

BIG IDEAS!



When you're confined to the space of a typical whiteboard, your ideas are destined to be small. IdeaPaint™ turns virtually anything you can paint into a dry-erase, high-performance surface – giving you the space you need to collaborate, interact and fully explore your creativity.

IdeaPaint is a single-coat, roller-applied paint and is one of the highest performing and most cost-effective dry-erase surfaces on the market. IdeaPaint is great for a variety of uses within [offices and schools](#).

No matter where you use it, big ideas follow.

COLLABORATIVE 360° ENVIRONMENTS



OUTPERFORMS AND OUTLASTS



CREATE WITHOUT BOUNDARIES



For more information, go to www.ideapaint.com or call 617.714.1050.

IDEAPAIN

As the creator of high-performance whiteboard paint, IdeaPaint gives you the space you need to collaborate, interact and fully explore your creativity. No matter where you use it, big ideas follow!

@WORK

IdeaPaint is the perfect solution for every work environment. Paint an office wall or an entire conference room. Create a unique space to brainstorm and present your next big idea. Offices around the globe use IdeaPaint to create a more dynamic, creative, and collaborative work environment.

USES

Desks	Conference tables
Doors	Reception areas/lobbies
Walls	Seminar rooms
Hallways	Cafeterias and cafes
Columns	Old whiteboards

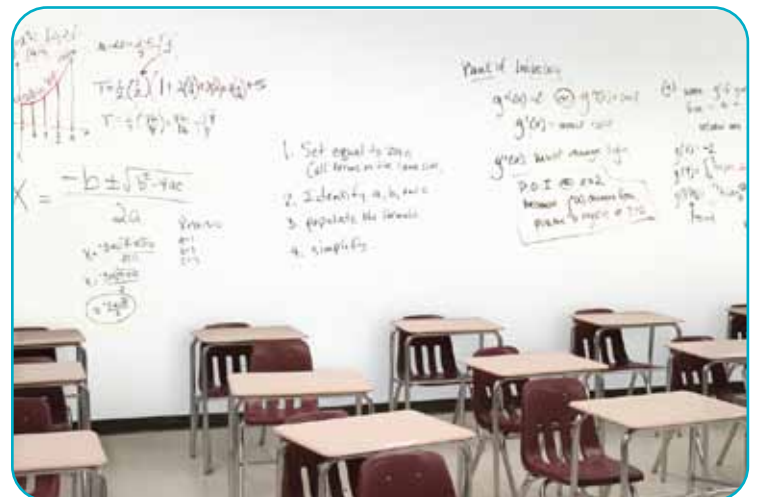


@SCHOOL

Professors and teachers of every discipline can use IdeaPaint to educate, inspire and motivate students of all ages. Save money and the environment by restoring worn-out whiteboards and chalkboards. OR, use just one coat in an entire room to turn any space into a 360° learning environment.

USES

Old whiteboards	Doors
Old chalkboards	Gymnasiums
Desks	Cafeterias
Walls	Lecture halls
Hallways	Dorm rooms
Lockers	



IDEAPAIN

is one of the most flexible, cost-efficient dry-erase surfaces on the market – with over **30,000 successful installations** and **global distribution** and **demand** that expands across work and school environments. IdeaPaint is the proven choice for high-performance dry-erase surfaces that has simple, single-coat installation, proven cost efficiency, and environmentally responsible attributes.

HIGH-PERFORMANCE

IdeaPaint has created a new category for dry-erase surfaces with its commercial and standard grade, patent-pending coatings.

- High-performance surface resists ghosting, etching, and hazing commonly experienced on typical dry-erase surfaces.
- Performs better with all brands and colors of dry-erase markers.
- Marks remove easily, even after several months.

RANK	DRY-ERASE
1	IDEAPAIN PRO
2	IDEAPAIN CRE-8
3	PORCELAIN STEEL
4	WALL SKINS
5	BETTER QUALITY WHITEBOARD
6	GOOD QUALITY WHITEBOARD
7	ECONOMY WHITEBOARD

ENVIRONMENTALLY RESPONSIBLE

IdeaPaint is the most environmentally responsible dry-erase product on the market. It delivers more writing surface with far less environmental impact.

- Millions of whiteboards are discarded into America's landfills each year from US academia alone. With IdeaPaint, there is nothing to dispose of when an IdeaPaint surface is no longer needed.
- IdeaPaint utilizes the existing surface so when you're ready for something new, just paint over it. There's nothing to throw away.
- IdeaPaint does not use valuable materials like wood, steel, aluminum, vinyl or resin found in other dry-erase products.

COST EFFICIENT

IdeaPaint is one of the most cost efficient dry erase solutions available. Not only is our price per square foot lower than the others, but the total project cost (product, shipping, installation) is far lower.

Shipping

50 sq. feet of IdeaPaint weighs only 3.5 lbs. and costs \$7 to ship vs. a 48 sq. feet whiteboard weighs over 60 lbs. and costs \$40 to ship.

	AVG/ \$ PER FT. ² List Price
IDEAPAIN PRO	\$3.99
IDEAPAIN CRE-8	\$3.50
DRY-ERASE WALL COVERING	\$5.20
MELAMINE BOARD	\$7.41
PORCELAIN	\$15.00

IDEAPAIN DRY-ERASE PAINT

- Turn virtually anything into a high-performance dry-erase surface and any room into a hub of creativity.
- Works on any paintable surface.
- Use on full walls, chalkboards, whiteboards, doors, columns, hallways, and anywhere else for enhanced communication.
- Works well with all dry-erase markers.
- Available in white and many other standard colors or custom blends.



IdeaPaint is available in three grades:

PRO Series: Commercial-grade. Ideal for heavy usage. Lifetime warranty.

CRE-8™ Series: Standard-grade. Ideal for standard usage. 10-year warranty.

HOME: Residential-grade. Ideal for residential usage. 1-year warranty.

FAQs

What does application entail?

IdeaPaint is a one coat, roller-applied coating (roller provided). Simply prime your surface with Glidden™ Gripper, Kilz® Premium, or another PVA primer, paint your IdeaPaint space, and wait 7 days before writing on your new dry-erase surface. It does emit a stronger smell than traditional latex paints and installation does require ventilation. The smell will dissipate in 12-24 hours after installation.

How long after application do I have to wait to write on my IdeaPaint surface?

IdeaPaint is dry to the touch within hours and can be written on after 7 days.

What is included in the kit?

Each 20 sq. ft. and bigger kit include IdeaPaint, paint roller, can opener, stir stick, and detailed instructions.

What else will I need to buy?

You would need a 9" roller handle, PVA primer such as Glidden Gripper or Kilz Premium, 120 Grit sandpaper, Low Adhesion Tape, Drop cloths, and Paint tray.

Are IdeaPaint products low VOC and/or low odor?

No. IdeaPaint products are patent-pending, dry-erase paints. It does emit a stronger smell than traditional latex paints and installation does require ventilation. The smell will dissipate in 12-24 hours after installation.

Can color be added to IdeaPaint products?

No. Presently, IdeaPaint stocks a variety of standard colors. IdeaPaint's standard color palette can be viewed online and ordered on demand. Contact IdeaPaint for custom color program options.

What if I don't want an IdeaPaint surface anymore? How do I remove it?

IdeaPaint does not need to be removed. Simply paint over it with any typical primer and paint when you no longer desire a dry-erase surface.