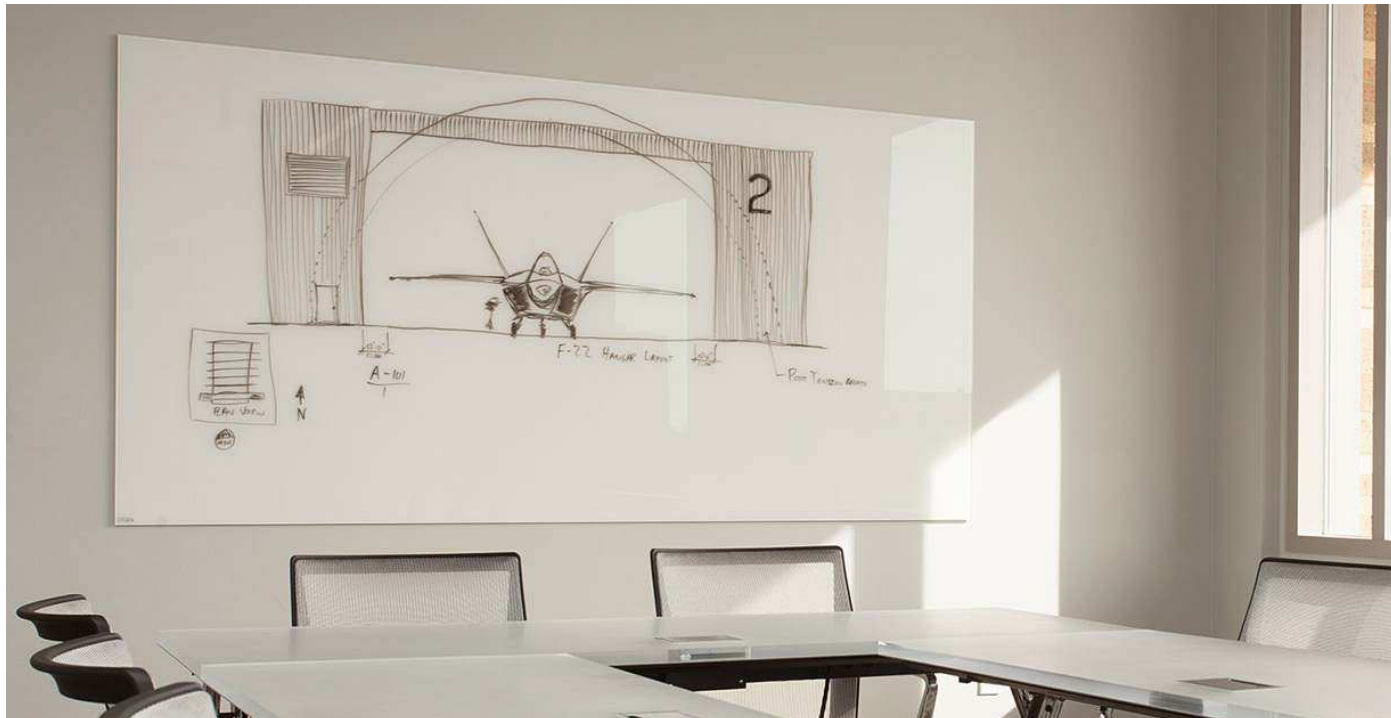


The Clarus Commitment to Safety

Third party load testing demonstrates safety in design

Manufacturers of premium architectural and design products have a responsibility to demonstrate product safety. Today's design and build professionals represent a collective movement towards the sustainable, the functional and the beautiful. As the modern workplace evolves towards collaborative spaces, blending form and function, innovative materials and technologies adapted for market trends are paramount to meeting the demands of today's best design. But while aesthetics inspire us, equally important, as new products evolve design paradigms is a commitment to performance and safety. And as the writable surface market graduates from whiteboards (as it once did from chalk), a new focus on safety and transparency in design is critical.



While whiteboards were known for their toxicity and environmental implications, glass writing surfaces present the exact opposite. As ‘honest to goodness’ glass, with traditionally simple, clean design, the glass category comes by its weight, for lack of a better word, honestly. Gravity is not always kind to real, natural building materials. And it’s that very commitment to quality materials which presents the biggest challenges for ‘me-too’ manufacturers. Just as cooking with artificial ingredients can be a surefire way for quick flavor to the detriment of the consumer, shortcuts in glass board assembly – namely poor adhesion – have potentially dangerous effects.

Glass, for all its purity, is simply not very porous. Therefore, adhesive approaches to mounting require expertise and innovation traditionally unseen in the writing surfaces market. Just as market incumbents often struggle to compete with disruptive technology, existing manufacturers lack the materials, expertise, process, innovation and transparency to participate in the glass market.

Clarus Glassboards has the good fortune of being 'glass-native', meaning it was born producing high-quality glass solutions. With a legacy of quality, sustainability and innovation, Clarus Glassboards speaks 'glass' in a market of increasingly diverse suppliers, ranging from furniture company transplants, to whiteboard incumbents. And as the voice of the industry, Clarus is making a statement on transparency, bringing context and data to the remarkable and time-tested performance seen with their Glassboards around the world.

