



IDEAPAINTM VS. WHITEBOARDS

IdeaPaint dry erase paint far outperforms and outlives whiteboards.

Whiteboards are notorious for ghosting and staining.

IdeaPaint is a much better value at \$3-\$4 per Sq Ft vs. up to \$18 per Sq Ft for whiteboards

IdeaPaint is truly boundless and offers maximum design flexibility.

Whiteboards are an eye sore and destroy a room's design aesthetic

| Competitive Factor | IdeaPaint Dry Erase | Whiteboards: Low Quality Melamine | Whiteboards: Expensive Porcelain on Steel |
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| Dry Erase and Collaboration 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"> Low quality melamine dry erase whiteboards | <ul style="list-style-type: none"> Expensive porcelain on steel dry erase whiteboards |
| Dry Erase Performance | <ul style="list-style-type: none"> 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"> Known for poor performance, difficulty erasing, and perpetual ghosting Melamine is a porous substrate that easily ghosts over time Melamine boards are recommended only for "light use" | <ul style="list-style-type: none"> Porcelain on steel boards are higher performing than melamine boards but equal to IdeaPaint. Low value due to a very high cost/SQ FT |
| Value | Best value: \$3-\$4 per SQ FT | Low value: \$4-\$12 per SQ FT | Lowest Value: \$8-\$18 per SQ FT |
| 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 products (PRO & CREATE) adds dry erase functionality to any color wall MAG Primer & PULL adds magnetic functionality | <ul style="list-style-type: none"> Whiteboards are limited by their inherent size and shape Due to the very limited size, shape and color of whiteboards, they detract from the overall design of a space/room | <ul style="list-style-type: none"> Whiteboards are limited by their inherent size and shape Due to the very limited size, shape and color of whiteboards, they detract from the overall design of a space/room |
| 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"> Requires more raw materials – use wood, steel, aluminum or vinyl for production Over 50 million lbs. of old whiteboards end up in landfills every year | <ul style="list-style-type: none"> Requires more raw materials – use wood, steel, aluminum or vinyl for production Over 50 million lbs. of old whiteboards end up in landfills every year |
| Longevity and Durability | <ul style="list-style-type: none"> Lifetime warranty (PRO) 10 year limited warranties (all other products) Longest lasting, most durable products on the market | <ul style="list-style-type: none"> Melamine boards are intended to have a short use life Limited warranty | <ul style="list-style-type: none"> Limited warranty |
| Customer Service | Best in class customer service and support: before, during and after your purchase. | Whiteboards are sold in retail and online channels with limited if any service after sale | Whiteboards are sold in retail and online channels with limited if any service after sale |

