

## Markerboard Material Comparison

	CeramicSteel	Glassboards	Whiteboard Paint	Painted Steel	Melamine
<b>Materiality</b>	<ul style="list-style-type: none"> <li>Porcelain enamel fused to steel at 800°C/1500°F</li> </ul>	<ul style="list-style-type: none"> <li>Tempered glass surface</li> </ul>	<ul style="list-style-type: none"> <li>High gloss paint</li> <li>Typically a two-component epoxy paint</li> </ul>	<ul style="list-style-type: none"> <li>High gloss polymer paint over a steel substrate</li> </ul>	<ul style="list-style-type: none"> <li>Plastic resin, high pressure laminate adhered to a substrate</li> </ul>
<b>Durability</b>	<ul style="list-style-type: none"> <li>Resistant to bacteria, chemicals, fire and scratching</li> <li>Withstands high-traffic areas and heavy use</li> </ul>	<ul style="list-style-type: none"> <li>Resistant to scratching</li> <li>Shatters under impact</li> </ul>	<ul style="list-style-type: none"> <li>Only as hard as the wall it is painted on and easily sustains damage</li> <li>Wears away with extended or heavy use</li> </ul>	<ul style="list-style-type: none"> <li>Easily scratches</li> <li>Erasable surface wears away with use</li> </ul>	<ul style="list-style-type: none"> <li>Resists scratches better than paint, but will easily dent</li> <li>Dry erase surface quality diminishes with use</li> </ul>
<b>Dry Erase Performance</b>	<ul style="list-style-type: none"> <li>Never stains or ghosts</li> <li>Easily withstands permanent marker</li> <li>3x better initial erasability</li> <li>10x better erasability after aging</li> <li>Smooth surface without friction</li> </ul>	<ul style="list-style-type: none"> <li>Never stains or ghosts</li> <li>Withstands permanent marker</li> <li>Good erasability</li> <li>Maintains erasability after aging</li> <li>Smooth surface</li> </ul>	<ul style="list-style-type: none"> <li>Stains and ghosts easily</li> <li>Does not withstand permanent marker</li> <li>Does not maintain dry erase quality with aging</li> <li>“Orange peel” texture</li> </ul>	<ul style="list-style-type: none"> <li>Stains and ghosts easily</li> <li>No permanent marker</li> <li>Low initial erasability</li> <li>Significant reduction in erasability with aging</li> <li>Smooth surface</li> </ul>	<ul style="list-style-type: none"> <li>Stains and ghosts easily</li> <li>No permanent marker</li> <li>Low initial erasability</li> <li>Significant reduction in erasability with aging</li> <li>Smooth surface</li> </ul>
<b>Versatility + Design Flexibility</b>	<ul style="list-style-type: none"> <li>Inherently magnetic, does not require special magnets</li> <li>Designed for style and customization</li> <li>Offers a wide selection of colors and custom image/design printing</li> <li>Floor-to-ceiling options and sizes</li> </ul>	<ul style="list-style-type: none"> <li>Sometimes magnetic at additional cost, typically requires rare earth magnets</li> <li>High level of design</li> <li>Wide color selection</li> <li>Variety of sizes</li> </ul>	<ul style="list-style-type: none"> <li>Magnetic primer option at additional cost that only retains rare earth magnets that cost approximately \$15 each</li> <li>Flexible design capacity</li> <li>Four color options, must use clear for colored or design backgrounds</li> </ul>	<ul style="list-style-type: none"> <li>Always magnetic</li> <li>Standard whiteboard format</li> <li>Offers a variety of solid color options</li> </ul>	<ul style="list-style-type: none"> <li>Magnetic options available at additional cost</li> <li>Standard whiteboard format</li> <li>Offers a variety of colors, patterns and printing options</li> </ul>
<b>Environmental Impact</b>	<ul style="list-style-type: none"> <li>Cradle-to-Cradle Certified Bronze</li> <li>Indoor Advantage Gold certification</li> <li>99.9% recyclable</li> </ul>	<ul style="list-style-type: none"> <li>Low environmental impact</li> </ul>	<ul style="list-style-type: none"> <li>High odor emissions</li> <li>Empty paint canisters go to landfills</li> <li>Some products are green certified after curing</li> </ul>	<ul style="list-style-type: none"> <li>Some components are recyclable</li> <li>Sustainably-sourced steel is dependant upon individual manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>High environmental impact</li> <li>Laminate surfaces are not environmentally-sustainable</li> </ul>
<b>Longevity</b>	<ul style="list-style-type: none"> <li>Lifetime warranty</li> <li>Lasts for 50+ years</li> <li>Will never require replacement</li> </ul>	<ul style="list-style-type: none"> <li>Limited warranties</li> <li>Lasts for 50 years when it doesn’t shatter</li> </ul>	<ul style="list-style-type: none"> <li>Limited warranties</li> <li>Lasts for 2-5 years</li> <li>Requires frequent re-application</li> </ul>	<ul style="list-style-type: none"> <li>Limited warranties</li> <li>Lasts 2-5 years</li> </ul>	<ul style="list-style-type: none"> <li>Limited warranties</li> <li>Lasts 2-5 years</li> </ul>
<b>Installation</b>	<ul style="list-style-type: none"> <li>As straightforward as hanging a framed photograph</li> <li>Takes minutes to install, more lightweight</li> <li>Can be field-cut for outlets or light switches</li> </ul>	<ul style="list-style-type: none"> <li>Installation is relatively straightforward</li> <li>Takes longer to install, glassboards are heavier and less durable</li> <li>Cannot be field-cut for outlets or light switches</li> </ul>	<ul style="list-style-type: none"> <li>Requires mixing, curing, proper ventilation and multiple coats</li> <li>Takes over seven days to cure</li> </ul>	<ul style="list-style-type: none"> <li>Basic installation</li> <li>Installation hardware is not always included</li> </ul>	<ul style="list-style-type: none"> <li>Basic installation</li> </ul>
<b>Customer Service</b>	<ul style="list-style-type: none"> <li>Consistent customer service personnel at individual dealer locations</li> </ul>	<ul style="list-style-type: none"> <li>Call center customer service lines</li> <li>Individual sales representatives</li> <li>Online sales</li> <li>Must ship vertically</li> </ul>	<ul style="list-style-type: none"> <li>Sold in retail stores and online</li> <li>Unresponsive call lines</li> </ul>	<ul style="list-style-type: none"> <li>Can be found in retail stores and online</li> </ul>	<ul style="list-style-type: none"> <li>Can be found in retail stores and online</li> </ul>