



# CASE STUDY

Tip of the Iceberg: The Unseen Cost of Traditional Dry Erase Boards

# EXECUTIVE SUMMARY

Today's collaborative environments demand increasingly high-performing illustrative surfaces. As commercial, educational, and healthcare facilities evolve to promote open design that encourages collaboration, a fresh emphasis is placed on a function-first form that maximizes utility and productivity.

With this holistic approach to functional design, new cost paradigms are being realized, as today's data-driven operators measure return-on-investment for all working assets. One metric that is critical to evaluating ROI is 'total cost of ownership' (TCO). The thesis of TCO is the analysis of all costs, direct, and indirect, associated with the use of a product – including replacement.

In this study, we surveyed facility management and operations professionals to understand the costs associated with traditional writing surfaces, including whiteboards and 'wall paint'. We asked them to explain how long these traditional surfaces last, what factors are most important in selecting new writing surfaces, factors that lead to early replacement, time and resources required for installation of traditional solutions, and other estimated expenses.

What we found was shocking – 73% of facility managers and operations professionals said that their whiteboards last four years or less, before becoming permanently discolored and damaged. We also learned that for the average 'whiteboard' installation, professionals are spending \$1698 over 10 years. With average corresponding product costs of no more than \$500, this represents an average of three replacements in just ten years – a truly remarkable waste of funds. The data proves that the lower cost price tag for low-end whiteboard and paint solutions come with a higher total cost of ownership. Because Clarus products do not stain, smear, ghost, or break, they never need to be replaced. This results in big savings on replacement, installation, and maintenance expenses – not to mention a high ROI for style points and performance.

## WHITEBOARDS KILL BUDGETING AND PLANNING

With disposable whiteboards as a precedent, facility managers aren't prioritizing total cost of ownership. Glassboards bring 'total cost of ownership' back to the conversation. Just one whiteboard costs over \$1700 over 10 years. If you buy a whiteboard, plan on spending 340% more than the original pricetag, just to replace it.

## WHITEBOARD BUYER CONSIDERATIONS

- Writing Surface Quality and Erasability
- Initial Cost
- Durability
- Aesthetic and Design
- Installation
- Safety
- Total Cost of Ownership

## WHITEBOARDS ARE HARDER TO INSTALL

At the median wage of \$35 per hour (source: Payscale), installation can add 5% - 15% to the expense of each whiteboard. And hourly wages can more than triple depending on union, overtime, and other considerations. 54% of installers say it takes longer than 30 minutes to install a traditional whiteboard, and 18% say it takes longer than an hour.

## CLARUS COST OF OWNERSHIP IS ALMOST TOO SIMPLE

Clarus glassboards don't wear out. They never require replacement because they don't stain or break – they'll look just as good in 20 years as their first day. With facility managers spending 340% more than initial costs just to replace damaged whiteboards and 0% more for glassboards, the savings are immense. Our analysis shows that in just 48-72 months, glassboards begin to save you money. And the savings and glassboard will be there year after year. Disposable whiteboards are too expensive to afford. And for the first time, the data proves what Clarus customers already know: Because of poor design, damage, replacement, and installation costs, cheap whiteboards cost more over just 4-6 years than Clarus glassboards.