



To "make a poodle"

We Swedes have some strange sayings. One of them is to "make a poodle". In essence it means that you totally admit having done something wrong. Or in other words an unconditional surrender with the hope of being left alive by the alpha individual in the group.

Well, we did wrong, we admit and we apologize!

Recently we launched Whitelines Link Whiteboard Tags. They came with a high price point in order to fund the development of the app and the technology that enables the quick saving of your artwork. We also thought that was ok as one could use them over and over again and for many people at the same time. But. That was a way too high price it turned out. Many of you have got in touch with us explaining how much you like the concept but the price for the tags simply made them out of reach. We don't want that. On the opposite we want Whitelines Link to be spread across the world and create a new tool for linking your handwritten notes with your digital media.

There is always some good in doing wrong because if you never try you can never do right. With that comes fortunately also the chance to learn and do better. So, let's do the "Ctrl-alt-delete" and change the pricing!

From now on we are taking more than **50%** off from the price of the Whitelines Link whiteboard magnets. The ones we have now comes with a duo-functionality of both magnetic and sticky surface. When we are making our next round of production, we will need to get rid of the adhesive and keep only the magnet in order for us to actually make some money on them. We hope you think that is ok.

Happy easter!