

# New writing walls

## launched in the South African market

Vitrex has developed a new product, vitreous enamelled steel Writing Walls, by using the company's architectural cladding panels to create large writing surfaces. Writing Walls are a first for South Africa and the product can be custom-made by Vitrex at its Jet Park factory to suit specific room layouts and wall sizes. Besides the fact that these walls can be customised to suit your space, they also offer the advantage of greatly increased writing surfaces compared to traditional writing boards.

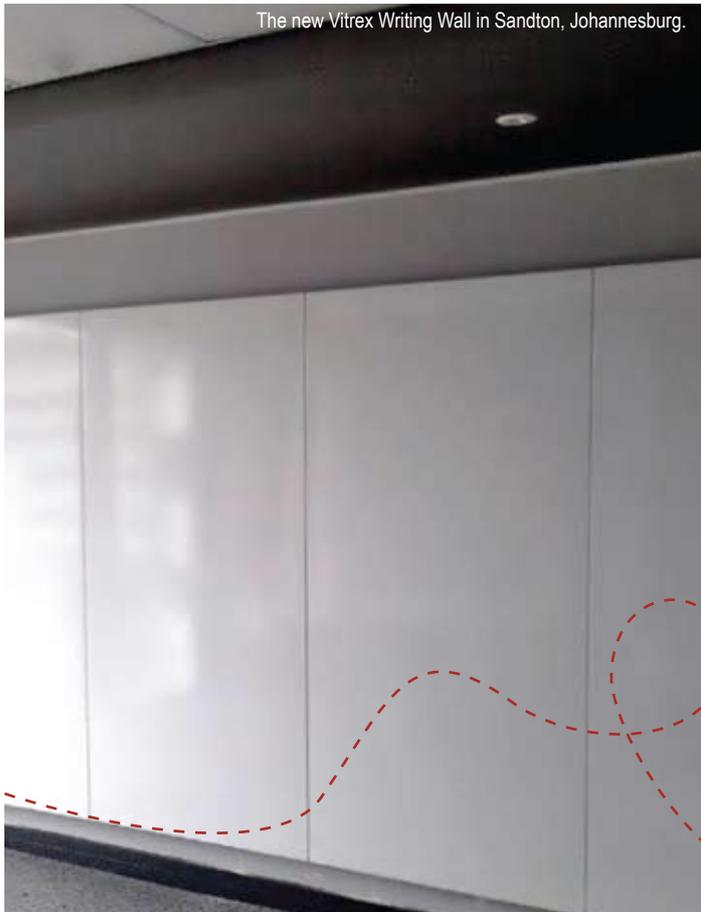
"The writing walls can be supplied with graphics and screening options and they are ideal for meeting rooms, boardrooms, computer rooms, laboratories and 'think tanks'," says Cristian Cottino, Sales and Marketing Director of Vitrex.

### IDEAL SOLUTION FOR ADVERTISING AGENCIES AND MEETING ROOMS

The first installation of a Vitrex writing wall was recently completed by the company at the Sandton premises of a leading advertising agency. Designed by Design Inline, five white Vitraclad Heavy Gauge panels make up the 5m long writing wall which is 2m high.

Vitrex subsequently also secured a contract for a 5,6m long and 2,4m high writing wall for the Venue Operations Centre meeting room at the 2010 Soccer World Cup Moses Mabhida Stadium in Durban. Five Vitraclad panels in a Light Gauge construction, fitted to bespoke support elements, will make up the writing wall specified by the Architects, Ibhola Lethu Consortium. In both instances, the colour of the enamel surface of the panels was a standard White.

The new Vitrex Writing Wall in Sandton, Johannesburg.



### WHY VITREOUS ENAMEL IS THE BETTER CHOICE

According to Cottino, the alternative painted steel surfaces, often categorized alongside vitreous enamel (VE) steel by a number of other manufacturers under the generic banner of "magnetic surfaces", and the high pressure density laminate writing surfaces, also referred to as a "non-magnetic" - although cheaper in the short term - cannot match VE steel, in terms of material construction, properties and ultimate performance.

A VE steel writing surface is created when an inorganic coating of glass, oxides and minerals is fused to an enamelling quality steel base at temperatures of around 820°C. Cottino says a VE surface is the ideal writing surface, particularly in high-use applications, because of the following advantages:

- **Ease of cleaning:** VE surfaces can be cleaned very easily with a damp cloth and mild alkaline soap.
- **Ghosting:** Over time, VE white board surfaces do not exhibit what is known as "ghosting". Ghosting occurs when pen marks cannot be completely removed, even with the use of chemicals and vigorous cleaning, as the ink itself has been partially absorbed into the surface, due to the porous nature of the alternative writing surfaces.
- **Extreme surface hardness:** VE surface hardness is similar to glass. On the MOH scale, VE has a rating of approximately 6,9 which allows the surface to resist mechanical abrasion and prevent scratching.
- **Resistance to chemicals:** Solvents, acids and alkalis do not affect the enamel surface. When a permanent marker has been used in error this can simply be cleaned with commercially available White Board cleaner. In instances where graffiti has been applied or paint may have fallen on the board, these marks can easily be cleaned off with thinners and then washed using a detergent and water; enamel uniquely can be cleaned with thinners without any damage to the surface or finish.
- **Colour fastness:** Enamel colours are unique in appearance, fade-proof and resistant to ultra-violet light. Lines, designs and logos can be incorporated permanently into the surface.
- **Hygienic:** Due to the absence of pores, the smooth, hard enamel surface eliminates the absorption of dirt and grease, reduces the presence and growth of bacteria and mould, and creates a more hygienic and healthy environment. VE writing surfaces are ideal for application in hospitals, clinics and laboratories.

"Vitrex has been manufacturing writing surfaces for over 50 years and we guarantee our VE writing surfaces in respect of normal usage, against fading, deterioration or failure of component vitreous enamelled parts for 20 years," Cottino concluded. ♀

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