



**MAGNABOARD**

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## WHAT IS **MAGNABOARD™** ?

Magnaboard™ is a new innovative **Cellular PVC Trim, Deck Board & Magnetic Hidden Fastening System**. Magnaboard's MagnaCLK and MagnaDEK are the only nail-less, screw-less hidden fastening systems in the market.

Magnaboard is **disrupting the industry** with a nail-less, pre-finished, clean Cellular PVC baseboard that is cost-effective, simple to install, and – best of all **removable**. Using Cellular PVC instead of MDF makes Magnaboard **stronger, lighter, cleaner**, mould and mildew proof, fire retardant, and insect resistant. Magnaboard™ is patented in the US and Canada as well as pending in 34 countries and demonstrates how labour intensive jobs in the industry can be replaced by **exciting new ingenuity**.



## MagnaCLK

Is Magnaboard's magnetic fastening system for baseboards, window, and door trim. It allows boards to be pre-finished and installed cleanly at the end of a job rather than before flooring. Magnaboard™ is also removable for when walls need repainting. We have eliminated nailing, mudding, sanding, taping, spraying, cleaning, and cutting in.

MagnaCLK offers manufacturers the ability to dramatically increase profit by capturing a labor cost and converting it into a product. Manufacturers can now realize profit in an untapped category: the installation of the same product they are already selling. In the new world we live in, Magnaboard offers a green solution to all the mess and billions of feet of painter's tape that end up in landfills every year. Magnaboard enables manufacturers to sell into the commercial space as well, which is dominated by carpet base and rubber solutions. Pin nailing cannot penetrate these structures, and therefore rubber or carpet is glued to the wall. Architects, designers, and tenants have disliked this solution, but until now, there have been very few options.

