



# IDEAPAIN vs. THE COMPETITION

## IdeaPaint Offers:

- The widest portfolio of products in the industry
- Best in class dry erase performance
- Extensive knowledge of dry erase technology
- Unmatched white glove customer support

Competitive Factor	IdeaPaint	The Competition
Dry Erase Offerings	<ul style="list-style-type: none"> <li>• Multiple, high performance, solvent based dry erase paints: Polyurethane and Epoxy options</li> <li>• Multiple dry Erase wallcoverings</li> <li>• Dry erase accessories</li> </ul>	1 product option, large majority are low performing water-based Polyurethane
Dry Erase Performance & Marker Soak Testing	Best in class dry erase performance both initially and long-term. All products are tested by IdeaPaint using IDP, Expo and Quartet markers and must pass marker soak testing of 60+ days	Inferior dry erase performance. Markers can't be erased if left on the wall for 2+ weeks
Environmental, Health and Safety	<ul style="list-style-type: none"> <li>• Low VOC options</li> <li>• Isocyanate free option (Create)</li> <li>• GreenGuard Gold Certified</li> <li>• Contributes to LEED credits</li> </ul>	Primarily Isocyanate based products
Longevity and Durability	<ul style="list-style-type: none"> <li>• Lifetime warranty (PRO)</li> <li>• 10 year limited warranties (all other products)</li> <li>• Because our products are solvent-based we have the longest lasting, most durable products on the market</li> </ul>	<ul style="list-style-type: none"> <li>• 10-year limited warranty only</li> <li>• Water-based chemistries are not as durable over time; prone to breakdown</li> </ul>
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	We are the creators. 100% dry erase and collaboration products	Dry erase is a small focus; an after thought
Customer Trust, # of Walls	200,000 successful installations in 75+ countries at some of the most successful and innovative companies in the world.	Other brands 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

