



# **PULL**

## **Our New Magnetic Dry Erase System**

May 2015

# PULL

A Magnetic System

by:  ideapaint™

## PRODUCT INTRODUCTION

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There are different stages in the project process where you need to pin up your progress and step back from the idea wall to review. Now you can pin up, rearrange and markup all the elements you are working on to see how you are progressing.

Just as Bounce takes Big Ideas off the wall and into the digital world, magnetic allows you to take digital elements that are printed out back to the wall.

PULL, Our Magnetic System:

- Empowers collaboration in multiple mediums.
- Creates an invisible, magnetically active presentation surfaces.
- Is ideal for posting, sharing and collaborating with both paper and dry erase markers. Bring to the wall your printouts and other physical artifacts such as color or fabric swatches, blueprints, artwork for critique or paperwork for review.
- It's great for when content needs to stay up for a while. Just as our dry erase paint replaces whiteboards, Magnetic Wallcovering replaces bulletin boards – but is way more flexible.

## PRODUCT INTRODUCTION: Magnetic Wall Covering

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- Patented technology
- Magnetically-active fleece reinforced wallcovering
- Pairs with all of our dry erase coatings to provide the optimum collaboration surface. Any color surface can be achieved.
- European manufactured



# PRODUCT EDUCATION

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## Wallcovering: 2 roll sizes

### **Full Roll:**

Length: 10.4 linear metres (34.1 feet)

Width: 95cm (37.4 Inches)

Yields: 9.88m<sup>2</sup> (106 Sq Ft)

### **Half Roll:**

Length: 5.2 linear metres (17.1 feet)

Width: 95cm (37.4 Inches)

Yields: 4.94m<sup>2</sup> (53 Sq Ft)

Typically hung in vertical panels for full wall coverage or horizontal down the centre of the wall for a magnetic section not covering the entire wall.

# COMMUNICATION POINTS

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This system is IdeaPaint calibre collaboration to the next level.

## **Is the covering Environmentally Friendly?**

Yes, and qualifies for LEED certification. The backing is basically metal filings suspended in a molasses-like substance that is then laminated to glass fleece (made from sand and soda) . The product life is as long as the building's useful life.

## **Will the magnetic effect my devices?**

No, It does not affect mobile phones or WLAN signals. It is not conductive.

## **Can I buy just the magnetic wallcovering?**

Yes, but you still need to paint it with normal acrylic paints. Then it will only be suitable for One-Way Communication areas.

## **“That was more than I was looking to spend”**

Use it as a Functional Accent - Consider selecting some Dry Erase Walls to also be magnetically powered. You will probably wish you did all the idea walls, but at least you will have designated space for pinning up and evaluating progress.

## **How does it compare to comparable Products?**

**WallTalkers- Not really comparable.** Our system is a high-performance and highly durable. It does not Peel or Ghost. And it looks really sophisticated and has NO SEAMS!

**Magnetic Dry Erase Board** - People tend to prefer our magnetic system, because it is unobtrusive, virtually invisible. It is not clunky or an eye-sore. You can have a lot more going on - on the wall!