

NeoCon® '08

winner profile



Company: IdeaPaint

Product: IdeaPaint

Category: Wall Treatments

IdeaPaint is a patented, single-coat, roller-applied paint that transforms any smooth surface into a high performance dry-erase writing surface. IdeaPaint works using industry standard dry-erase products.

From the jury:

Excellent environmental footprint.
Wow! The possibilities for this product are huge. Something everyone has needed.
A simple idea that everyone wishes they had come up with.
Great application for collaboration areas.