



“The relationship thus far has been nothing short of excellent.”

Dustie Jenkins, *Executive Vice President Sales/Customer Service*
Claridge, Harrison, Arkansas

Challenge

A US markerboard manufacturer wants to make traditional whiteboards interactive.

Solution

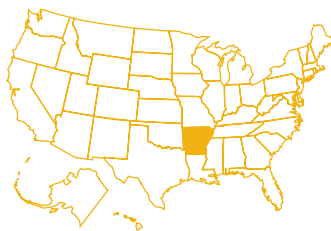
Claridge partners with Luidia to create market-right interactive whiteboards.

Benefits

- Top-notch support from Luidia
- Demonstrable dynamic features that engage audiences
- Easy integration with existing product

Location

Harrison, Arkansas



Markerboard Company Turns Interactive With Luidia

Two US Manufacturers Form Alliance to Create Dual Purpose Whiteboard

Porcelain-on-steel markerboards were first conceived almost 30 years ago by Claridge Products and Equipment, a woman-owned Arkansas manufacturing business specializing in visual display products. From the making of porcelain to the extrusion of trim for boards, Claridge has fabricated its products in house for over 60 years.

The company has owned a significant portion of the markerboard business for many years. Claridge produces sizable catalogs that are distributed annually to over 7,000 resellers, office and school supply companies. Architectural catalogs are also distributed to dealers with new construction agents in every state. eBeam products have been featured in Claridge catalogs for over five years.

In early 2009, Claridge began to discuss collaboration possibilities with Luidia after the shape of the eBeam receiver changed, making it easier to integrate into a fixed board solution. The eBeam Digital Ready Upgrade is less than 10 inches long. It contains quick keys for printing, saving and sending files that are produced on the interactive whiteboard.

“We were thinking, ‘Claridge has been in business for 60 years, we have this great name and reputation for building high quality, sustainable products. We’re the experts in markerboards. Luidia is the technology experts. Together, we can create a truly unique, eco friendly solution that meets 21st century needs.’” said Dustie Jenkins, Executive Vice President of Sales and Customer Service at Claridge.



Jenkins said that the Claridge sales team witnessed lots of people putting an interactive whiteboard in front of a traditional markerboard. “We thought, ‘why can’t we create a board that can handle markers and serve as an interactive whiteboard?’” said Jenkins.

Jenkins said that both Luidia and Claridge “did a good job of hashing out expectations up front,” which has resulted in a smooth process and successful partnership.

Two products are now available because of the partnership – the eBeam® Digital Ready Whiteboard and the Claridge® eBeam Enabled Solution Board. eBeam Digital Ready Whiteboards contain pre-built partitions for cords and cables. When users want to go digital, a simple eBeam Digital Ready Upgrade kit transforms boards into interactive spaces in minutes. The Claridge eBeam Enabled Solution Board is a complete interactive solution that can be used for marker and interactive stylus input.

Claridge has shown the Claridge eBeam Enabled Solution Board at trade shows and school demonstrations. “Feedback has been very positive” said Jenkins.

“When they see what we have to offer, they’re blown away,” said Jenkins, who adds that those who have seen the product comment on the durability of the surface – the boards come with a 50 year surface guarantee – as well as its flexible use and GREENGUARD certification. The Claridge eBeam Enabled Solution Board and eBeam Digital Ready Whiteboard can be used as dry erase markerboards without a projector. While most interactive whiteboards do not allow marker-based input, an optional Capture Pack Add-On allows everything written on the boards to be saved, sent, posted and shared in real time over the Internet.