Magnaboard™ is the **only surface mount solution available** on the market



# FOUR **EASY** STEPS



**COFFEE**

MINIMUM MESS



**CLICK**

MINIMUM EFFORT



**STICK**

MINIMUM TOOLS

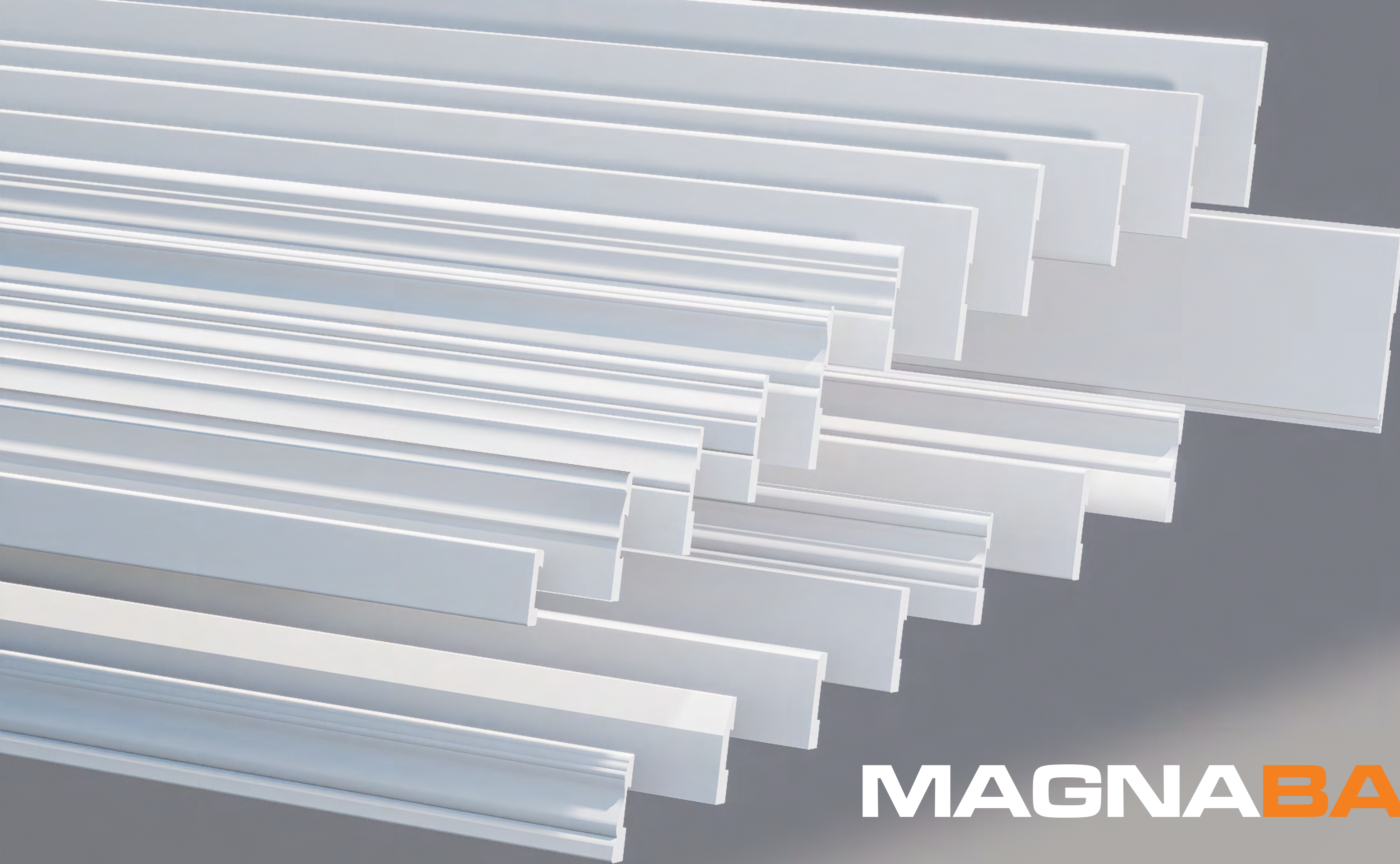


**BEER**



**SIMPLE.**





**MAGNABASE**

# MAGNA**CLK**







**MAGNALAP**



 **BASEBOARD COST COMPARISON**

**MAGNABOARD**  
CELLULAR PVC

- **Prefinished**
- **No Nailing**
- **No Mudding**
- **No Painting**
- **No Sanding**
- **No Taping**
- **No Cleaning**
- **Stronger Than MDF**
- **Lighter Than MDF**
- **Mould-Proof**
- **Mildew-Proof**
- **Insect-Proof**
- **Fire Retardent**
- **Packaged**
- **REMOVABLE**

**Product & Installation Cost**  
**\$2.25/ft 5" Baseboard**  
**\$2.25/ft MagnaCLK System**  
**\$0.75/ft Install**  
**\$5.25/ft TOTAL**



**PRE-FINISHED MDF**

- **Partially Finished**
- **Messy**
- **Must Nail**
- **Must Fill Holes**
- **Must Polish**
- **Holes Visible**
- **Wax Dries & Falls Out**
- **Mould & Mildew**
- **Prone To Insects**
- **Un-Packaged**
- **NOT REMOVABLE**

**Product & Installation Cost**  
**\$2.75/ft 5" Baseboard**  
**\$2.00/ft Nailing**  
**\$2.00/ft Filling/Polishing**  
**\$6.75/ foot TOTAL**



**PRIMED MDF**

- **Very Messy**
- **Nailing**
- **Mudding**
- **Sanding**
- **Taping**
- **Cleaning**
- **Painting**
- **Lots of Tools & Equipment**
- **Holes partially visible**
- **Mould and Mildew Issues**
- **Insect issues**
- **Un-Packaged**
- **High Cost Labour**
- **NOT REMOVABLE**

**Product & Installation Cost**  
**\$1.50/ft 5" Baseboard**  
**\$2.00/ft Nailing**  
**\$4.50/ft Mudding Sanding Painting**  
**\$8.00/ foot TOTAL**





