



IDEAPAIN'T VS. GLASSBOARDS

GLASSBOARDS AREN'T ALL THEY'RE CRACKED UP TO BE

- **More Value:** IdeaPaint costs 7 times less than Glassboards
- **Better writing experience:** Glassboards are hard to read due to their shadowed writing effect
- **Say hello to limitless creation:** IdeaPaint fits any size or shape wall – glassboards are limited to their size
- **More durable:** Glassboards are known to crack even after installation

Competitive Factor	IdeaPaint, Dry Erase	Glassboards
Dry Erase and Collaboration Product Offerings	<ul style="list-style-type: none"> • Multiple, high performance dry erase paints • Multiple dry erase wallcoverings • Magnetic solutions • Dry erase accessories 	<ul style="list-style-type: none"> • Limited to glassboards
Dry Erase Performance	IdeaPaint has 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	<ul style="list-style-type: none"> • Glass has a tendency to create shadowed writing due to its thickness and transparency • Glass is greasy and impossible to completely clean
Value	HIGH VALUE: \$3-\$4 per SQFT product cost	LOW VALUE: \$25-28 per SQFT product cost
Maximum Versatility and Design Flexibility	<ul style="list-style-type: none"> • Truly boundless and exceptionally versatile – can be applied to any size or shape wall • Fits seamlessly into any design aesthetic • Clear IdeaPaint adds dry erase functionality to any color wall • MAG Primer & PULL adds magnetic functionality • Can be projected on with a short throw projector 	<ul style="list-style-type: none"> • Glassboards represent a defined, limited writable space • Mounted glassboards can detract from the aesthetic of a space/wall • Can't be projected on
Environmental Impact	<ul style="list-style-type: none"> • Requires fewer raw materials – uses the wall itself as a substrate • Has no end-of-lifecycle environmental impact. There is nothing to dispose of when an IdeaPaint surface is no longer needed, the wall is simply repainted 	<ul style="list-style-type: none"> • Glassboards requires more raw materials for production • End up in landfills after use
Longevity and Durability	<ul style="list-style-type: none"> • Lifetime warranty (PRO) • 10-year limited warranties (all other products) 	<ul style="list-style-type: none"> • Because glass is fragile, it is known to crack even after installation
	<ul style="list-style-type: none"> • Longest lasting, most durable dry erase products on the market 	<ul style="list-style-type: none"> • Glassboards are fragile, and often arrive cracked or chipped from damage during shipment and end up in the landfill • Limited warranty
Customer Service	Best in class customer service and support: before, during and after your purchase.	Glassboards are sold in retail and online channels with limited if any service after sale