

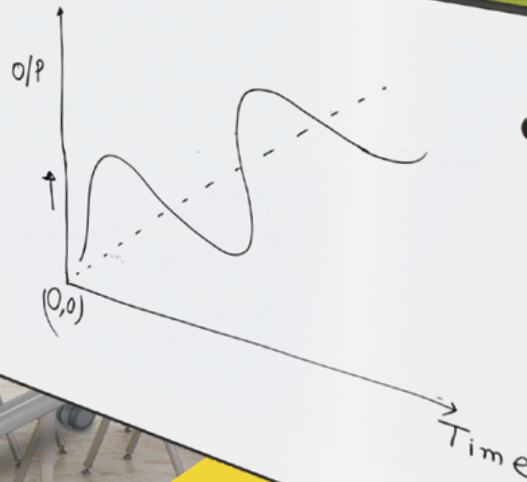


MOORECO

The Fibonacci Sequence or "Golden Ratio"



Two quantities are in the golden ratio if the ratio between the sum of these quantities and the larger one is the same as the ratio between the larger one and the smaller.



# The Next Generation of Dry Erase

MooreCo's Porcelain Steel Tabletop:

# The Next Generation of Dry Erase

2023 Winner



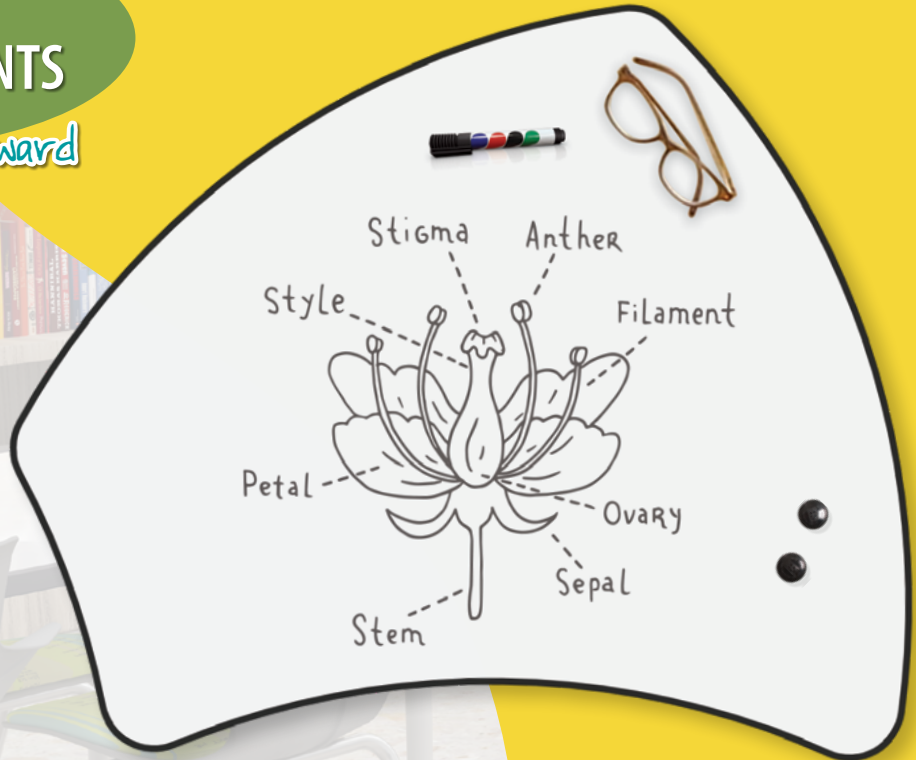
Industry Partner Award



MOORECO™

2885 Lorraine Avenue | Temple, TX 76501  
p: 800.749.2258 | f: 866.888.7483  
[www.moorecoinc.com](http://www.moorecoinc.com)

©2024 MooreCo, Inc. All rights reserved. This is a copyrighted product of MooreCo. The content, design, images, and materials contained within this publication are protected by applicable copyright and trademark laws. Any unauthorized use, reproduction, distribution, or modification is strictly prohibited and may result in legal action. This disclaimer serves as notice of MooreCo's intent to assert its intellectual property rights to the fullest extent permitted by law. MooreCo reserves the right to take legal action against individuals or entities found in violation of its intellectual property rights. MooreCo reserves the right to correct pricing and/or copy errors. Due to the current volatility in the price of raw and finished materials, please refer to our latest online price guides for pricing and shipping information.



