



Grupo Innova Del Perú S.A.C. (GIDP) Announces Partnership with IdeaPaint

GIDP an innovative product provider in Perú, has partnered with IdeaPaint, the leader in dry erase paint and other workplace collaboration technologies, to be the exclusive distributor of IdeaPaint products in Perú.

IdeaPaint's premium dry erase paint transforms virtually any smooth surface into an erasable canvas leading to faster innovation, increased collaboration, and greater results. "Your thoughts and team collaboration don't need to be constrained by small, ineffective standard whiteboards any longer" said Matt Field, Gerente General of GIDP, "your whiteboard can be as big as your wall." Using IdeaPaint, GIDP clients are turning blank meeting room and office walls, of any color, into writable, collaborative workspaces.

IdeaPaint exists to inspire and encourage everyone, every day to reach their creative and productive potential. The company has been celebrated by the *The Wall Street Journal*, *Mashable*, *Fast Company*, *CNBC* and more.

"IdeaPaint CREATE Clear is a transparent solution that can be applied over any color existing wall, preserving the aesthetics of the interior walls or offices, homes, or schools" said GIDP sales executive, Paola Reaño Arietta. "Now there is no need to disrupt the appeal of a room with unappealing or bulky wall attachments."

The creator of the high-performance dry erase paint category, IdeaPaint's products and accessories create dynamic, collaborative environments in corporations, educational institutions, and homes. With more than 150,000 installations in more than 50 countries, IdeaPaint has been proven on the walls of some of the world's most innovative and successful global and local workspaces, including Google, Facebook, PayPal, MIT, Evernote, Velcro Brand, Harvard, Universidad del Pacífico, UTEC, PwC and more.

"IdeaPaint is applied with no odor, has achieved UL GREENGUARD Gold Certification, is LEED compliant, and comes with a standard 10 year warranty" commented Jurgen Lempe Bonicelli, Gerente de Ventas de GIDP. "In addition, an IdeaPaint wall protects our local environment as it never needs to be thrown away - when it's no longer needed, simply paint over it with standard paint."

To learn more about IdeaPaint or to contact a GIDP representative, please visit <http://www.gidp.pe/contactenos>.