



TRANSFORMS SPACES INTO CREATIVE PLACES

White

OFFICE



Transform any flat surface into collaborative work tools.

SCHOOL



Clear

Inspire and encourage everyone to connect and accelerate learning.

Magnetic



A high-performing magnetic wallcovering to turn any wall into a magnetic dry erasable idea platform.

VISIT IdeaPaint.com

CHECK OUT our complete line of Dry Erase, Magnetic and Accessories at: IDEAPINT.COM





WHY IDEAPAINT?

As the **ORIGINATOR** of the Dry Erase paint category and the **INDUSTRY LEADER**, **IdeaPaint** is the **MOST TRUSTED BRAND** of Dry Erase Paint. We have brought the human element back to more than 150,000 offices, schools and homes around the world by simply getting people on their feet, working together and exploring their creativity wherever ideas happen. Our company has been celebrated by the likes of The Wall Street Journal, Mashable, Fast Company and CNBC as a tool that has a profound impact on the process, experience and outcome of bringing ideas to life.

- DRY ERASE category inventor and first patented dry erase paint
- Highest performing product on the market
- More than 150,000 successful installations in 40+ countries
- Proven on the walls of some of the world's most successful companies including:



- IdeaPaint designs, manufactures, sells and supports our DRY ERASE, MAGNETIC and ACCESSORIES product line. That is what we design, manufacture, sell and support. Our in-house R&D and Customer Support teams focus 100% of their efforts on ensuring our product and service is THE BEST ON THE MARKET.
- Our team stands behind our product. Customers will always get an IdeaPaint employee on the phone or responding to an email. From research to purchase to installation, use and maintenance questions, customers can trust the IdeaPaint team will be there to support them.



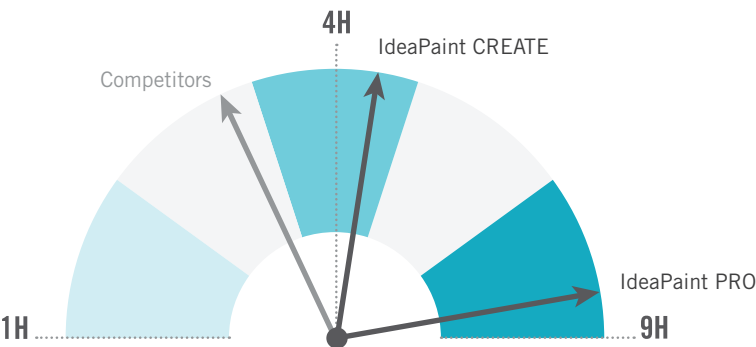
DRY ERASE PERFORMANCE

Key Performance Attributes: HARDNESS and LOWEST AMOUNT OF POROSITY

HARDNESS FACTOR

IdeaPaint's superior Dry Erase Performance and Durability is a result of its best in class hardness factor. Our product's high crosslink density creates a low surface porosity, resulting in years of performance.

* Hardness Factor is rated using the ASTM D 3363 Pencil Test where 9H is the top of the hardness scale.



COMPLETE ERASE TECHNOLOGY



Complete Erase Technology builds a harder, less porous surface that will not allow markers to soak in, making for an easier, more complete erase, leaving you with cleaner walls.