# COMMERCIAL APPLICATIONS

# EXISTING SOLUTIONS

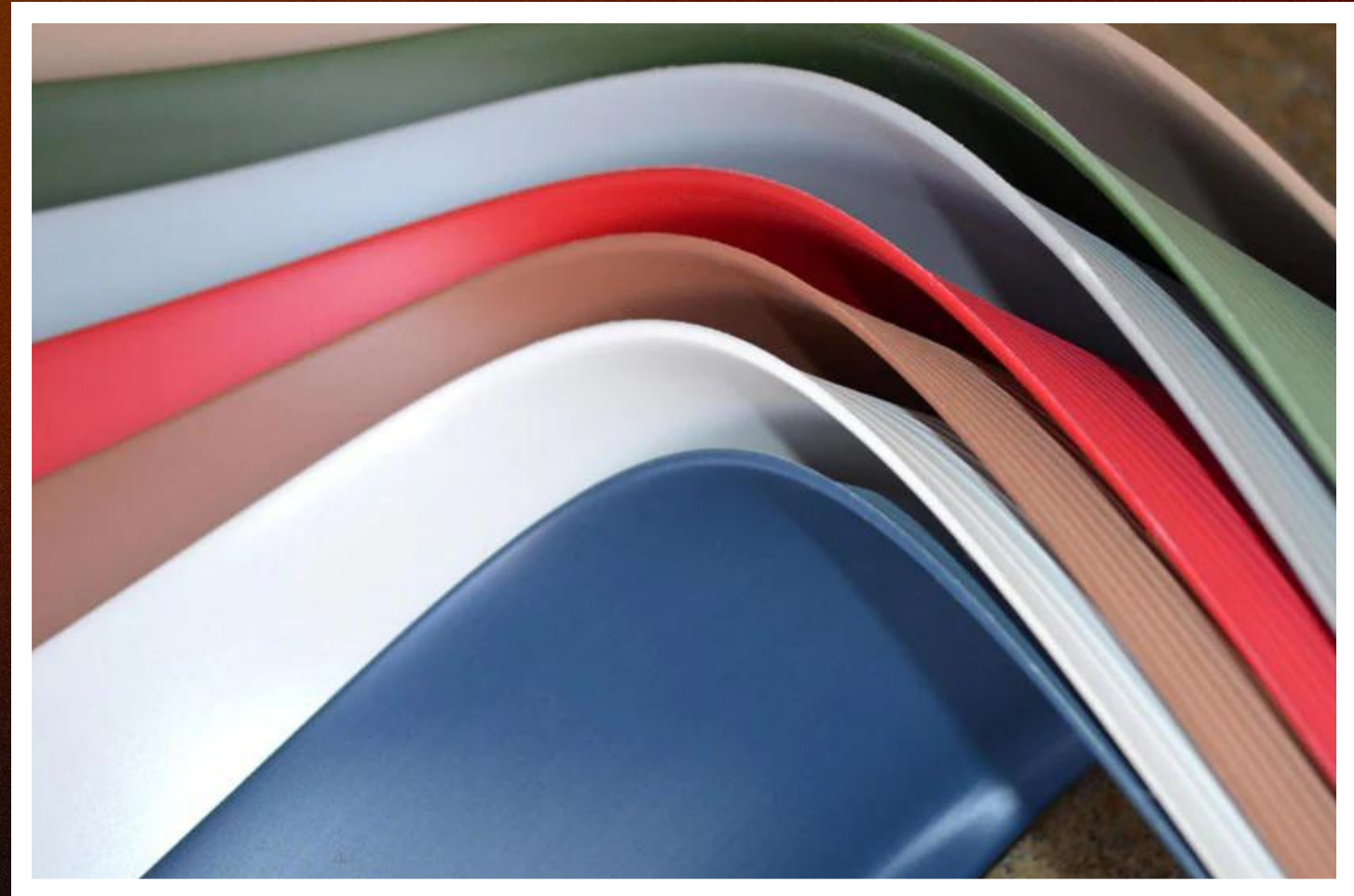
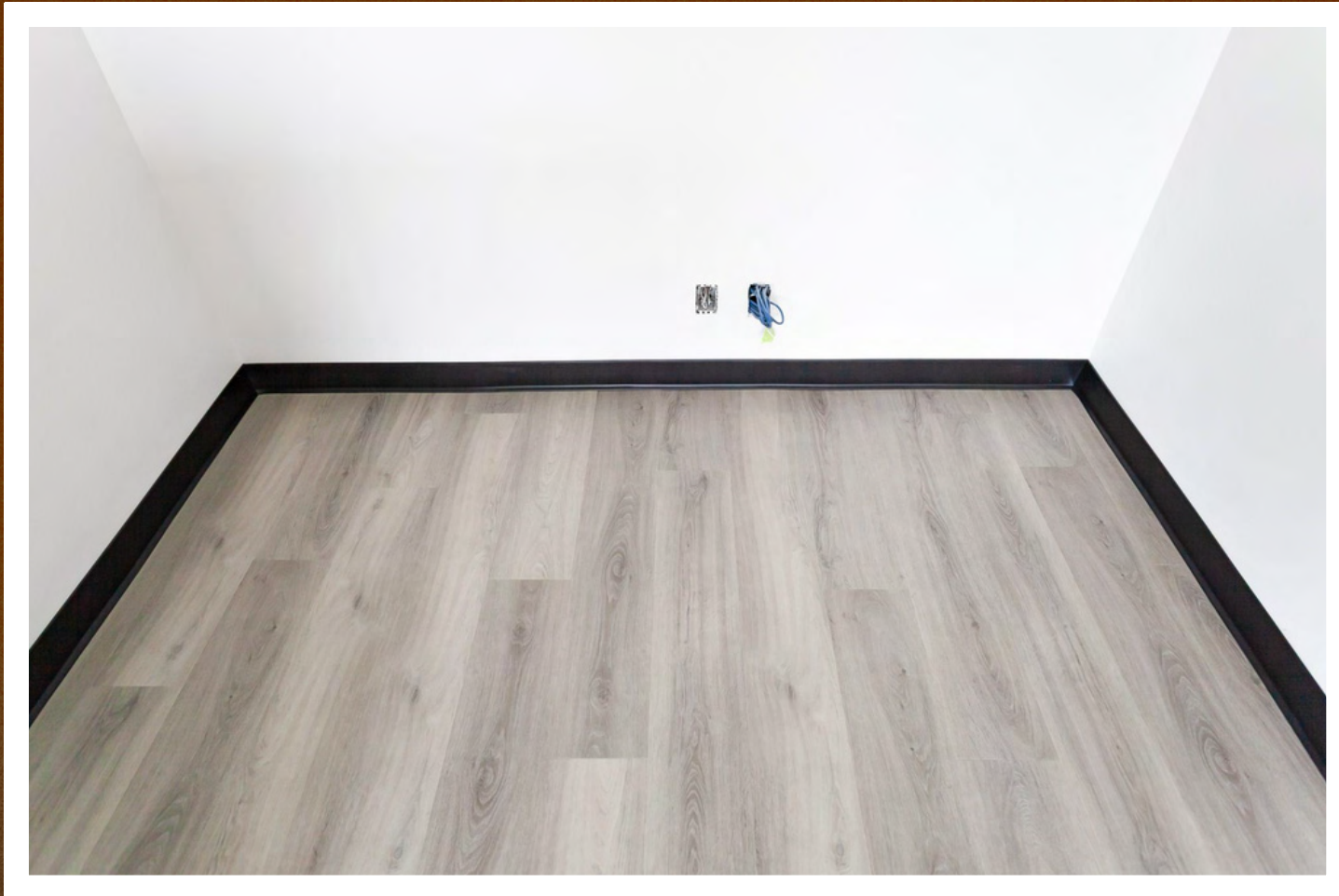


