

# Markerboard Material Comparison

	CeramicSteel	Glassboards	Whiteboard Paint	Painted Steel	Melamine
Materiality	<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><li>Lack of clarity/visibility due to extreme high gloss</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>
Durability	<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>
Dry Erase Performance	<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>Inconsistent 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>
Versatility + Design Flexibility	<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>
Environmental Impact	<ul style="list-style-type: none"><li>Cradle-to-Cradle Certified Bronze</li><li>Indoor Advantage Gold certification</li><li>90% 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 dependent 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>
Longevity	<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>
Installation	<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>
Customer Service	<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>