



MOORECO™



Introducing

MooreCo's Line of Porcelain Steel Tabletops

A new generation of dry-erase desks & tables

MooreCo's Porcelain Steel Top - Introduction



MooreCo Inc has been designing and manufacturing products since 1950. We understand and have worked with Visual communication products for over 70 years.

In 1998 Lorraine Moore, founder of MooreCo Inc introduced a product named "Remarkable Table" the very first dry-erase desk for students to write on. Lorraine, knew that students would retain information and communicate / express themselves better by having a desk to write on and wipe off, as thoughts and ideas progressed and took form. She was certainly ahead of her time. When introduced into the marketplace back then, teachers were appalled with the thought of children writing on desks and was even considered a punishable act.

Fast Forward to 21st century learning classrooms and Dry – Erase desks and tables have become a staple in modern education. However, the surfaces available are low quality laminates that ghost within a year, produce excessive glare to the eyes 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 which is also environmentally friendly.

We dedicated years of research, engineering and testing to develop this one of a kind tabletop solution that no other manufacturer can offer. Our Thrive Design Philosophy is deeply rooted into this product line. We knew we couldn't just offer one standard product. Our knowledge base and collaboration with experts in the fields of Ethics, Neuro-Science, Psychology, Social Emotional Development and Physical Development, were key to ensure that this novelty tabletop be offered in a full suite of desks, tables and tablet chairs to accommodate the multiple learning needs of students.



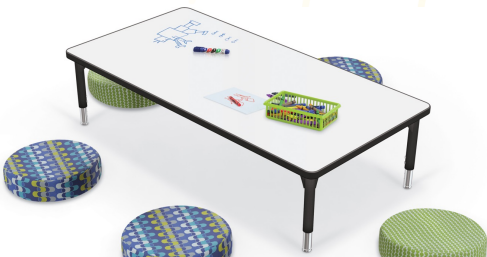
Learning Benefits / Diversity in mind

Our Thrive R + D philosophy centers around flexibility in today's classroom, understanding not everybody learns the same way. We put our research and expertise at the forefront when defining the product offering. Flexibility in a learning environment is key for teachers and students. Offering multiple furniture solutions, ensured the benefits of this tabletop was accessible for everyone

- **Stand up desks** are proven to regulate circulation, allowing blood flow to reach the brain faster and help with focus. Stand up Desks are also useful for students who fidget or are hyper -sensitive to stimuli.
- **Youth height** – The use of magnets on young students help improve fine motor skills, improve hand/eye coordination, helps stay calm and focused. Helps problem solving and promote critical thinking.
- **Visual Learners** – Respond to visual cues and like to take notes, doodle and write down thoughts
- **Linguistic & Oral Learners** – Verbal Learners respond to sound and like to repeat what they learn, writing down notes helps them retain & process information
- **Mathematical Learners** – Categorize, organize and recognize patterns. It is imperative for these learners to visualize their work.
- **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 makerspace
- **Intrapersonal Learners**- Or solitary learners prefer to work independently. They are self motivated to get things done but many times need a little “push” to join group activities.



Standing height



Youth height – for young learners



Intrapersonal Learners single desk/ tablet chair



Collaborative Learning



ADA tables



Makerspace Tables

How has it benefitted Learning Environments? Product Benefits

Better Visual Acuity - Less eye strain on students

Porcelain 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 in users by poor lighting and excessive screen time.

Better Erasability – Avoids dust / longer life

Our porcelain steel tabletops allow dry erase markers to easily erase never staining, ghosting, or graying. Porcelain Steel erases 3x better than a new laminate surface and 6x better than a used HPL surface, never leaving residue or stains.

Why? The solvent used to make dry erase markers erasable also wears down the top layer of HPL surfaces which means staining is guaranteed within 1-3 years in a regular HPL desk. The surface on Mooreco's porcelain steel desks, tables and tablets have a lifetime guarantee.

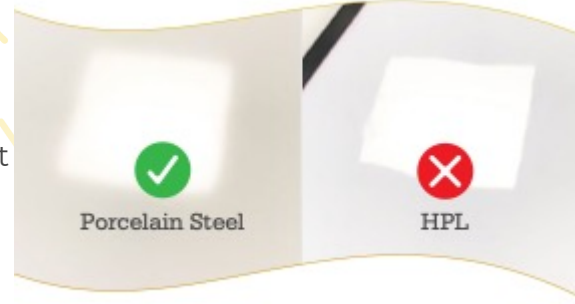
Cleaner and Safer – Microbe resistant / No debris or dust gathering

Porcelain tabletops were engineered to provide safe and clean use for years. All porcelain is microbe and bacteria resistant, helping reduce the spread of germs in educational and workspaces. The way the edgeband encapsulates the surface, avoids debris, residue and dust from accumulating on the edges.

Chemical/Heat Resistant: Our porcelain is also resistant to harsh chemicals, Class A fire rated, and does not release harmful fumes if heated. Any project can be easily cleaned and the repeated use of chemical cleaners, including bleach, will not damage the surface or cause delamination. Ideal for Makerspaces and Labs.

Magnetic: Porcelain steel desktops are magnetic, adding a fun feature for teachers and students to use the desktop for hands on learning with the use of magnets and magnetic manipulatives.