**FLOOR TO WALL CARPET**  
**\$5.49/FT to \$7.99/FT**

**Carpet baseboards often look shabby over time as they trap dirt and wear unevenly.**



# EXISTING SOLUTIONS



**RUBBER ADHEISIVE**  
**\$2.88/FT**

**Rubber baseboards, though durable, typically have a utilitarian appearance with limited style options. Both types can clash with sophisticated or modern aesthetics, making them less desirable in design-focused spaces.**



# MAGNABASE





NAHB

**IBS**

TM







# SALES KIT





# RETAIL DISTRIBUTION

## 2025

300 Stores - 10 homes/month X 2,000 feet/home = 20,000 feet/month X 12 Months  
= 240,000 feet/store/year X 300 stores = 72M feet X \$0.50/foot profit =

**\$36M**

## 2026

500 Stores - 15 homes/month X 2,000 feet/home = 30,000 feet/month X 12 Months  
= 360,000 feet/store/year X 500 stores = 180M feet X \$0.50/foot profit =

**\$90M**

## 2027

800 Stores 18 homes/month X 2,000 feet/home = 36,000 feet/month X 12 Months  
= 432,000 feet/store/year X 800 stores = 345M feet X \$0.50/foot profit =

**\$172M**

## 2028

1000 Stores 20 homes/month X 2,000 feet/home = 40,000 feet/month X 12 Months  
= 480,000 feet/store/year X 1000 stores = 480M feet X \$0.50/foot profit =

**\$240M**





**MAGNABOARD**