

Markerboard Material Comparison

	CeramicSteel	Glassboards	Whiteboard Paint	Painted Steel	Melamine
Materiality	<ul style="list-style-type: none"> Porcelain enamel fused to steel at 800°C / 1500°F 	<ul style="list-style-type: none"> Tempered glass surface Lack of clarity/visibility due to extreme high gloss 	<ul style="list-style-type: none"> High gloss paint Typically a two-component epoxy paint 	<ul style="list-style-type: none"> High gloss polymer paint over a steel substrate 	<ul style="list-style-type: none"> Plastic resin, high pressure laminate adhered to a substrate
Durability	<ul style="list-style-type: none"> Resistant to bacteria, chemicals, fire and scratching Withstands high-traffic areas and heavy use 	<ul style="list-style-type: none"> Resistant to scratching Shatters under impact 	<ul style="list-style-type: none"> Only as hard as the wall it is painted on and easily sustains damage Wears away with extended or heavy use 	<ul style="list-style-type: none"> Easily scratches Erasable surface wears away with use 	<ul style="list-style-type: none"> Resists scratches better than paint, but will easily dent Dry erase surface quality diminishes with use
Dry Erase Performance	<ul style="list-style-type: none"> Never stains or ghosts Easily withstands permanent marker 3x better initial erasability 10x better erasability after aging Smooth surface without friction 	<ul style="list-style-type: none"> Never stains or ghosts Withstands permanent marker Good erasability Maintains erasability after aging Smooth surface 	<ul style="list-style-type: none"> Stains and ghosts easily Does not withstand permanent marker Does not maintain dry erase quality with aging Inconsistent texture 	<ul style="list-style-type: none"> Stains and ghosts easily No permanent marker Low initial erasability Significant reduction in erasability with aging Smooth surface 	<ul style="list-style-type: none"> Stains and ghosts easily No permanent marker Low initial erasability Significant reduction in erasability with aging Smooth surface
Versatility + Design Flexibility	<ul style="list-style-type: none"> Inherently magnetic, does not require special magnets Designed for style and customization Offers a wide selection of colors and custom image/design printing Floor-to-ceiling options and sizes 	<ul style="list-style-type: none"> Sometimes magnetic at additional cost, typically requires rare earth magnets High level of design Wide color selection Variety of sizes 	<ul style="list-style-type: none"> Magnetic primer option at additional cost that only retains rare earth magnets that cost approximately \$15 each Flexible design capacity Four color options, must use clear for colored or design backgrounds 	<ul style="list-style-type: none"> Always magnetic Standard whiteboard format Offers a variety of solid color options 	<ul style="list-style-type: none"> Magnetic options available at additional cost Standard whiteboard format Offers a variety of colors, patterns and printing options
Environmental Impact	<ul style="list-style-type: none"> Cradle-to-Cradle Certified Bronze Indoor Advantage Gold certification 90% recyclable 	<ul style="list-style-type: none"> Low environmental impact 	<ul style="list-style-type: none"> High odor emissions Empty paint canisters go to landfills Some products are green certified after curing 	<ul style="list-style-type: none"> Some components are recyclable Sustainably-sourced steel is dependent upon individual manufacturers 	<ul style="list-style-type: none"> High environmental impact Laminate surfaces are not environmentally sustainable
Longevity	<ul style="list-style-type: none"> Lifetime warranty Lasts for 50+ years Will never require replacement 	<ul style="list-style-type: none"> Limited warranties Lasts for 50 years when it doesn't shatter 	<ul style="list-style-type: none"> Limited warranties Lasts for 2-5 years Requires frequent re-application 	<ul style="list-style-type: none"> Limited warranties Lasts 2-5 years 	<ul style="list-style-type: none"> Limited warranties Lasts 2-5 years
Installation	<ul style="list-style-type: none"> As straightforward as hanging a framed photograph Takes minutes to install, more lightweight Can be field-cut for outlets or light switches 	<ul style="list-style-type: none"> Installation is relatively straightforward Takes longer to install, glassboards are heavier and less durable Cannot be field-cut for outlets or light switches 	<ul style="list-style-type: none"> Requires mixing, curing, proper ventilation and multiple coats Takes over seven days to cure 	<ul style="list-style-type: none"> Basic installation Installation hardware is not always included 	<ul style="list-style-type: none"> Basic installation
Customer Service	<ul style="list-style-type: none"> Consistent customer service personnel at individual dealer locations 	<ul style="list-style-type: none"> Call center customer service lines Individual sales representatives Online sales Must ship vertically 	<ul style="list-style-type: none"> Sold in retail stores and online Unresponsive call lines 	<ul style="list-style-type: none"> Can be found in retail stores and online 	<ul style="list-style-type: none"> Can be found in retail stores and online