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Paper® by WeTransfer Launches the Paper Store

The Paper Store unlocks access to creative prompts, workbooks and tutorials to build confidence in creative skills

NEW YORK — OCTOBER 21, 2019 — [Paper®](#) by [WeTransfer](#), the immersive sketching app for forming ideas, today announced the launch of the Paper Store — a collection of journals with creative prompts, daily exercises, and drawing tutorials. The Paper Store extends the capabilities of the Paper® app with new offerings for notetaking, organization and mindfulness, empowering users to overcome their fear of the blank page and give their creativity a head start.

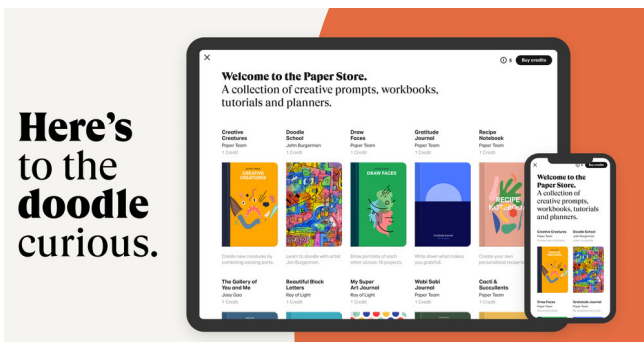
Paper®, made by FiftyThree and acquired by WeTransfer together with Paste® in 2018, gives people across all industries and skill sets a way to express ideas through sketching. Whether a creative by trade or at heart, the blank page and its endless possibilities can be an intimidating place to begin. The goal of the Paper Store is to make sketching and drawing more approachable and to facilitate creative growth.

Each journal will offer a new lesson to learn, a new activity to try, or a new tool to master. The three categories of journals are: “How To” tutorials that teach users to draw anything and everything, creative exercises that encourage new ways of thinking, and Artist Showcases full of inspiration from partnerships with notable artists such as [Jon Burgerman](#), [Catherine Madden](#) and [Lucy Bellwood](#). At launch, the Paper Store will consist of 28 journals, each costing \$1.99.

“WeTransfer’s set of tools facilitates every stage of the creative process. With the Paper Store, we designed a universal resource for skills by encouraging confident creatives to experiment, and offer the curiously creative new ways to grow,” said Georg Petschnigg, Chief Innovation Officer at WeTransfer. *“All that people need to create is inspiration and expressive tools. With Paper®, you can find both.”*

To date, Paper® has more than 25 million downloads. The app's perfectly tuned tools make it easy to sketch, collage, diagram, and draw using fast, gesture-based navigation to keep users in flow. Paper® is a part of WeTransfer's set of tools, including Paste®, WeTransfer, Collect and WePresent. Together, they allow users to quickly grow and develop ideas from initial thought to final delivery.

Download Paper® on [iOS](#) for free, and visit wetransfer.com/products to learn more about Paper® and WeTransfer's set of tools.



ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste® (with 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste® and expanded its US presence to Seattle and New York City.