## In the beginning...

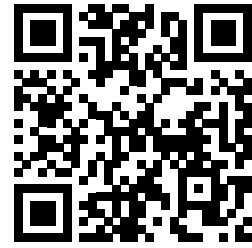
For more than 70 years, MooreCo has researched, designed, and manufactured visual communication products. In 1998, the founder of MooreCo, Lorraine Moore, introduced a product named the “Remarkable Table,” the very first dry erase desk specifically designed for students to write on. Having raised a neurodivergent child, Lorraine knew when thoughts and ideas progressed and took form, many students would retain information longer, communicate more clearly, and express themselves more effectively if they had a surface to write on and wipe off. She was certainly ahead of her time! When introduced into the marketplace back then, educators were appalled at the thought of children being allowed—much less encouraged—to write on furniture! As a result, the table met neither success nor appreciation.

## And today...

Fast forward to the 21st century classroom. Dry erase desks and tables have become a staple in daily education. However, the surfaces available are low quality laminates that leave ghost markings within a year, reflect excessive glare causing eye strain, and easily scratch and dent.

At MooreCo, we knew we could improve the learning and teaching experience by replacing regular laminate surfaces with porcelain steel, a lasting, magnetic, quality dry erase surface. Bonus—it’s also environmentally responsible! We dedicated years of research, engineering, and testing to develop this one-of-a-kind tabletop solution that no other manufacturer can offer.

Our governing Thrive Philosophy is deeply rooted in this material. We couldn’t just offer one standard product. Our knowledge base and collaboration with experts in the fields of ethics, neuroscience, psychology, social-emotional development, and physical development, are key to ensuring this transformative tabletop is offered in a full suite of desks, tables, and even tablet chairs to accommodate the multiple and varied learning needs of today’s students.



Check out our video for even more on the porcelain steel advantage!

# Learning Benefits: Diversity in Mind

Our Thrive Philosophy centers around flexibility in today's classroom, understanding that students learn in different ways, and engineering to accommodate and encourage individual styles. We put our research and expertise at the forefront when designing new products or refining an existing product. Flexibility in a learning environment is essential for teacher and student success. Offering multiple furniture pieces with the porcelain steel tabletop ensures its benefits are accessible to everyone.



Hierarchy  
Beam Desk

## Stand Up Desks + Tables:

Standing height workstations are proven to regulate circulation, allowing blood flow to reach the brain faster which helps with focus. Stand up desks are also useful for students who fidget or are hypersensitive to environmental stimuli.



27" to 42"

Hierarchy  
Creator Table

## Youth Height Desks + Tables:

Shorter workstations are ideal for younger users, accommodating smaller, more age-appropriate ergonomic chairs. They are also designed for use while kneeling or sitting on the floor or on a cushion. The use of magnets with young students improves fine motor skills, sharpens hand-eye coordination, promotes problem-solving and critical thinking, and helps students stay calm and focused.



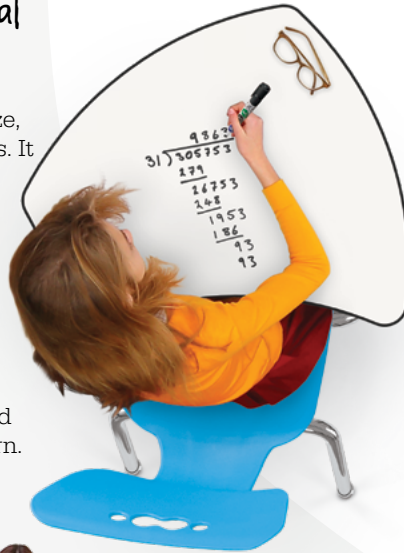
12" to 18"

Hierarchy  
Activity Table

## Logical + Mathematical Learners:

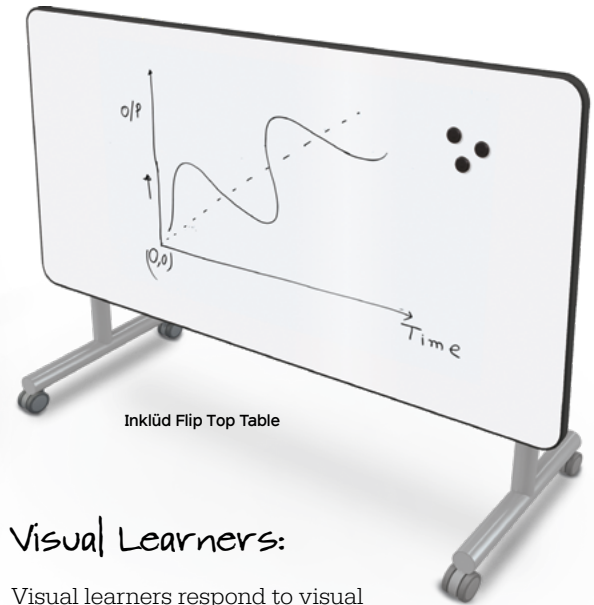
Mathematical learners categorize, organize, and recognize patterns. It is imperative for these learners to visualize their work.