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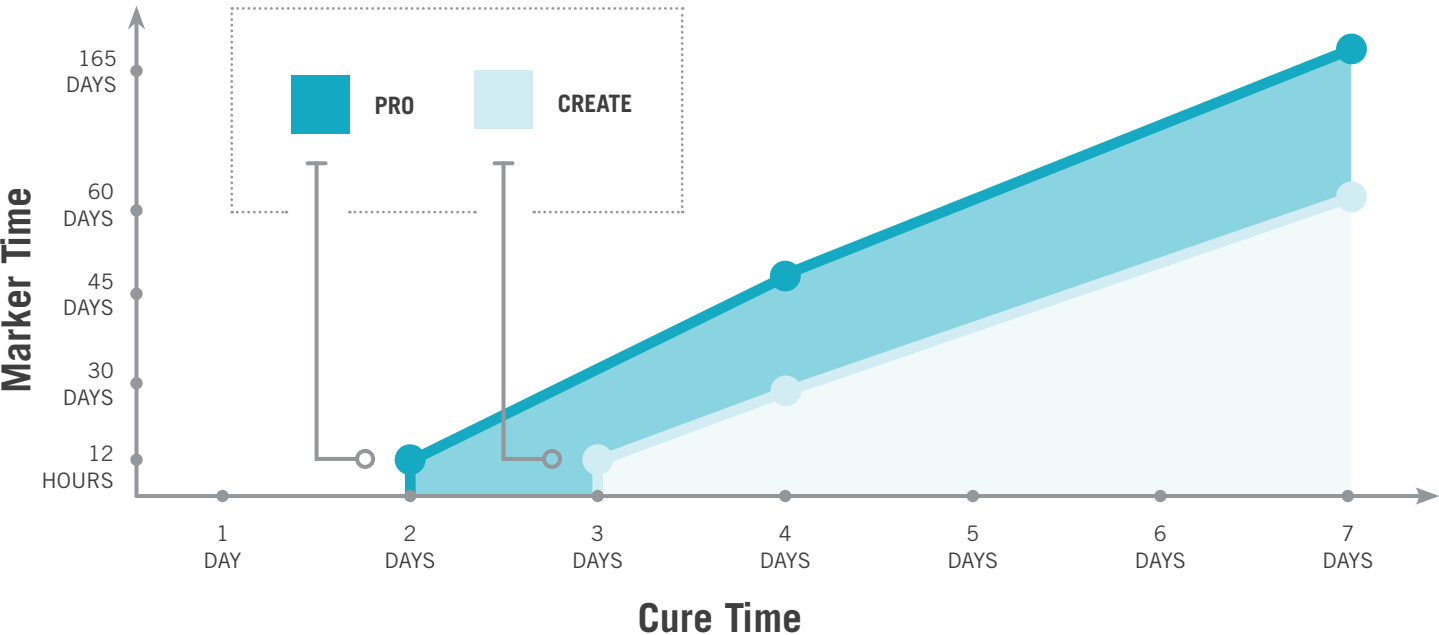
Hard Shell
- 

Ease of Application
- 

Simple Maintenance
- 

10 Year Warranty
- 

Support System



DRY ERASE PAINT

PRODUCT NAME	USAGE	DRY TIME	HARDNESS FACTOR	COLORS	RECOMMENDED SURFACES (most sealed, non-porous surfaces, including):
PRO					
PRO White	Commercial-grade. White dry erase surface.	2 - 3 hrs	9H	White	Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate
PRO White Sand	Commercial-grade. White Sand dry erase surface.	2 - 3 hrs	9H	White Sand	Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate
PRO Light Gray	Commercial-grade. Light gray dry erase surface.	2 - 3 hrs	9H	Light Gray	Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate
CREATE					
CREATE Clear	Commercial-grade. Clear dry erase surface.	2 - 3 hrs	4 – 5H	Clear	Latex Base Coat: Eggshell, Satin, Semi-gloss, Gloss
CREATE White	Commercial-grade. White dry erase surface.	2 - 3 hrs	4 – 5H	White	Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate
PRIMER					
PRIMER Clear	Water-based primer.	4hrs		Clear	Latex Base Coat: Eggshell, Satin, Semi-gloss, Gloss
PRIMER White	Water-based primer.	4hrs		White	Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate

PRO



The **ORIGINAL** high-performance dry erase coating, transforms virtually any space into a boundless erasable canvas, sparking greater collaboration, engagement and creativity.

- COMMERCIAL-GRADE performance
- Single-coat roller application
- **UL GREENGUARD Gold Certified**
- Limited lifetime warranty
- Available in White, White Sand, and Light Gray
- Pairs well with IdeaPaint Primer

What's in the box: Help Guide. 1 Can of THAT. 1 Can of THIS. 1 Stir Stick. Rollers.

PRO White: 50 Sq Ft 01000

PRO White Sand: 50 Sq Ft 01002

PRO Light Gray: 50 Sq Ft 01001



CREATE Clear and CREATE White



For every company, school and home IdeaPaint **CREATE Clear and CREATE White** transform any smooth surface into an erasable canvas, sparking greater collaboration, engagement and creativity.

- Easy, single-coat roller application
- **Commercial-grade** performance
- Low odor, low VOC and Isocyanate-free
- **UL GREENGUARD Gold Certified**, Contributes to LEED Certification
- **10-year** limited warranty
- Available in: WHITE and CLEAR
- Pairs well with IdeaPaint Primer

What's in the box: Help Guide. 1 Can of THAT. 1 Can of THIS. 1 Stir Stick. Rollers.

CREATE Clear: 50 Sq Ft CRE1205020

CREATE Clear: 100 Sq Ft CRE1210020

CREATE Clear: 200 Sq Ft CRE1220020

CREATE White: 50 Sq Ft CRE1205000

CREATE White: 100 Sq Ft CRE1210000

CREATE White: 200 Sq Ft CRE1220000



PRIMER



The perfect basecoat for your IdeaPaint dry erase paint. If a surface needs primer, our specially formulated IdeaPaint **PRIMER** provides an ideal foundation for IdeaPaint dry erase topcoats. IdeaPaint **PRIMER** is a high performance water-based primer. **PRIMER** is NOT dry erase paint.

