



EDUCATE + INNOVATE



IdeaPaint transforms virtually any classroom surface into a boundless dry erase canvas, giving teachers and students the space they need to collaborate, connect + accelerate learning.

RETHINK YOUR THINK SPACE

IdeaPaint is the creator of the high-performance dry erase paint category. Our products and accessories create dynamic, collaborative learning environments educational institutions around the world. With IdeaPaint, you can turn any surface – painted wall, old chalkboard, desk, you name it – into a boundless, erasable canvas.



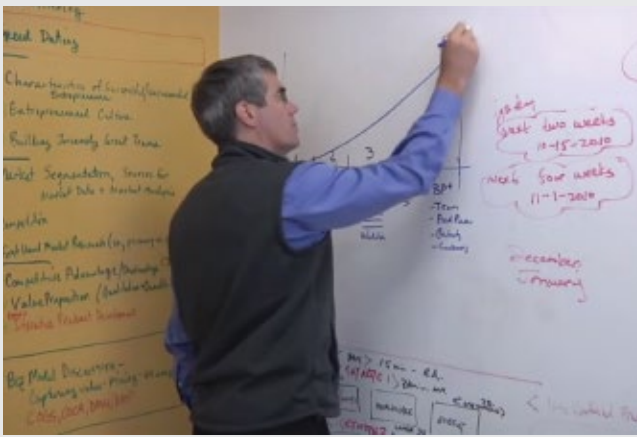
We have witnessed students across the globe better engage in topics, collaborate with their peers, and gain confidence in themselves as learners.



IdeaPaint also supports diverse teaching styles and helps administrators make improvements that benefit both faculty and students alike.

**Easy, single-coat roller application • Virtually No Odor • Environmentally Responsible
Low <25 g/l VOC • LEED Compliant • UL GREENGUARD Gold Certified**

For more information, contact csr@dundasmatheson.com or visit ideapaint.ca



IDEAPAIN IN THE CLASSROOM

MIT ENTREPRENEURSHIP CENTER

One of MIT's many exemplary resources is the Entrepreneurship Center, where undergrads and grads alike test drive their big ideas within the walls of this infamous incubator.

IdeaPaint is fully integrated throughout the E-Center. It is in large conference rooms, offices and hallways. Since its installation, Managing Director Bill Aulet says, ***"We realized people were flocking to [it]. And it wasn't just the fact that they could write on the walls, it was the fact that it was unconstrained space. The fact that they could write from the ceiling down to the ground unleashed some sort of creativity we hadn't seen otherwise."***

Adding tools that create a supportive environment is essential to innovation and idea generation. With IdeaPaint, says Aulet, "the collaboration is much more rapid, and we found that incredibly important..."

THE IDEAPAIN ADVANTAGE

IdeaPaint exists to inspire and encourage everyone, every day, to reach their creative and productive potential. We have more than 150,000 successful installations in 40 countries. Some of the world's most innovative Colleges and Universities are using IdeaPaint to support their students' educations.

HARVARD iLAB

The Harvard Innovation Lab, Harvard University's 24 hour on-campus incubator is nearly 30,000 square feet of space with more than 250 workstations, 24 conference rooms, prototyping rooms, next generation classrooms and a video conference suite. It also has 5,000 square feet of IdeaPaint.

"The iLab is intended to be a collaboration space so it makes perfect sense to have IdeaPaint as part of our work and learning environment," explained Neal Doyle, assistant director of the Harvard iLab.

Students find a big difference when they are working remotely versus when they are in the iLab with an IdeaPaint wall, where they have the space to sketch out their ideas, get feedback and continue to brainstorm. In addition, ideas are shared and built upon via common area walls covered in IdeaPaint. All of this collaboration space leads to better ideas being developed faster than ever before.



BROWN