Hierarchy Shapes Desk



## Linguistic + Verbal Learners:

Verbal learners respond to sound and like to repeat what they learn. Writing down notes helps them retain and process information.



Inklüd Flip Top Table

## Visual Learners:

Visual learners respond to visual cues and like to take notes, doodle, and write down thoughts.



Akt Table



Enroll® Tablet Chair

## Social Learners:

Social learners thrive on peer-to-peer connectivity and collaborative activities. They are empathic of others and favor hands-on activities such as robotics and maker spaces.



Compass Makerspace Table

## Intrapersonal Learners:

Intrapersonal or solitary learners prefer to work independently. They are self-motivated, but many times need a little push to join group activities. A shared space to collaborate without pressure can help bring them out of their shells.

# How will Porcelain Steel Tops Improve Your Learning Environments?



## Better Visual Acuity: Less eye strain for students

Porcelain steel reduces ambient reflection and glare over standard whiteboard surfaces, providing a more comfortable visual experience than other writing surfaces. It's also engineered for superior color contrast with markers, and reduces light distortion to relieve eye strain from already-compromised eyesight due to sub-optimal lighting and excessive screen time.



## Better Erasability: Avoids staining and lasts longer

Our porcelain steel tabletops allow dry erase markers to fully erase, never staining, ghosting, or graying. Porcelain steel erases three times better than a new laminate surface, and six times better than a used HPL surface, never leaving residue or stains. How? The solvent used to make dry erase markers erasable wears down the top layer of HPL surfaces over time, which means staining is almost guaranteed within one to three years. The surface on MooreCo's porcelain steel desks, tables, and tablets have a lifetime guarantee against staining and ghosting.



## Cleaner + Safer: Microbe and dust resistant

Porcelain steel tabletops are engineered to provide safe and clean use for years. Porcelain is naturally microbe and bacteria resistant and helps reduce the spread of germs in educational and work spaces. The edge band fully encapsulates the tabletop, protecting against sharp edges and rust, and preventing debris, residue, and dust accumulation.



## Chemical + Heat Resistant

Our porcelain steel is also resistant to harsh chemicals, is Class A Fire Rated, and does not release harmful fumes if heated. The repeated use of chemical cleaners—including bleach—will not damage the surface or cause delamination. Students can use harsh materials on projects without damaging the table, making porcelain steel ideal for maker spaces and labs.



## Accepts Magnets

Porcelain steel tops are magnetic, allowing for fun and interactive hands-on learning with magnets and magnetic manipulatives for teachers and students.



Explore all of  
our porcelain  
steel top tables  
and desks!



Clean and Safe



Better  
Visual Acvity

Magnetic!



No Ghosti...