- Provides premium multi-surface bonding.
- No sanding required after application.
- Low odor formula.
- Ideal for new construction, surface color changes as well as flat and matte finishes.

PRIMER Clear: 100 Sq Ft Primer-100 SF-Clear

PRIMER Clear: 400 Sq Ft Primer-400 SF-Clear

PRIMER White: 100 Sq Ft Primer-100 SF-White

PRIMER White: 400 Sq Ft Primer-400 SF-White

MAGNETIC

PRODUCT NAME	USAGE	DRY TIME	COLORS	RECOMMENDED SURFACES
MAGNETIC PRIMER				
Magnetic Primer	Commercial-grade. Magnetic surface.	4hrs	Light Gray	Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate
PULL MAGNETIC WALLCOVERING				
PULL MAGNETIC Wallcovering	High-performance Magnetic wallcovering.			Wood, Plastic, Aluminum, Chalkboard, Dry Eraseboard, Drywall, Laminate

MAGNETIC Primer



Commercial grade, roller applied. Pairs with IdeaPaint dry erase paint or traditional latex. A breakthrough magnetic solution, IdeaPaint™ Magnetic Primer delivers up to 2x the magnetic strength of other liquid solutions on the market. It pairs with our White and Clear Dry Erase Paints to turn any wall into a magnetic, erasable idea platform—or, can be simply top coated with latex paint for a magnetic-only surface. Perfect for commercial or home application. Use with neodymium (aka rare earth) magnets for best performance.

- Powerfully magnetic; 2X stronger than other liquid products on the market
- Low VOC
- Low odor, with an easy roller application
- Superior adhesion, lighter color, and smoother than liquid alternatives
- Smooth texture – no sanding required
- Create a magnetic, dry erase surface in any color you choose with IdeaPaint Magnetic Primer, a high quality-latex paint, and IdeaPaint Clear
- Available in 50 and 100 sq. ft. sizes
- For best results, IdeaPaint Magnetic Primer and the PULL system should be used with rare earth magnets, such as IdeaPaint brand magnets and other neodymium magnets.

[MAGNETIC Primer: 50 Sq Ft MAG PRIMER 50](#)

[MAGNETIC Primer: 100 Sq Ft MAG PRIMER 100](#)

PULL Magnetic Wallcovering

A high-performance magnetic wallcovering, PULL pairs with IdeaPaint White or Clear dry erase paint to turn any wall into a magnetic, dry erasable idea platform.

- Highly durable, industrial-grade wallcovering does not peel
- Seamless; no gaps for dirt or dust to accumulate
- Create a magnetic, dry erase surface in any color you choose with IdeaPaint™ Pull, a high-quality latex paint, and IdeaPaint Clear
- Environmentally responsible; contributes to LEED certification
- Limited Lifetime Warranty



[PULL MAGNETIC Wall Covering: 17 Sq Ft PULL17FT](#)

[PULL MAGNETIC Wall Covering: 34 Sq Ft PULL34FT](#)



ACCESSORIES

SUPPLY SETS

STARTER Set (1)

Activate your IdeaPaint walls with the supplies you need to get going.

Set includes:

4-Pack Multi-Color Dry Erase Markers, 2 Erasers, 2 Cleaning Cloths, 1 Cleaner Spray, 8 oz., 1 Wall Decal (which signifies that a wall can be written on)

[STARTER Set](#) ACBUNDLE03

REFRESH Set (2)

Keep your IdeaPaint walls pristine. Recommended products to maintain a high performance dry erase surface – keep your cleaning supplies well stocked, so you can regularly care for your walls.

Set includes:

3 Cleaner Sprays - 8 oz. each,
2 Microfiber Cleaning Cloths

[REFRESH Set](#) ACBUNDLE12

REPLENISH Set (3)

Stock up your supply closet with these write and erase essentials.

Set includes:

12-pack of Black Markers, 12-pack of Blue Markers, 12-pack of Red Markers, 12-pack of Green Markers, 8 Erasers

[REPLENISH Set](#) ACBUNDLE06

RARE EARTH MAGNETS Set (4)

The perfect accessory for your magnetic, dry erase surfaces. Great ideas are magnetic, and these small (yet powerful) neodymium magnets will help you stick, rearrange and dynamically build on your ideas. Available in white, these premium magnets are completely coated to avoid marking or scratching your IdeaPaint surfaces.

