

Got it.



Be clear – the solution is nobo.

Whiteboard Surfaces –
How to Increase Your Profit Margins

Consumers have very little information to go on when it comes to buying a whiteboard. In the absence of helpful information, they understandably base their decision on price.

However it's clear that consumers have clear ideas about what they're looking for in a whiteboard, namely erasability and durability.

Resellers that give consumers the information they're looking for regarding quality, find they are much more likely to make purchase decisions based on this rather than simply the price.

This represents a huge opportunity for resellers. If you can educate consumers that it is the whiteboard's surface type that determines its quality they will be more likely to pay extra for a whiteboard when they know it will deliver what they're looking for.

Helping consumers to understand whiteboard surfaces and how this determines factors such as erasability, can help maintain margins and increase profitability.

So how does surface type determine quality exactly?

Quality justifies price differential



Glass

The glass whiteboard surface is unparalleled in terms of erasability and durability. It is made from magnetic tempered safety glass and is the easiest to clean of any surface type, with high resistance to ghost marks, scratches and dents.

Ideal for heavy use



Enamel

Enamel boards are made from superior quality materials. The surface is manufactured using non-porous magnetic enamel and is very easy to clean, erase and resistant to ghost marks, scratches and dents.

Ideal for heavy use



Steel

These boards feature a painted magnetic steel surface offering increased erasability which is less prone to ghost marks, stains and resistant to scratches and dents.

Ideal for moderate use



Melamine

Melamine boards have a non magnetic surface, a good level of erasability and resistance to ghost marks, scratches and dents.