Better  
Durability



50  
Year  
Surface  
Guarantee



# Facing The Challenge + Making It Happen!

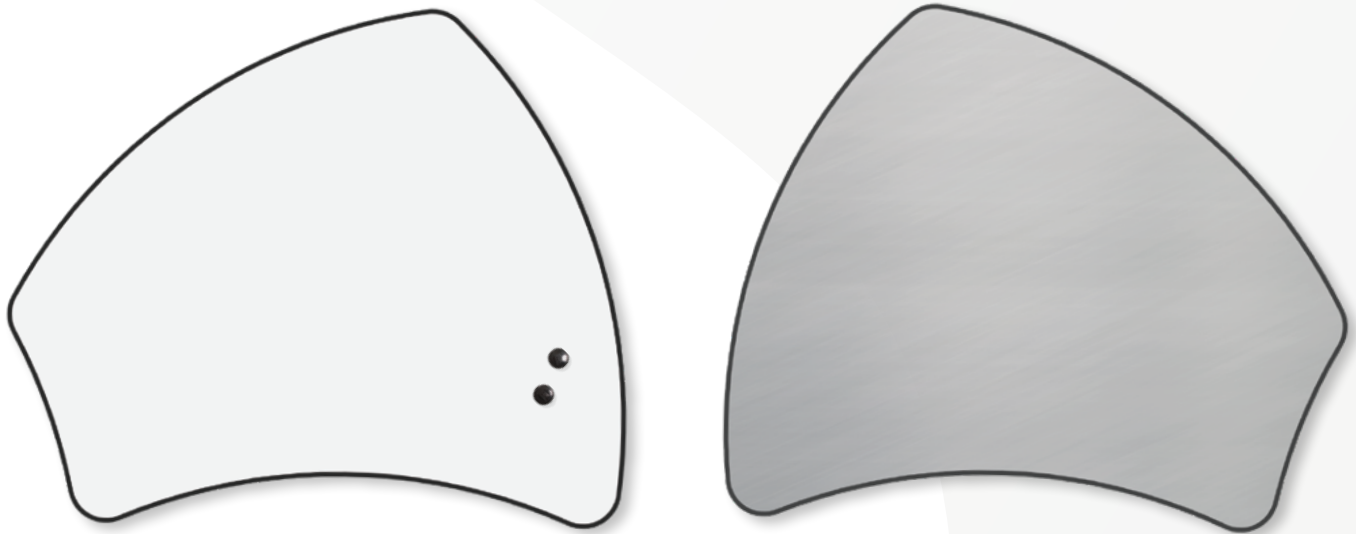
## Extensive R + D to accomplish a unique solution

Porcelain steel is engineered from glass that is bonded by heat to a steel substrate, making it extremely durable. In-house testing showed that our porcelain steel tops are 2.5 times harder and twice as scratch resistant as HPL, reducing low pressure dents, dings, and other damage. Porcelain steel will stand up to daily contact with metal objects, such as keys, zippers, backpacks, or cases.

MooreCo's porcelain steel tabletop is fired at 1400°F, making it more durable and hard enough to resist wear and tear. Porcelain steel tests at 5.5 times the wear resistance of other materials, and will withstand chemical treatments while resisting moisture and delamination.

Regular HPL surfaces are coated with a gloss resin that easily scratches and leads to staining. Not only is our new generation top made of steel, the underside is also galvanized steel, giving the tabletops equal lamination balance, making their durability and longevity far superior to other industry standards.

The desks and tables are scratch resistant, allowing chairs to be stacked onto the surface for janitorial cleaning after class without being damaged. The surface is guaranteed for 50 years versus one year for a regular HPL dry erase top.

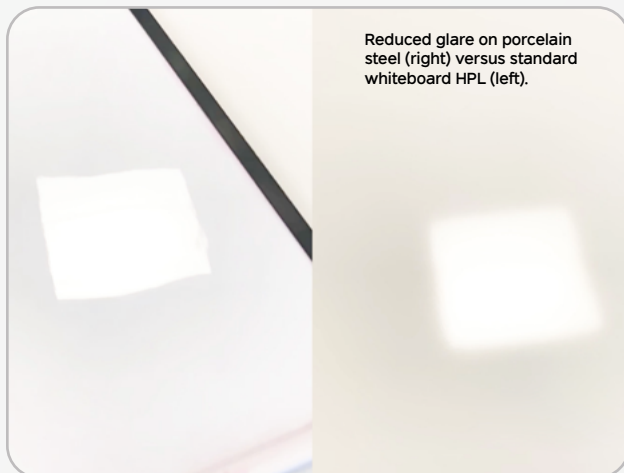
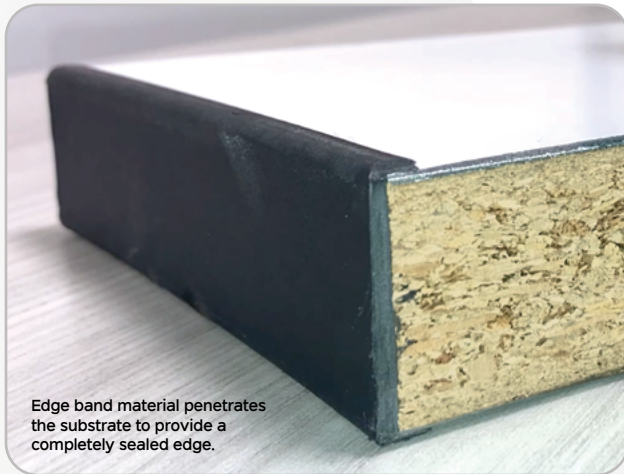


Porcelain steel top layer is counter balanced by a galvanized steel under layer, providing stability for the core material.