Set includes:

6-pack of Rare Earth Magnets

[RARE EARTH MAGNETS Set](#) Magnet White Cube 6pk

(1)



(2)



(3)



(4)



WRITE & DRAW

MULTI-COLOR MARKER Packs

Designed for IdeaPaint and other whiteboard surfaces.

FEATURES: Bullet tip, Low odor, Erases clean every time, NON-toxic, Conform to ASTM D-4236

Multi-Color 12-Pack contains: 2 Black, 1 Brown, 1 Purple, 1 Dark Blue, 1 Light Blue, 1 Dark Green, 1 Light Green, 1 Yellow, 1 Orange, 1 Red, and 1 Pink. Convenient package design doubles as a reusable marker holder tray.

[MULTI-COLOR 12-Pack](#) ACDM120010

Multi-Color 4-Pack contains: 1 Black, 1 Blue, 1 Red, and 1 Green.

[MULTI-COLOR 4-Pack](#) ACDM040010

12-PACK DRY ERASE MARKERS

Designed for IdeaPaint and other whiteboard surfaces.

FEATURES: Bullet tip, Low odor, Erases clean every time, NON-toxic, Conform to ASTM D-4236

Single-Color 12-pack: choose from –

[12-Pack: Black](#) ACDM120001

[12-Pack: Blue](#) ACDM120002

[12-Pack: Red](#) ACDM120003

[12-Pack: Green](#) ACDM120004



CLEAN & ERASE

CLEANER SPRAY (1)

Keep your walls pristine. IdeaPaint Cleaner Spray removes stubborn inks while restoring surfaces to their 'like new' state. To ensure peak performance, dry erase surfaces should be regularly cleaned to remove ink solvent and debris. Exclusive formulation for optimal cleaning. Ideal for use on all dry erase surfaces. NON-toxic, solvent-free formula.

Cleaner Spray: 8 oz ACCLSPRAY01

Cleaner Spray Refill: 1 gallon ACCLREFL

CLEANING CLOTHS (2)

IdeaPaint Cleaning Cloths are engineered for superior dry erase cleaning without the risk of scratching surfaces. Reusable cloths available in 2-packs. Microfiber fabric attracts and traps ink residue. For stubborn dry erase marks, use the IdeaPaint Cleaner Spray. Machine-washable. Replace every 3 months under normal use and care conditions.

2-Pack Microfiber Cleaning Cloths ACER10001

FOAM ERASERS (3)

Make way for big ideas. IdeaPaint Erasers are engineered for superior dry erase cleaning without the risk of scratching surfaces. Reusable erasers are available in 2-packs. Ideal for daily use. No need for sprays or cleaners.

IdeaPaint Erasers: 2 Pack ACERASER

SWEEP WAND (4)

You're going to need a bigger eraser. SWEEP is the ultimate tool for erasing and cleaning large dry erase surfaces. One tool erases, cleans, pivots, and reaches, leaving you with a clean slate in just a few easy circular swipes.

SWEEP Package Includes:

1 Wand, 1 Cleaning Face Attachment, 1 Eraser Pad, 1 Cleaning Pad, 1 Docking Mat

SWEEP SWEEP Dry Erase Surface Wand



SUPPLY STORAGE

MARKER CUPS

Supplies within reach. Keep your supplies where you use them most – on your IdeaPaint wall, your desk, or your mobile dry erase board. Designed in Switzerland and manufactured in Italy, our Marker Cups are a joint effort between IdeaPaint and Moving Walls; two companies dedicated to transforming the way people collaborate and create. Our Marker Cups can be installed two ways: For flexible use, adhere the magnetic mounting plate to your wall and move your Marker Cup when you please. For semi-permanent placement, stick your Marker Cup directly to the wall using the double sided adhesives. Your package includes 2 magnet-backed cups, two magnetic wall mounting plates, and 2 double sided adhesives.

Marker Cups HUB Marker Cups

IDP PERCH PACK

Store your supplies where you use them most. Modular, magnetic, wall-mounted system that organizes office clutter, and provides a home for your dry erase supplies – SUPPLIES INCLUDED!

Kit includes:

- 1 White Perch Wally wall mount, 1 White Perch Stumpy container,
- 2 White Perch Bitsy magnetic containers

Everything needed for installation: 4 Command™ Large Strips, 5 Phillips flat head screws, 5 drywall anchors, and instructions.

4-pack Multi-Color Dry Erase Markers, 8 oz. Cleaning Spray, 2 Microfiber Cleaning Cloths, 2 Erasers, 1 IdeaPaint Decal

IDP Perch Pack IDP PERCH PACK



PAINT PROCEDURES



PREP

- IdeaPaint will only be as smooth as the surface you apply it to.
- Repair any divots, scratches, or bumps on the wall.
- Sand the surface.
- When complete, wipe the surface down with a clean cloth to prevent debris and dust from getting caught during application.

