOTES**.

FIELD NOTES began as a 3.5 x 5.5" notebook featuring rustic kraft-paper covers and 48 pages of graph paper. The line has since expanded to include ruled and plain paper 3-Packs, a mixed 3-Pack and additional office accoutrements such as ballpoint pens, pencils and calendars. All the smartly-designed, vintage-styled products evoke a lost era of Americana: full-service gas stations, Great Plains feed stores, Midwestern industrial small towns, and offices full of manual typewriters and hand-written receipts. Hoping to reconnect to the inspired simplicity and usefulness of these times, Draplin and the team at Coudal Partners sought to create a new brand, utilizing what was great about the originals while adding their own dash of tongue-in-cheek nostalgia.

As the product line expanded, word of mouth spread like wildfire, aided by a popular blog at fieldnotesbrand.com. Glowing reviews followed from all forms of media, including the *New York Times*, *Dwell*, and *Monocle*.

2009 saw the introduction of **FIELD NOTES COLORS**, a quarterly series of limited-edition notebooks exploring new colors and printing processes. As these exciting variations often sell out immediately to the **FIELD NOTES** mailing list, many customers have opted to order a **COLORS** subscription, thus guaranteeing delivery of every new release. In the summer of 2010, the **COUNTY FAIR** edition was released, featuring memo books dedicated to each of the 50 United States, complete with extensive facts and figures about every state.

The **FIELD NOTES** brand continues to grow, both in sales and product line. In addition to online availability, over 300 shops — from Singapore to Anchorage, from London's Design Museum to Indianapolis' Red's Classic Barber Shop to J.Crew stores nationwide — now carry **FIELD NOTES** merchandise. This diverse lineup of retail locations include boutiques, stationers, general stores, camera shops, art galleries, museums and international retailers. **FIELD NOTES** has also created exclusive special editions for companies like Levi's, Microsoft, and Threadless.

FIELD NOTES products in new colors, sizes, shapes are always in development.

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"I'm not writing it down to remember it later, I'm writing it down to remember it now"