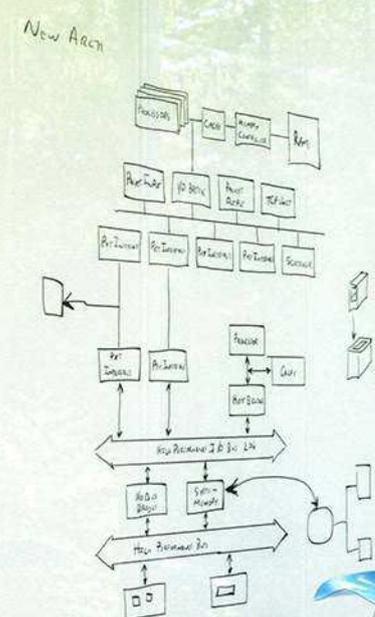


Economical, Ecological and Social:
**GLASSBOARDS ENABLE
SUSTAINABLE DESIGN**



Architects and Interior Designers, responsible for blueprinting both form and function in commercial spaces have the challenge of specifying products and materials that are built to last. No architect ever designs a space to last five years - that contradicts the mission of good design and construction. But for decades, whiteboards and other traditional writing surfaces have done just that - contradicting lasting design principles while the products and materials that surround them only improve.

With the proliferation of glass commercial writing surfaces, this is quickly changing. Glassboards are enabling architects to achieve a variety of sustainable economic, social and aesthetic design goals, demonstrating a versatility rarely seen with one product.

As today's good design emphasizes sustainability, standards such as LEED (Leadership in Energy and Environmental Design), give architects and designers more incentive than ever to design with the 'big picture' in mind.

The sustainability imperative has standardized over the past few decades.



For example, The American Institute of Architects (AIA) and the International Union of Architects (UIA) signed into effect a commitment to the following principles as core tenets of sustainability:

- Placing environmental and social sustainability at the core of practices and professional responsibilities
- Developing and continually improving practices, procedures, products, services, and standards for sustainable design
- Educating the building industry, clients, and the general public about the importance of sustainable design
- Working to change policies, regulations, and standards in government and business so that sustainable design will become the fully supported standard practice
- Bringing the existing built environment up to sustainable design standards.

And historically, traditional writing surfaces have only impeded these goals. Whiteboards plague architects and designers who are attempting to adhere to sustainability standards. Furthermore, the excessive waste and corresponding costs associated with disposable writing surfaces compromise several of the “Hannover Principles” developed by William McDonough Architects for EXPO 2000 in Hannover, Germany.



WASTEFUL WRITING SURFACES OPPOSE THE FOLLOWING PRINCIPLES:

- To create safe objects of long-term value. Do not burden future generations with requirements for maintenance or vigilant administration of potential danger due to the careless creations of products, processes, or standards.
- To eliminate the concept of waste. Evaluate and optimize the full life-cycle of products and processes, to approach the state of natural systems in which there is no waste.
- To seek constant improvement by the sharing of knowledge. Encourage direct and open communication between colleagues, patrons, manufacturers and users to link long term sustainable considerations with ethical responsibility, and re-establish the integral relationship between natural processes and human activity.

And LEED criterion are inherently unkind to wasteful design. Starting with the credit for 'Interiors Life-Cycle Impact Reduction,' LEED seeks to encourage 'adaptive reuse' and to optimize the environmental performance of products and materials. Glassboards are made of recycled material and are fully recyclable. With LEED advocating for 30% of furniture and furnishings cost allocated to the reusable, Glassboards satisfy this requirement, while whiteboards don't come close. Additionally, LEED incentivizes design with 50% of 'nonstructural materials', built with reusable or recyclable materials, such as glass. Glassboards – especially Clarus' award-winning 'Flip' product can even satisfy LEED credits for acoustical performance in schools, for their energy reduction properties.

Market research confirms the sustainability.

A recent third party market survey conducted by MarketScale, evaluated the Total Cost of Ownership (TCO) for traditional whiteboards versus Glassboards. The results were stunning. An overwhelming number of end-users and maintenance professionals (73%) cited a life-span of less than four years for the whiteboard (93% agree that whiteboards don't last more than seven years). The waste that comes with such frequent disposal and replacement of a plastic product – often riddled with the chemical

melamine – opposes today's best practices. And good architecture is not built on products that last less than a standard presidential term.

The economic sustainability is just as bad. According to the survey, each \$500 installation of a traditional whiteboard can be expected to generate \$1698 in expense over just ten years which is 300% to 400% the initial investment. Specifying products with such poor ROI opposes economically sustainable design principles. Not to mention it's just bad business.

