

How Freitag used Evernote Business to corral wild ideas

“What I ultimately love about Evernote is that it’s available everywhere, and everybody can work the way they want. On the train, on weekends, at home and at work. It all comes together in Evernote, and that’s the beauty of it.”

Daniel Freitag | Founder, Freitag



FREITAG is a Swiss company that transforms recycled materials into award-winning bags and accessories.

Capturing those creative moments

FREITAG is a Swiss company that transforms recycled materials into award-winning bags and accessories. The brainstorming process at FREITAG is collaborative and physical, with designers exploring ideas on whiteboards and Post-it® Notes, all while keeping tabs on tech, fashion, and design innovation. The team needed a solution for capturing all that creative output and product research in one place.

From concepts to products

“You can only progress if you share information,” said Daniel Freitag, co-founder of the company and a longtime Evernote user. He found that the fastest and easiest way to share product inspiration across his team was saving it all to Evernote. As the team collaborated to transform ideas into products, shared Evernote notebooks kept everyone involved simultaneously up-to-date, giving them a transparent view into each stage of a project’s progress.

No idea left behind

The Freitag creative process generates a lot of designs, including some that aren’t workshopped into products right away. By customizing their organization system in Evernote with a combination of notebooks and tags, the team can maintain a fast-growing body of concepts and completed work. Completed projects become valuable reference material, searchable by keyword and discoverable to everyone in the company. “Sometimes, we come across earlier ideas that were scrapped, but then we’ll put them in a new context and they become useful again,” said Daniel Freitag. With Evernote Business, no idea or key learning ever gets lost in the shuffle.

Everything, together

Evernote notebooks are a hub for inspiration captured in any form—images, sketches, digitized Post-it Notes, web clips, photos of whiteboards. When everything is together, nothing is lost.

Evergreen ideas

Ideas kept in Evernote are cataloged by keywords, tags, and notebooks, so they can be easily searched and revisited. Go back to deferred ideas, winning concepts, or past projects on a second’s notice.

Transparent collaboration

As a project takes shape, feedback lives alongside creative assets for an at-a-glance look at the iterative process. Collaboration thrives when everyone can view, comment, present, and stay current.