PRIME

- Apply 2 coats of IdeaPaint Primer (or one of IdeaPaint's preferred primers, for a complete list visit ideapaint.com) for PRO and CREATE White installations.
- For CREATE Clear, please do not paint over a flat or matte finish. Clear performs best over a semi-gloss or gloss finish. It is recommended to apply a clear primer prior to installing CREATE Clear.
- Let Primer dry for 24 hours, lightly sand surface to remove any debris that may have been collected during the priming process, and wipe with a clean cloth prior to installing IdeaPaint.

PAINT

- Mix THIS into THAT and stir thoroughly for 2 minutes. Once IdeaPaint is mixed, you have 1 hour to apply each kit.
- Using a 4" foam roller, cut in the edges, sockets and switches within your working section.
- IdeaPaint CREATE is applied in a two "wet layer" process. Apply the first layer of IdeaPaint over the first 50 sq. ft. The first layer should be a thin, consistent coat (using approximately ½ of the paint allotted for that section). Once you have rolled out the 50 sq. ft., STOP and allow 3-5 minutes for this layer of IdeaPaint to bite on to the wall. The 2nd layer will "build" the appropriate thickness for optimal performance. While applying your second layer, be sure to eliminate all sags and roller marks as they occur using light pressure.
- IdeaPaint PRO is applied Fill in 2 to 3-ft wide sections. Back roll the section to avoid any roller marks and be sure to maintain a wet edge. Start the next section with a 2 to 3-inch overlap with the previous.
- Once finished, remove tape immediately.

INSTALLATION TIPS

- With IdeaPaint being a single-coat, roller-applied paint, it is important to achieve full, healthy coverage on the wall. It is important to replace roller covers after each 100SQFT area.
- While applying, please inspect the wall as you go, as IdeaPaint dries quicker than latex paint. It is important to look out for the following, as this will affect performance:
 - Pinholing
 - Areas of Light Coverage
 - Roller Marks
 - Debris
- IdeaPaint will have an "orange-peel" texture, as it is roller-applied, but this will not affect performance.
- If needed, especially for IdeaPaint PRO, please properly ventilate the area.
- IdeaPaint is dry to the touch within 1-2 hours, but please wait the recommended cure-time to begin writing on the wall.

MAINTENANCE

LONG LIVE YOUR WRITEABLE SURFACES

IdeaPaint gives you the space you need to think, create, and collaborate. It works like a dream when you treat it well. Follow these simple tips to keep your dry erase surfaces happy & performing their best.

WRITE: WE'VE TRIED EVERY MARKER UNDER THE SUN SO YOU DON'T HAVE TO

We recommend using IdeaPaint Dry Erase Markers. Don't have any on hand? EXPO Low Odor Markers also works well. Whatever your marker of choice, it's wise to test it first before diving in.

ERASE: FOR BEST RESULTS USE IDEAPAIN T FOAM ERASERS ON A REGULAR BASIS

Need a bigger eraser? Make quick work of wiping down large, dry erase surfaces with our SWEEP wand. If your writing starts to stick around even after a good scrubbing, it's time to switch to cleaning mode.

CLEAN: AVOID BUILD-UP OVER TIME AND EXTEND THE LIFE OF YOUR IDEAPAIN T SURFACES.

Use our Cleaner Spray & Microfiber Cleaning Cloths. Keep them handy and use them often. Never use non-dry erase cleaners like Windex or Clorox - we've seen what happens when people go rogue (it's not pretty).

GOT A HANDLE ON THE BASICS? CHECK OUT THESE PRO TIPS

- **Accidentally use a permanent marker?** Cover over the stain with black dry erase ink, then use IdeaPaint Cleaner and a Microfiber Cleaning Cloth to remove the mark.
- Want to use an IdeaPaint wall as a projection screen, and up the interactivity of your presentations? **Short-throw projectors work best.**
- Ideas just won't stick? **We don't recommend using tape** on IdeaPaint surfaces, but our magnetic system PULL might do the trick.

For more information visit ideapaint.com or call 800.393.5250

CUSTOMER SERVICE

HAVE QUESTIONS? Please contact IdeaPaint and we will work together to deliver on your Dry Erase and Magnetic needs.

CALL 1-800-393-5250, our customer service team is always ready to speak with you live.

WEBSITE www.ideapaint.com **EMAIL** customerservice@ideapaint.com

Some of our satisfied customers:





BEST IN CLASS CUSTOMER SERVICE AND SALES SUPPORT

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