



CREATE VS. COMPETITION



- Best in class dry erase performance both initially and long-term.
- Low VOC Isocyanate free GreenGuard Gold Certified
- Best in class customer service and support: before, during and after your purchase.

Competitive Factor	IdeaPaint, Inc. CREATE	The Competition
Product Comparison	Best in class performance epoxy-based product free of isocyanates	Large majority are low performing water-based Polyurethanes with isocyanates
Dry Erase Performance – Marker Soak Testing	Best in class dry erase performance both initially and long-term. All products are tested by IdeaPaint and must pass marker soak testing of 60+ days	Inferior dry erase performance. Markers cannot be erased if left on the wall for 2+ weeks
Environmental, Health and Safety	Low VOC Isocyanate free	Primarily Polyurethane Isocyanate based products
Longevity and Durability	Our solvent-based products are the longest lasting, most durable products on the market	Water-based chemistries are not as durable over time and prone to breakdown
Customer Service	Best in class customer service and support: before, during and after your purchase.	Limited if any access to customer or product support
Organizational focus	100% dry erase and collaboration products	Dry erase is a small focus; an afterthought.
Customer Service	200,000 successful installations in 75+ countries at some of the most successful and innovative companies in the world.	All other competitors pale in comparison to IdeaPaint's # of successful installations. We get many customer requests to paint over competitive products with IdeaPaint due to poor performance or product failure