Less glare



Extensive Research & R + D to accomplish a unique solution

Our tests showed that our porcelain steel tops are 2.5 times harder and twice as scratch resistant over HPL, reducing low pressure dents, dings, and other damage. Porcelain is glass that is bonded by heat to a steel substrate and is extremely durable. It will stand up to daily contact with metal objects, such as keys, zippers, backpacks, or bags. MooreCo's porcelain steel tabletop is fired at 1400o, making it durable and hard enough to resist wear and tear. Porcelain steel tested 5.5 times more wear resistant than other materials and will withstand chemical treatments, and resist moisture and delamination.

Regular HPL surfaces are coated with a gloss resin that easily scratches and leads to staining

Not only is the top made of steel the underside is also galvanized steel. This gives the tables equal lamination balance, making their durability and longevity far superior to other industry standards.

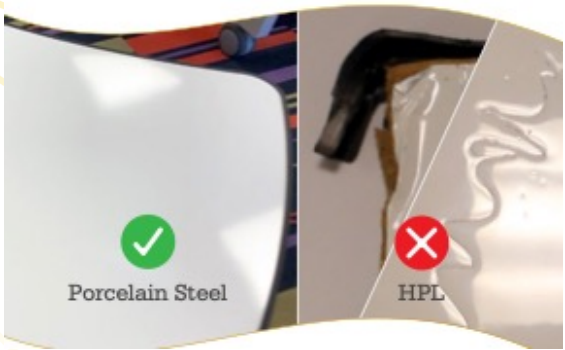
The desks and tables are scratch resistant, allowing chairs to be stacked onto the surface for janitorial cleaning after class. Surface is guaranteed for 50 years vs 1 year from a regular HPL dry erase top.

New EdgeBand Technology

The edge band is also extremely durable and impossible to pull off or remove. The banding of our porcelain top is a part of the innovation of the product. Most banding on school furniture is glued or applied with a Tband, but MooreCo uses Injection Molding. In the injection process the band penetrates the MDF to provide a completely sealed, "encapsulated" edge that ensures nothing sharp will ever be exposed, it also protects against moisture. This process has no match in the K-12 furniture industry for durability or quality.



Liquid will not absorb onto porcelain



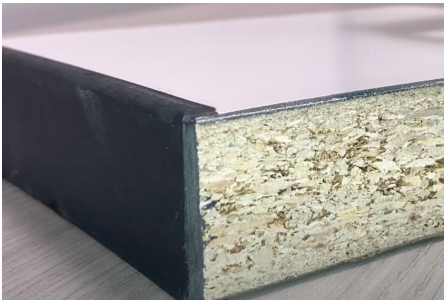
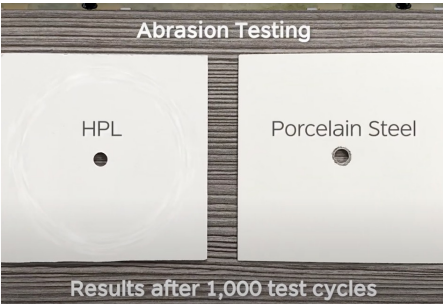
Galvanized steel on the underside



Scratch Resistant – allows chairs to be stacked onto table



3000 lbs truck on tabletop



Encapsulated Edgeband prevents moisture, sharp edges & gathering of debris

Environmentally Friendly Manufacturing / Safety / Economical Benefits

- Porcelain steel is 99% recyclable and Cradle To Cradle Certified Bronze
- All of MooreCo's products are SCS Certified Indoor Advantage Gold
- Because the life of the product is 50 years, schools will not have to replace or buy new desks, however standard HPL dry erase desks only last 1-3 years. This in itself is a huge environmental impact for manufacturing facilities: from the the use of energy of equipment, hours of operation for employees, and machinery, and the use of adhesives and glues.
- The financial benefits are tremendous. It becomes a one time investment for educational facilities given the long life of the product, bringing huge economical savings as product will not need to be replaced. The overall cost of porcelain steel desks over HPL is less than 15% higher.
- All Cartons used are made from recycled materials.
- The product is offered in standard shapes, sizes and tabletops maximizing the yield of porcelain steel rolls and reducing scrap materials and waste, as opposed to HPL dry erase offered in sheets.

Physical Safety for user

- The encapsulated Edgeband provides rounded corners for user safety and 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 with excessive screen time and many times poor lighting in the facilities.
- The same can be said about ghosted surfaces. A ghosted surface will typically collect dust common bacteria found on traditional laminate and T band desks are *Staphylococcus* and *Streptococcus*. *(Under certain conditions, these bacteria can turn on their host and cause various health problems)*
- The surface is Microbe and Bacteria Resistant making it a healthier solution particularly 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, delaminating or damaging the surface.
- The edgeband stops dust and residue from gathering. Traditional HPL desk and Tband can cause the growth of bacteria and at times certain types of fungi when not sanitized correctly.
- The tops are resistant to harsh chemicals, Class A fire rated, and do not release harmful fumes if heated. Any project can be easily cleaned and the repeated use of chemical cleaners, including bleach, will not damage the surface or cause delamination.
- More resources:
 - video <https://youtu.be/PJ3U8VpxH0o>
 - white paper [Porcelain Steel vs Dry Erase HPL](#)