## New Edge Band Technology

The extremely durable edge band was specially designed for our porcelain steel tops and is impossible to peel off or remove. Most edge banding on school furniture is glued or applied with a T-band, but our porcelain steel tops are protected by an injection molded edge band. As part of the injection process, the band material penetrates the MDF to provide a completely sealed, encapsulated edge that ensures nothing sharp will ever be exposed. The metal edge is also protected against moisture and will never rust. This process has no match in the K-12 furniture industry for durability or quality.



# Safety & Certifications

## Environmentally responsible manufacturing

- Porcelain steel is 99% recyclable and Cradle To Cradle Certified Bronze®
- MooreCo's products are all SCS Indoor Advantage Gold Certified.
- HPL dry erase tabletops typically last only one to three years, but our porcelain steel tabletop is guaranteed for 50 years. By using our porcelain steel tabletops, facilities will not have to buy and replace their furniture nearly as often. This dominoes into potentially huge improvements in environmental impact as manufacturing facilities can reduce energy usage, man-hours, machinery and equipment wear and tear, as well as cutting down on the use of noxious adhesives and glues.
- By investing in long-lasting porcelain steel tabletops, schools contribute directly to less furniture in the landfill, promoting a culture of sustainability.
- The financial benefits are also tremendous. Buying our porcelain steel tabletop becomes a one-time investment for educational facilities, given the long life of porcelain steel. This brings huge economical savings and reduces the product turnover cycle. The overall cost increase of porcelain steel over HPL tabletops is less than 15% for an increased life expectancy of up to 1700%.
- All cartons used are made from recycled materials.
- Our porcelain steel tabletop is offered in several standard shapes, sizes, and furniture choices, maximizing the yield of porcelain steel rolls and reducing scrap materials and waste, in comparison to HPL dry erase offered only in limited sized sheets.



## Physical safety for user

- The edge band fully encapsulates any raw porcelain steel edge, providing a rounded lip for user safety that avoids sharp edges.
- The color contrast provides students with better visibility and the reduced glare provides less eye strain on users, who typically have tired eyes due to excessive screen time, and sub-optimal lighting in the facilities.
- The marker residue left on a ghosted surface will typically collect dust. *Staphylococcus* and *Streptococcus* are common bacteria found on traditional laminate and T-mold edge band desks. Under certain conditions, these bacteria can cause various health problems.
- The surface is microbe and bacteria resistant, making it a healthier solution to avoid the spread of viruses. It can also withstand the use of harsh chemicals commonly used for strong disinfecting protocols (COVID-19/Rotavirus/Influenza) without warping, delamination, or damaging the surface.
- The edge band stops dust and residue from gathering. Traditional HPL desk and T-mold edge band can allow the growth of bacteria and at times certain types of fungi when not sanitized correctly.
- The Class A Fire Rated tops are resistant to harsh chemicals and do not release harmful fumes if heated. The repeated use of chemical cleaners—including bleach—will not damage the surface or cause delamination.



# Standard



Hierarchy Beam Desk



Hierarchy Creator Rectangle Desk



Hierarchy Rectangle Desk



Hierarchy Shapes Desk



Hierarchy Activity Kidney Table



Hierarchy Activity Rectangle Table (6030)



Hierarchy Creator Rectangle Table

# Custom

(Longer lead times apply.)



Akt Rectangle Table (6030)



Compass Makerspace Table (6030)



Inklūd Table (6030)



MOORECO™

**MooreCo Inc.**

2885 Lorraine Avenue | Temple, TX 76501

p: 800.749.2258 | f: 866.888.7483

[www.moorecoinc.com](http://www.moorecoinc.com)

## Connect with us:



[instagram.com/mooreco\\_inc](https://www.instagram.com/mooreco_inc)



[pinterest.com/moorecoinc](https://www.pinterest.com/moorecoinc)



[facebook.com/moorecoinc](https://www.facebook.com/moorecoinc)



[linkedin.com/company/mooreco-inc](https://www.linkedin.com/company/mooreco-inc)



[twitter.com/moorecoinc](https://twitter.com/moorecoinc)



[youtube.com/moorecoinc](https://www.youtube.com/moorecoinc)



[tiktok.com/@moorecoinc](https://www.tiktok.com/@moorecoinc)