



Chameleon  
Writing wall

Smit Visual enamel  
vs.  
alternatives



**SMIT VISUAL**  
we make it visible

## Writing and erasability

- **SV Enamelled steel:** guarantees the best writing and erase quality with 25 years' guarantee. Fired at 800 degrees creating a pore-free and mirror smooth surface. Ink has no chance to accumulate.
- **Whiteboard paint:** Writing/erase quality of Whiteboard paint very much depends on the quality of the paint, the quality of the surface and how well it is applied.
- **Whiteboard film:** Very average. In fact film is intended more for temporary solutions. The erasability of the ink is only acceptable if the film is applied to an even surface.
- **Lacquered steel:** Fair. Lacquered steel contains pores which enamel does not have. After several years, it is less easy to erase from lacquered steel.
- **HPL:** There are various types of HPL whiteboard, but the better sheets are good for writing and erasing. Nothing is known about guarantee, so no certainty about continued quality.
- **Glass:** The same writing and dry erase quality as with SV enamel, so perfect.

## Mounting:

- **SV Enamelled steel:** Smit Visual uses magnetic mounting whereby the customer receives a custom drawing showing the position of the magnets. This allows the panels to be perfectly aligned, easily and accurately. On average, an inexperienced customer takes half a day to install a wall. It is also easy to dismantle when relocating.
- **Whiteboard paint:** Whiteboard paint often needs to be applied in several layers and takes an average 10 hours to dry. Furthermore, the wall must be made totally smooth. If you want a magnetic wall, a magnetic paint must first be applied in 3 layers, each of which takes a day to dry. Application of whiteboard paint definitely takes a week, depending on the quality.
- **Whiteboard film:** The surface must be made totally smooth or for a good result, you need to attach to steel sheets and then mount them (losing the advantage of the cheap fast film). It is then quite hard to attach the foil panels totally straight and avoid ugly seams. It is also a challenge to remove air bubbles in your wall. The advantage is that a wall is covered with film relatively fast.
- **Lacquered steel:** Depends on the supplier whether it is easy or hard to mount. Smit Visual uses a magnetic mounting system which means panels are easy to mount and arrange. This makes it possible for a print to seamlessly cover several Smit Visual panels.
- **HPL:** Often end users are left to think up a hanging system by themselves. The simple screw mounting system leaves ugly screws showing. Furthermore, when mounting HPL it is slightly more difficult to accurately align the seams and prevent the sheets from bulging.
- **Glass:** Glass is heavy, making mounting more difficult. Furthermore, you need strips at the top and bottom to hang the glass in. This is less aesthetic than a flush mounting system.

## Aesthetics:

- **SV Enamel:** SV Enamel guarantees a streamlined result with no unevenness. That gives a wall a restful finish. Only a subtle seam between the panels is visible.
- **Whiteboard paint:** With whiteboard paint, the unevenness of a wall is always visible in the wall. This is even further enhanced by the glossy surface. The nice thing about paint is that you can follow any curves in the wall and thus fill in every corner.
- **Whiteboard film:** Film only looks acceptable if it is applied professionally, but it is usually applied by the end user. Then any crooked seams or seams where the film overlaps give the wall a messy and amateurish finish.
- **Lacquered steel:** A smooth wall can be created from lacquered steel. The surface itself is more porous so less smooth than SV Enamel or glass. You can see small irregularities in the material when you look along the surface.
- **HPL:** HPL tends to bulge. However many attachments you make on the wall, these (slight) bulges remain visible.
- **Glass:** Glass is considered the most stylish solution as a writing wall. However, we think it's because until now enamel could not be made frameless. Now that it can, we feel that the market will prefer frameless enamel to glass as a writing wall. The great disadvantage of glass is that the shadow of the ink can be seen through the glass. A disruptive effect.

## Magnetic

- **SV enamel:** Very strong because the enamel always has a steel layer incorporated in the material. Every magnet will work on this.
- **Whiteboard paint:** Not magnetic, unless you first apply 3 layers of magnetic paint under the whiteboard paint. Even then, the magnetic power is much less than that of enamel.
- **Whiteboard film:** Not magnetic, unless you use steel sheets.
- **Lacquered steel:** Strong.
- **HPL:** HPL usually has a layer of steel incorporated in the material. This makes HPL very magnetic.
- **Glass:** Because magnets have to work through the thick glass layer to the metal sheet behind, only strong neodymium magnets work.

## Price:

- **SV enamel:** Recommended price is around €250 per m<sup>2</sup>. It has a 25 year guarantee, so this is a once-only expense. No preparation or extra costs.
- **Whiteboard paint:** Whiteboard paint itself costs around €50 per M<sup>2</sup> if you can paint carefully. However, you then have to add the costs of magnetic paint, plastering the

- **Whiteboard film:** On average around €30 per M2, but the costs for the base are added to this. If you want a magnetic base, you need to buy steel sheets. If you want to attach it to a wall, you first need to buy more expensive film and secondly you need to level off the wall. These costs are also additional.
- **Lacquered steel:** Around €65 per M2.
- **HPL:** Price not available for the end user
- **Glass:** The price of a glass wall for writing on is over €500 per M2 (glass and mounting rail). That is twice as expensive as a Smit Visual Frameless enamel wall.

## Options:

- **SV enamel:** Available in white as well as chalk grey and green and matt white for projection surfaces. It is also possible to cut out a logo or a skyline at the top.
- **Whiteboard paint:** No other colour options are available as far as we know. Of course you can paint in a shape or on various bases like on a cupboard.
- **Whiteboard film:** Film can be printed. However, the quality is much inferior than printed steel (Smit Visual).
- **Lacquered steel:** Smit Visual uses special sublimation steel for the heat transfer of prints to the steel. This is the best option in terms of quality for a printed whiteboard. As far as we know, there are no examples of lacquered steel with many options on the market.
- **HPL:** As far as we know, there are no options for HPL whiteboard walls.
- **Glass:** Glass has various options, particularly in colour. With regard to shapes or cutouts, there are no options in principle.

	Writing/erasing	Mounting	Aesthetics	Magnetic	Options
Enamel	++	++	++	++	++
Whiteboard paint	+	--	-	--	+
Whiteboard film	--	-	--	--	+
Lacquered steel	+	+	+	++	+
Glass	++	+	++	-	+
HPL	+	-	+	++	-