To achieve granular, replicable and audited load testing, Clarus invested in a third-party study, conducted by well-known independent testing and standards firm Architectural Testing, Inc. Chief among



Architectural Testing

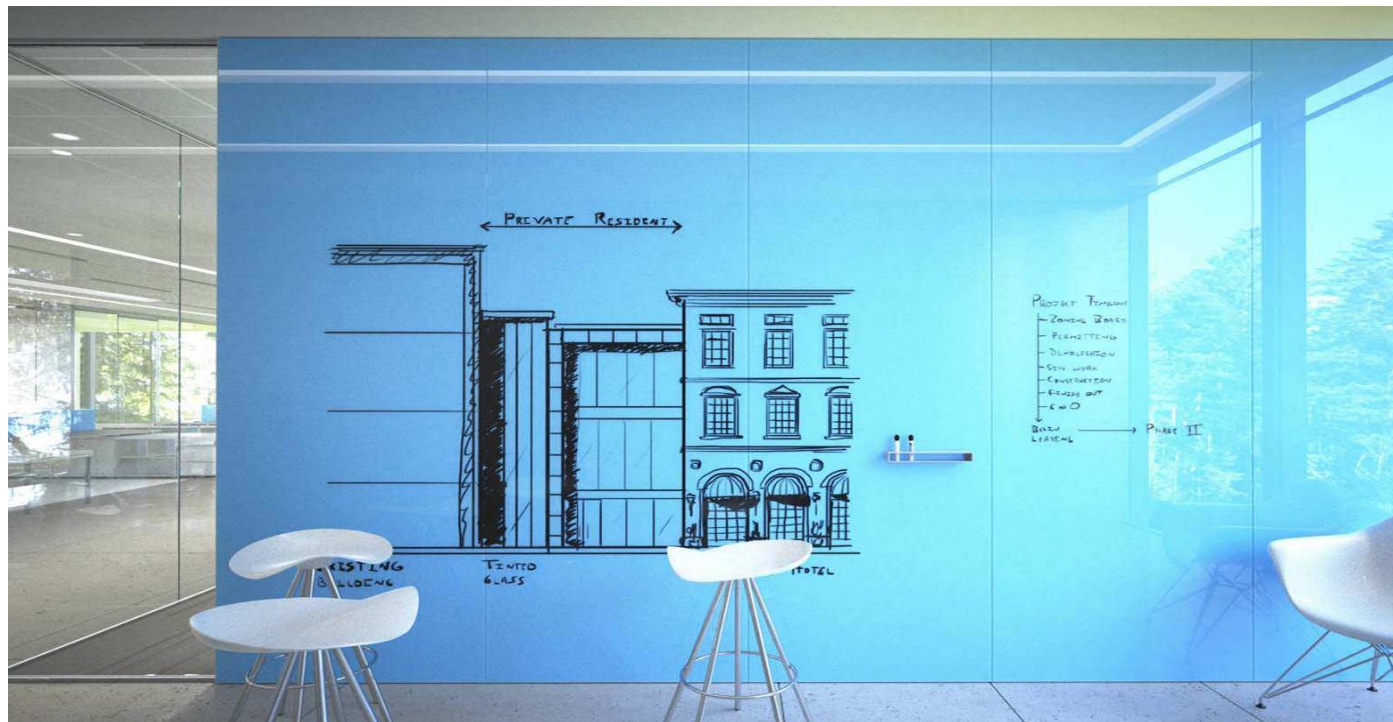
goals in testing was the intrigue to document just how strong Glassboard adhesives, and their mission-critical mounts are under extraordinary pressure. And perhaps included in the mission was a desire to rationalize the obsession for detail in design; from 'porosity contrast' giving the backside of boards a more porous surface, to paint and adhesive formulated to bond at the molecular level. In submitting Glassboards for testing, Clarus made a statement of transparency beyond the results to come. With varied results could come more complexity in design. Yet in success, the output would be clean and simple.

It was clean and simple. For all the testing, with Glassboards placed horizontally in a jig with a load-bearing ram applying excruciating force, the test revealed only one glorious number as its claim on Glassboard performance: 6500.

With successful load testing to 6500 lbs, Clarus Glassboards adhesives set the standard for holding power.

As in 6500 lbs. As architects, engineers, designers and facility professionals know, it takes gifted design to achieve such performance.

Many a study on specifications focuses on the 'what' and the 'how', but Clarus is committed to the 'why'. Writing surfaces are among the most intimate architectural elements in the modern



workplace. Your best and brightest trust our installations to inspire and to perform. And paramount to performance is safety. Above all, Glassboards must be hung with the confidence that its biggest fans – the artists, the architects, the leaders and the communicators stand for the ideas they present; not in harms way while using the product.

Through successful load testing, Clarus Glassboards achieves industry consensus on its superior performance and safety. With such a holistic approach to safety, design and facilities professionals will forever demand more from their glass board suppliers. By investing in product design and materials science, Clarus Glassboards delivers beautiful glass solutions at the pinnacle of safety - with 6500 lbs worth of proof to support the commitment. And as cutting-edge design professionals deploy demanding glass writing solutions to the busiest and most collaborative of commercial spaces, the Clarus commitment to quality will allow them to focus on client needs confidently because with Glassboards, demonstrable safety comes standard.

Demanding third party load testing is essential to evaluate product safety