



# Resurfacing Sliding Whiteboard Systems

Case Study: Babson College



Location: Babson Park, Massachusetts

Date: September 2015 - March 2018

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## Problem:

Babson College had an elaborate sliding whiteboard system with counterweights to allow the boards to slide up and down smoothly and quietly. The infrastructure was in excellent shape, but the whiteboards were no longer erasing. Each sliding system would have cost Babson approximately \$20,000 to replace. Our objective was simple: To demonstrate how Think Boards can refresh an entire building of whiteboards at Babson College for a fraction of the time, cost, and labor. Also, to test the durability of our films in a classroom setting. Lastly, to test the quality and longevity of Think Board compared to IdeaPaint.

## Action:

Babson's Director of Facilities, Andy Moutinho, asked us to retrofit 2 classrooms, each with 9 whiteboards on a sliding system. The test was to run 12 months to see how they were holding up, and if they would continue with Think Board to resurface the remainder of the classrooms.

## Response:

After positive results from our test, Babson College refinished the remaining 8 classrooms in that building, along with a second building on campus, and has continued replacing boards in new areas each year. Any whiteboard that was still in good shape and sliding well on their whiteboard systems, but no longer erasing, was resurfaced with a Think Board.

To date, we have installed over 250 Think Boards on campus, saving the college over \$600,000 in whiteboard replacement costs. Nearly all of the Think Boards were installed in 2016 and not a single one has needed to be replaced since. We also tested Think Board vs IdeaPaint. Walls painted with IdeaPaint at the same time as our first test in 2015 needed to be repainted within 2 years, costing the school thousands of dollars. They are in the process of resurfacing this paint with Think Board, as it's possible to resurface old whiteboard paint with Think Board. We continue to save Babson money with reduced labor needed in cleaning the whiteboards as well. Babson College also was able to highlight the sustainable aspect of this.

“The product is working great and saved us significant money by not having to install new whiteboards while greatly reducing the amount of time cleaning the failed boards every night. This product gives Facilities Managers another option for whiteboards and whiteboard repairs with significant cost savings.”



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