

PRODUCT FACT SHEET

IdeaPaint is a patented, single-coat, roller-applied paint that transforms any smooth surface into a high-performance, dry-erase writing surface. IdeaPaint works using industry standard dry-erase products.

FUNCTIONALITY: IdeaPaint provides an innovative, low-cost, durable option for offices, schools and homes to transform entire walls or any smooth surface into a high-performance, dry-erase writing surface. IdeaPaint also serves as a low-cost replacement for old and worn-out dry-erase boards and chalkboards.

INNOVATIVE THINKING: With numerous application possibilities, IdeaPaint turns the working environment into a collaborative space with increased functionality that evokes creativity and impromptu teamwork. It transforms traditionally unusable office space into a dry-erase writing surface without seams, borders, or restrictions on size and placement. It helps facilitate unexpected brainstorming and create a culture that is robust with creativity and innovation.

AESTHETICS & STYLE: With IdeaPaint, you have the potential to transform any smooth surface into a more flexible space that provokes innovative ideas, brainstorming, and impromptu meetings. IdeaPaint can create various shapes for dry-erase writing surfaces including: a floor-to-ceiling, wall-to-wall writing surface; a strip in a hallway or around an entire room; a rectangle or variety of shapes scattered across a large wall; or a design element placed over a colored surface. No other dry-erase surface offers the aesthetic options of IdeaPaint. With IdeaPaint, you will never have to worry about seams, size constraints or placement limitations.

QUALITY & DURABILITY: Independent laboratory tests have proven IdeaPaint to outperform and outlast dry-erase wallcoverings and traditional whiteboards. IdeaPaint's durability, performance and flexibility make it an optimal dry-erase option. IdeaPaint comes with a five year warranty and will not produce ghosting or permanent marks that are typical of so many dry-erase products.

ENVIRONMENTAL SUSTAINABILITY: IdeaPaint is the most environmentally friendly dry-erase product available due to raw material utilization, energy and fossil fuel use and air quality impact. As IdeaPaint is applied directly to the wall surface, it doesn't require the wood, steel or resin typically used with other dry-erase products. It's also produced through a stirring process requiring very little energy compared to the baking and curing processes used by other dry-erase products. Shipping IdeaPaint requires considerably less material and fossil fuel because a single quart of IdeaPaint, capable of covering 50 square feet of space, weighs less than four pounds and ships in a very small box. IdeaPaint conforms to all U.S. EPA regulations (including California) and is formaldehyde-free and, once dry, produces no off-gassing. The use of IdeaPaint can also reduce the tens of millions of pounds of whiteboard materials which end up in landfills each year, as IdeaPaint is simply paint and can be painted over when de-installation is desired.