



# We are not just the brand in a can.



**ALL  
NEW!**



## NON-LIQUID SOLUTIONS: Multifunctional Wallcoverings

IdeaPaint™ is now ROLLING out a series of dry erase wallcovering solutions. Perfect for smaller projects in occupied workspaces, **IdeaPaint's Non-Liquid Solutions** series is easily applied to any wall using a standard wallcovering adhesive. It's ready to write on in just 24 hours!

**USAGE & BENEFITS:** Smaller jobs | Occupied work areas | Ready in 24 hours | Quick & easy installation | Multifunctionality



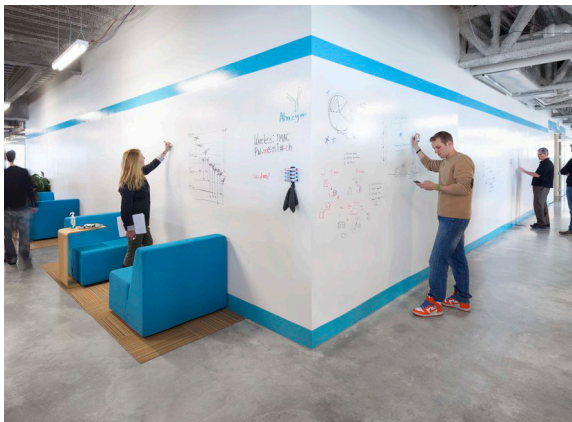
## LIQUID SOLUTIONS: Dry Erase & Magnetic

Our flagship product, **IdeaPaint PRO**, is the original high-performance dry erase coating, trusted as the design standard for Google, Facebook, and Reebok. We expanded our liquid line to provide an easily installed, environmentally-friendly **Clear** or **White** Dry Erase solution for every school, company, and home with the launch of **IdeaPaint CREATE**.

For an even more dynamic user experience, we also developed a line of magnetic based solutions—our **Magnetic Primer** for everyday use and our **PULL Magnetic Wallcovering** for industrial magnetic strength. These options can be finished with a top coat of **Clear** or **White** Dry Erase Paint to create the ultimate collaboration space.



**USAGE & BENEFITS:** Larger jobs | Maximum design freedom | Apply on any surface | Environmentally-friendly



As the inventor and industry leader of the **Dry Erase Paint** category, **IdeaPaint** exists to enhance the productivity and innovation of organizations through dynamic collaboration.

After more than 150,000 successful installations of our liquid solutions in over 30 countries worldwide, we are now introducing non-liquid solutions to complement and diversify our product portfolio for every type of workflow.

At **IdeaPaint**, we are driven by designing, manufacturing, selling, and supporting our LIQUID and NON-LIQUID SOLUTIONS. We focus 100% on delivering collaboration tools that enable organizations to excel. Contact our best in class customer service team to discuss how our complete line of products can fulfill all your important projects needs.

**CALL:** 800.393.5250

**EMAIL:** [customerservice@ideapaint.com](mailto:customerservice@ideapaint.com)

**WEBSITE:** [www.ideapaint.com](http://www.ideapaint.com)

## DRY ERASE WALLCOVERING

IdeaPaint™  
**WRITE**



From the leader in dry erase collaboration solutions, IdeaPaint now offers **IdeaPaint™ WRITE**, a dry erase wallcovering. IdeaPaint WRITE creates the same great dry erase wall with an easy to install application and the ability to use it in just 24 hours.



IdeaPaint Superior quality, non-ghosting dry erase performance



Quick installation, with low disruption to area throughout the application process



Can be used in 24 hours



### PRODUCT SPECIFICATIONS

- **STANDARD Roll Coverage:**
  - Standard roll = 107ft<sup>2</sup> (10 m<sup>2</sup>)
  - Custom roll lengths available
- **Dimensions:** 26.6ft x 4ft (1.22m x 8.25m) (for standard rolls)
- **Weight:** 12.6lb (5.7Kg) (for standard rolls)
- **Color:** White only
- **Finish:** Gloss
- **Fire Rating:**
  - ASTM E-84 Class A
  - Euroclass B-S1-d0

### PRODUCT DETAILS

- Gloss finish
- Best in class, non-ghosting dry erase performance
- Easy Installation – lighter weight product means it is easier to hang, especially in long, full wall sections
- Smooth seam technology
- Available in custom lengths to meet your project needs
- Can be hung vertically, horizontally, and even on curved walls
- Smooth surface
- 5-Year Limited Warranty
- Supported by IdeaPaint's exceptional Customer Support



## DRY ERASE WALLCOVERING

### IdeaPaint™ PROJECT



IdeaPaint, the industry leader for dry erase collaboration is bringing Projection to your walls. **IdeaPaint™ PROJECT** is a dry erase wallcovering with the added benefit of being a projectable surface. It offers the benefits of both dry erasability and a clear projectable area that you can begin using in just 24 hours.



IdeaPaint Superior quality, non-ghosting dry erase performance



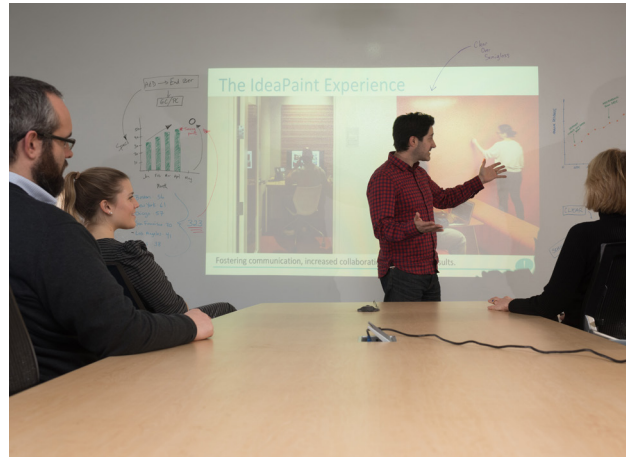
Ability to project clearly onto the wall



Quick installation, with low disruption to area throughout the application process



Can be used in 24 hours



## PRODUCT SPECIFICATIONS

- **STANDARD Roll Coverage:**
  - Standard roll = 107ft<sup>2</sup> (10 m<sup>2</sup>)
  - Custom roll lengths available
- **Dimensions:** 26.6ft x 4ft (1.22m x 8.25m) (for standard rolls)
- **Weight:** 11.5lb (5.2Kg) (for standard rolls)
- **Color:** White only
- **Finish:** Low-sheen (matte)
- **Fire Rating:**
  - ASTM E-84 Class A
  - Euroclass B-S1-d0

## PRODUCT DETAILS

- Low sheen (matte) surface offers high projection screen quality
- Best in class, non-ghosting dry erase performance
- Easy Installation – lighter weight product means it is easier to hang, especially in long, full wall sections
- Smooth seam technology
- Available in custom lengths to meet your project needs
- Can be hung vertically, horizontally, and even on curved walls
- Smooth surface
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