

Competitive Characteristics

	HoloScript	Domestic Competition
PRODUCT CHARACTERISTICS		
Sizes	(Nominal) 4'x8', 4'x6', 4'x5', 3'x4', 2'x3'	Most Offer Comparable Sizes
Glass Type	Low Iron Ultra Clear Starphire Tempered Glass; Back-Painted Monolithic or Laminated with Interlayer Color	Low Iron Tempered Common; Most Do Not Offer Laminated Option
Surface Finishes	Gloss & Matte	Most Offer Gloss, Select Few Offer Matte
Edge Finish	Frameless Polished Edge	Edge Finish Varies, Some with Polished Edge
Magnetic Makeup	Steel Back or Steel Interlayer	Most Use Steel Back, Some Use Steel Interlayer
Color Expressed	Back-Painted or PVB Interlayer	Select Few with PVB Interlayer, Most Back-Painted Glass
Type of Writable Surface	Non-Magnetic & Magnetic	Non-Magnetic & Magnetic
Wall-Mount Method	Aluminum Mounting Cleats	Mounting Cleats, 4 Standoffs, or Adhesive Tape
Optional Components on Wall-Mounted Surfaces	Up to 90" Aluminum Marker Tray	Most Offer Marker Trays, Most Trays Do Not Run Length of Writable Surface
Applications	Wall-Mount & Holoform System Integration	Wall-Mount
Warranty	10-Year Limited	1- to 20-Year Limited
Quick Ship Program	NA	Lower Cost Glass Back-Painted Brands, Limited to a Few Sizes, 2-5 Days
MANUFACTURING CHARACTERISTICS		
Manufactured in the USA	✓	Select Few
Fabricated/Assembled in USA	✓	Most Purchase Components & Assemble
Glass Manufacturer	✓	NA, Many Purchase Glass from China
Aluminum Extrusion Manufacturer	✓	NA
Sole-Sourced Product	✓	NA
Just-In-Time Holistic Integrated Manufacturing Process	✓	NA
SUSTAINABILITY CHARACTERISTICS		
Recycled Content - Aluminum	25%	Select Few
Low Emitting Materials	✓	✓
Regional Manufacturing Facilities Minimizes Environmental Impact	✓	NA
INSTALLATION CHARACTERISTICS		
Wall-Mount Method	Aluminum Cleats Tightly Tie Writable Surface to Wall	Metal Cleats, Standoffs or Adhesive Tape
Wall-Mount Installation Characteristics	Clip Design & Shape Simplifies Measurement & Installation	Offset Clips & Standoffs Require Careful Calculation & Measurement to Assure Proper Installation
Regional Manufacturing Facilities Minimizes Shipping Timeframes	✓	NA