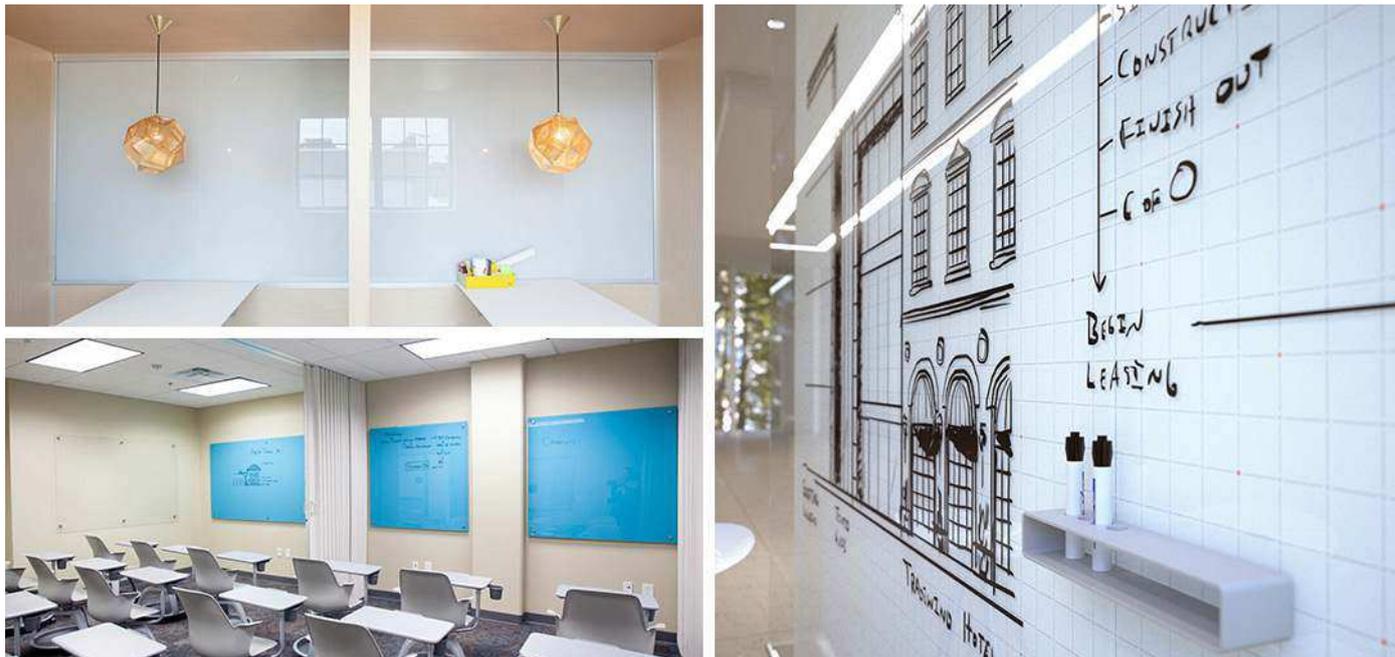
Furthermore, whiteboards burden maintenance budgets with replacement hours (un-installation and re-installation). The survey showed that 54% of facility management professionals spend longer than 30 minutes just to install a traditional whiteboard. Such a recurring burden has no place in quality sustainable design – and we haven't even tackled the cleaning and sanitation process.

If the imperative for sustainable design isn't enough, consider that among the top considerations for preferences in writing surfaces, 'quality,' 'durability' and 'aesthetic' were three of the top four concerns in the research. Yet 72% say that discoloration is the primary reason they have to prematurely dispose of a whiteboard.



THE SUPERIORITY OF GLASS CONTINUES

From a social and collaborative perspective, Glassboards demonstrate a different kind of sustainability. Glass, being translucent can have superior impact on daylighting techniques which are a LEED category as well. But it's the performance and health benefits that really shine. Daylight in design is associated with everything from improved circadian rhythms, to stress reduction to mitigation of seasonal affective disorder. While traditional walls and opaque whiteboards foster darkness and artificial light, glass materials have a beautiful effect on health, even promoting the body's creation of melatonin, a sleep-regulating hormone that is known to fight cancer. Truly, the movement to glass from plastic/porcelain and open from closed transcends design – it even transcends LEED – because of its positive impact on health and performance. Now *that* is inspired architecture.



Market research demonstrates the challenges with existing writing surfaces, and the economic, social and ecological benefits of Glassboards. Collectively, the design community has spoken for glass as a superior surface – 60.83% of architects and designers prefer glass compared to just 16.88% with whiteboards – for all of the reasons above. Furthermore, they predict a 50% contraction in the use of whiteboards to just 8.9% of specified designs over the next two decades.

Much has been said about the shift from whiteboards to Glassboards and its similarity to the shift from chalkboards to whiteboards. But while those migrations were evolutionary and utilitarian in nature, the glass movement is more of a paradigm shift. Never before has a writing surface been associated with sustainability credits and so seamlessly blended with the surrounding environment. The whiteboard has long been a disposable product. The Glassboard transcends its purpose. Architects can specify Glassboards as sustainable walls, as translucent fixtures – the Glassboard is not just a product, but a material in itself.

Architects and designers credit glass as the writing surface of the future. LEED credits glass as a superior material for sustainable design, awarding points for its use over plastic or porcelain. And with a TOTAL COST OF OWNERSHIP that demonstrates economic superiority - and sustainability, itself a standardized objective - Glassboards present a win-win in commercial architecture as the ultimate in form and function.

