Since 2008, IdeaPaint has carefully painted a reputation for expanding the playful possibilities of dry erase. Its dry erase paint empowers people to reach their greatest creative potential outside the typical rectangular whiteboard that has been a staple of conference room design for decades.

IdeaPaint’s products, available in clear, white and high-performance commercial grade options, benefit their users in many ways. For one, the paint is far less expensive than a whiteboard in terms of square footage; a 300 square foot space covered in IdeaPaint is similar in price to one 4x3 square foot whiteboard mounted onto a wall.

IdeaPaint is also highly sustainable; the product qualifies for LEED, is low-VOC, and has a low carbon footprint. The paint lacks some of the harmful chemicals that a traditional whiteboard has, such as formaldehyde. And, it’s easier to replace sustainably, since it contributes nothing to landfills.

As far as performance goes, IdeaPaint is at the top of the heap there as well, with 10 year-to-lifetime warranties, depending on the product.

IdeaPaint also has the advantage of being able to maintain a space’s aesthetic; it doesn’t detract from an aesthetic the way a wall-mounted whiteboard can. The application possibilities of IdeaPaint really do feel endless. The best way to see the full gamut of ways to use the product is to check out the Ideas page on IdeaPaint’s website.
IdeaPaint-clad columns at Quicken Loans. Photo: courtesy of IdeaPaint

IdeaPaint at Enernoc. Photo: David Culton Photography

IdeaPaint as artistic inspiration, at Hill Holiday. Photo: David Culton Photography
“If you’re asked to think big, I don’t know how you do that in a small space,” says John Stephans, president and CEO of IdeaPaint. “I don’t know how creative tech teams can brainstorm meaningfully on a 4x3 foot whiteboard, compared to a meeting space with 300 square foot of usable dry erase wall space.”

This year, at NeoCon 2016, we saw the company dream bigger. At a special exhibit space on the Merchandise Mart’s ground floor, IdeaPaint debuted a new three-piece collection of mobile dry erase whiteboard solutions.

To bring the project to life, IdeaPaint collaborated with two well-known design talents: Primo Orpilla, designer and co-founder of Studio O+A, and the crafters at Uhuru Design, an acclaimed furniture maker based in Brooklyn.

At Placester, a wall serves double duty as a projection screen and writable IdeaPaint surface. Users can project things from a laptop on the wall and then make notes on the side. Photo: Michael Piazza Photography

IdeaPaint at Placester. Photo: Michael Piazza Photography
At NeoCon 2016, IdeaPaint debuted its new collection of mobile dry erase solutions exhibit in a special exhibit. Photo: Jeff Beck
Venturing outside the purely paint market is a big step, but the new additions make perfect sense to the IdeaPaint team. Last week, we spoke with Mr. Stephans about the new collection and all things IdeaPaint.

“We try to stay as close to our customer base as we can, and we found a lot of our customers asking us if we had a mobile whiteboard option,” said Mr. Stephans. “We wanted to add something new to the market that would complement our existing products.”

IdeaPaint sees its new collection as a way to continue its goal to provide “frictionless collaboration” by removing creative boundaries.

“There is no way we would ever make a stationary whiteboard that goes on the wall. We see these new additions as a great complement to our existing products and our brand.

The new collection, all coated with IdeaPaint dry erase technology, includes:

>Hive: A mobile whiteboard with high design details, high quality materials, and a sturdier construction than many current market offerings.

>Pivot: A mobile dry erase board that converts to a writable bar-height table. Pivot can orient itself vertically or horizontally, depending on how users want to work at the moment.

>ThinkTank Mobile: An ultralight camper “completely coated inside with IdeaPaint for the ultimate in frictionless collaboration, whether you park it on campus or take it on the road.”

IdeaPaint has plans for a bright future.

Its new mobile dry erase collection will come to market in the first quarter of 2017. The company’s product design and development teams have a few new unique coatings in the works, and those teams are also devoting time to research that will benefit IdeaPaint users.
“We’re working to uncover the new technologies coming down the road that will be affecting our users,” noted Mr. Stephens. “We want to improve our innovation, bringing products that are new and differentiated to the market.”

IdeaPaint is also focusing on expanding its channels of communication and distribution. “We don’t have to spend time convincing the customer of their need; it’s already there. Instead, we spend a lot of time talking to our customer base – A&D firms, end users, and the contractors who install our product. We want to know where our customer wants to go in the future.

“We’ve spent a lot of time developing our B2B offerings, and we maintain close working relationships with those parties. Now, we want to bring more focus to the end user consumer.”

To that end, IdeaPaint has future partnerships with a major consumer brand [we can’t disclose who just yet] in the works.

It’s also partnering with think tanks to provide white paper research on collaboration, learning and ideation as they really happen in the workplace, learning spaces and the home, and how their customers are using, and want to use, IdeaPaint.
“There’s something really engaging about this low-tech way of communicating. It’s very innate – we’ve been drawing on walls since we were two and three years old.

IdeaPaint has the advantage of building upon a very specific, yet universal goal: expanding collaboration, ideation and productivity by changing the traditional view of whiteboards and other writable space in the office. Geographically, the opportunities are limitless.

“Our customers see the conference room as just one place to put IdeaPaint,” said Mr. Stephans. “They see the IdeaPaint wall next to their workstation as just as important as their chair or their laptop. It’s a universal sort of ingredient that anyone can use.”