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GOOD FULTON FARRELL

A PRESTIGIOUS DALLAS ARCHITECTURE AND PLANNING FIRM BUILT ITS SUCCESS ON CREATIVE IDEAS AND PROFESSIONAL PRESENTATIONS. BUT ITS VINYL MARKERBOARDS COULDN'T HOLD UP TO HEAVY EXTENDED USE. CLARIDGE PORCELAIN ENAMEL LCS MARKER WALLS PROVIDED A CRISP, MAGNETIC SURFACE THAT KEPT PACE WITH THE FIRM'S NON-STOP BRAINSTORMING AND CLIENT MEETINGS.

PROBLEM:

- Vinyl markerboard surfaces became stained with frequent use over a short period and were difficult to clean.
- Surface had "ghosts" of past images and overall foggy appearance, decreasing readability.
- Low magnetic capacity could not hold large documents – requiring numerous magnets or tape.

SOLUTION:

- Claridge LCS Marker Walls provide large-scale space designed for heavy use.
- Porcelain enamel surface offers smooth writing and fast clean-up, with no ghosting or staining over time.
- Porcelain on steel holds large documents, maps, swatches, and other heavy items with standard magnets.
- Crisp white finish makes text, drawings, and projections easy to read.
- Product is backed by a 50-year performance guarantee – and the Claridge reputation for quality.

CLARIDGE PORCELAIN MARKER WALLS CAPTURE "BIG IDEAS"

Good Fulton Farrell (GFF) is a successful mid-size architecture, design, and land use planning firm based in Dallas. The organization thrives on the creative energy of its staff – conference rooms are in constant use for project brainstorming and client presentations. But after several years, GFF's vinyl markerboards had lost their luster.

"They were almost unusable," explains Emily Lasko, Associate. "The boards were ghosting badly, and you couldn't clean them anymore." She also noted the low magnetic capacity of the vinyl boards and the problems it caused for staging presentations. "Our drawings are big and heavy," she says, "and putting magnets on the vinyl boards just wouldn't cut it. We'd try using multiple magnets and the materials would still slide down. Or we'd use tape, which would ruin the drawings."

After conducting research and hearing recommendations from clients, GFF replaced the vinyl-surface products in all its conference rooms with Claridge porcelain enamel steel LCS Marker Walls. Lasko notes that installation was "super fast," which matched the pace of work at GFF – the Claridge Marker Walls were quickly put to the test. "They were used immediately, and everyone was excited," she says. "Our partners commented on how much of an improvement they are over the old boards."

CRISP, CLEAR, MULTI-PURPOSE SPACE

Lasko says that the Claridge Marker Walls offer superior performance on all levels. "They're very easy in terms of writing and erasing – especially in the larger rooms where we have meetings all day and they are in constant use. They always look really clean and crisp." She also notes that setting up for presentations is more efficient. Staff can quickly change the content between sessions, and large-scale documents stay in place with standard magnets. "We don't have to gather magnets from other rooms" to try and keep drawings up, she says.

FOR OVER 50 YEARS, CLARIDGE HAS MANUFACTURED AN EXTENSIVE COLLECTION OF INFORMATION PRESENTATION TOOLS, INCLUDING MARKERBOARD PRODUCTS, INTERACTIVE TECHNOLOGY, AND BULLETIN BOARDS. WE CONSISTENTLY SET HIGH STANDARDS FOR QUALITY WHILE ADDING INNOVATIVE FEATURES, MAINTAINING COMPETITIVE PRICING, AND EXPANDING OUR LINES TO BECOME A TRUSTED SINGLE-SOURCE SUPPLIER. CLARIDGE ALSO MANUFACTURES DISPLAY CASES, DIRECTORY BOARDS AND CABINETS, SPEAKER STANDS, LECTURE UNITS, ACCESSORIES, AND MANY OTHER ITEMS FOR USE IN CORPORATE ENVIRONMENTS, SCHOOLS AND UNIVERSITIES, MEDICAL FACILITIES, AND INDUSTRIAL APPLICATIONS.



LCS MARKER WALL

FEATURES:

- Cover an entire wall, floor-to-ceiling
- Panels butt together for continuous writing surface
- Porcelain-on-steel assures years of use with superior performance
- Accepts all magnetic aids
- Matched butt-joint allows for tight seams requiring no seam cover

OPTIONS:

- Face sheets can be applied directly to wall using contact adhesive or laminated to MDF core material and hung on wall
- Available for ceilings up to 10' high
- Perimeter trim can be satin anodized aluminum, powder coat paint, or wood
- Magnetic or fixed marker trays available in various lengths

The wide surface also works well for projections. "We have a critique area with a 30-foot marker wall span. Our entire staff of about 100 employees gets together and we project images on the marker wall for everyone to review. The visibility is fine and there are no problems with glare." She also notes that seams in the large-scale marker wall products are "very tight, they're not troublesome at all!"

Lasko says that the cost of porcelain is not considerably higher than vinyl, "and over the long run the porcelain product is much better." She adds that the 50-year performance guarantee provides an extra measure of confidence.

VALUABLE TOOL FOR THE WORKPLACE

The Claridge LCS porcelain Marker Walls help support the GFF philosophy of creative, dynamic, and strategic thinking. "We use them in every way possible," Lasko says, "whether writing or projecting or mounting materials. For clients, you need a big, clean space, especially for larger projects. We can also bring the whole firm together to review work and share ideas. It helps everyone feel engaged and part of a team."

Lasko feels that having a large-scale, multi-purpose marker wall space is an important asset for knowledge workers. "It's absolutely vital. We couldn't work without it."