Ideal for light use

Quality

- Erasability
- Ghosting & staining prevention
- Scratch & dent resistant

Surface Guarantee

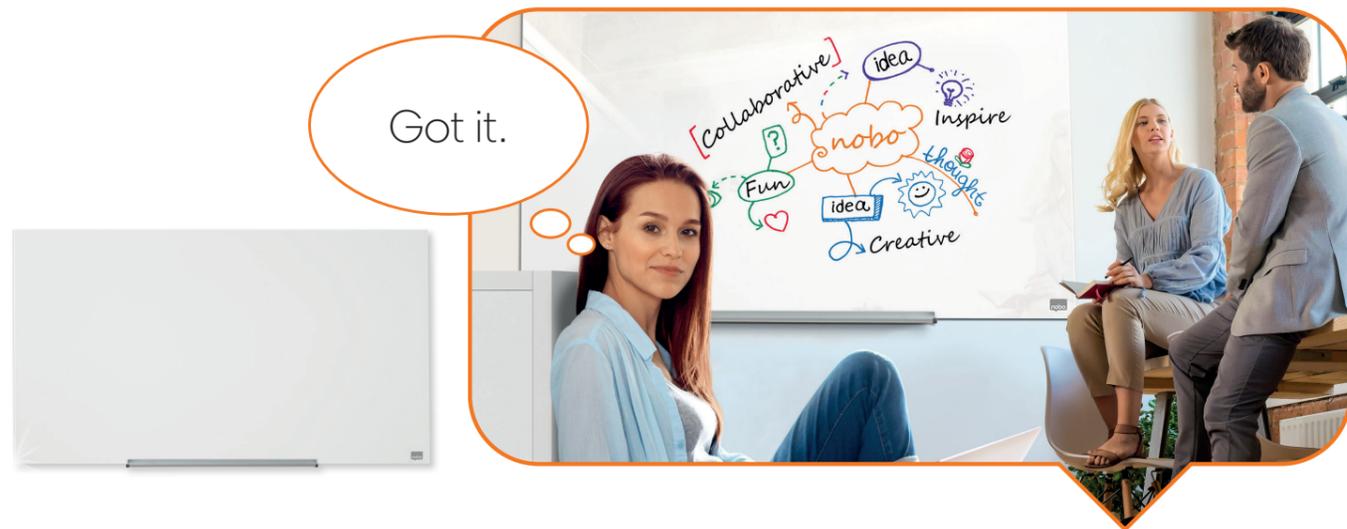


25 Years

25 Years

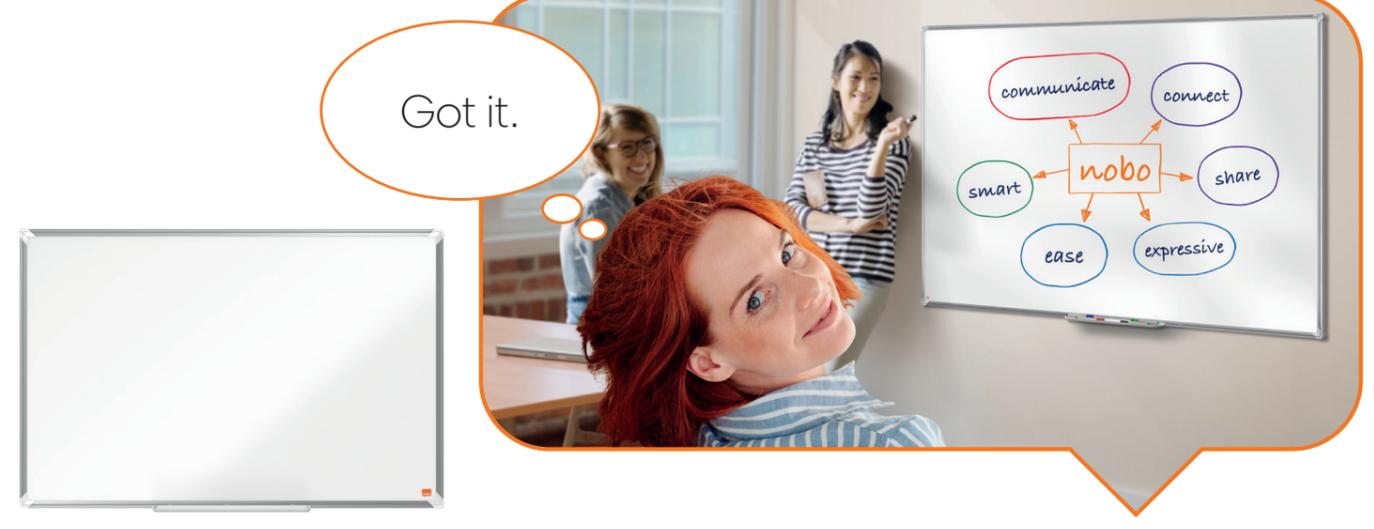
15 Years

10 Years



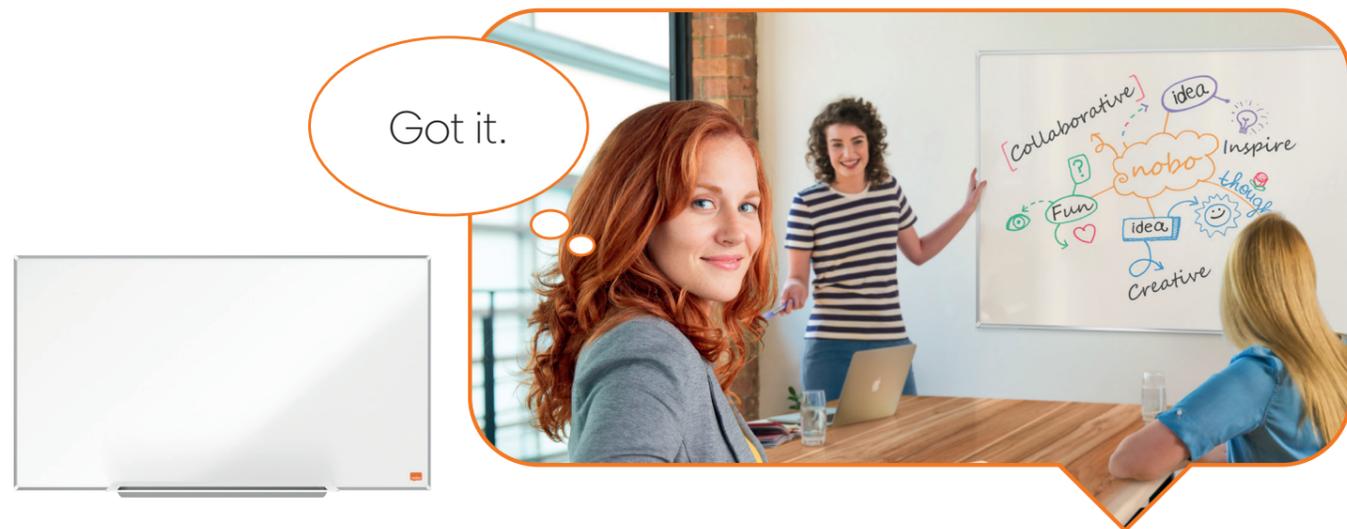
Impression Pro Glass Whiteboards

Whether you want to inspire new ideas and dynamic collaboration, or communicate with dynamic collaboration in presentations, our superior range of Impression Pro whiteboards provide the ideal solution. With a contemporary frameless design and innovative InvisaMount™ concealed mounting system and standard or widescreen format to maximise your wall space.



Premium Plus Whiteboards

Introducing visual communication boards into your workplace provides effective tools for interacting and communicating. Premium Plus whiteboards can help to strengthen a sense of community and encourage collaboration. With a modern design yet traditional through corner mounting system, and available in standard or widescreen format to maximise your wall space.



Impression Pro Whiteboards

Whether you want to inspire new ideas and dynamic collaboration, or communicate with clarity in presentations, our superior range of Impression Pro whiteboards provide the ideal solution. With a slim trim frame and unique InvisaMount™ mounting system and standard or widescreen format to maximise your wall space.



Whiteboard Accessories

Erasing content isn't enough to keep a whiteboard clean, the use of correct markers, great cleaning products and a regular cleaning routine you can keep your board looking brand new. Nobo offer a range of whiteboard accessories including dry-erase markers, magnets, whiteboard cleaners, erasers and much more to help with this.

So how do you educate consumers about whiteboards and different surface types and their benefits? Making appropriate changes to your website and catalogue is the place to start.

Consumers often conduct research online or look through a product catalogue when considering which whiteboard to buy. So if you can present consumers with accurate and helpful product details in all channels. This will enable best practice and upsell potential.

This includes:

- Accurate description of surface type and its benefit
- Design, style and size
- Surface guarantee
- All available board sizes, drive trade-up
- Cross-sell products, such as erasers, cleaning products and whiteboard pens

Given that most online or catalogue product information about whiteboards is usually either missing or confusing, you should see results reasonably quickly.

Keep in mind the two things that consumers are looking for – usability and durability. Make sure that you give them clear details about each board's erasability plus resistance to staining, dents and scratches.

Once it is understood how relative quality justifies price differentials, trade up opportunities arise. Meaning consumers will often be willing to pay slightly more for a product when they're confident that it meets, or even exceeds, their requirements.



And if you haven't already [visit www.nobo-europe.com](http://www.nobo-europe.com). Here you'll find great content supporting the Nobo Whiteboard ranges, including our online **'Whiteboard Product Selector'** tool available to support your online sales.

All the best with your whiteboard sales