



evolution plus ●●●

**magnetoplan®**







# Design is the ambassador of a brand.

This the famous graphic designer Paul Rand once said. We have developed **evolution plus** and made it the ambassador of our brand. The new magnetoplan product line perfectly represents our company and embodies our values of experience, quality and trust. More than that. **evolution plus** gives a voice to our philosophy: making the good even better! Since Hermann Holtz, pharmacist and company founder, devised the first magnetic planning board in 1956, we have continuously

improved our products and adapted them to technological changes and the requirements of our customers. Today, almost 60 years and around 120 trademarks, registered designs and patents later, magnetoplan is synonymous with high-quality solutions in the Visual Planning and Presentation segment. The **evolution plus** flipcharts, presentation boards and whiteboards bring together established attributes of our products with innovation - they combine the good with the better.

Christopher Holtz-Kathan  
*Managing Partner (on the left)*

# Shaping and designing the future.

We have taken a lot of time for the development of **evolution plus**. Almost two years passed between the initial design of our designer Oliver Neuland and the product being ready for series production. Why? We did not want to put just a slightly altered redesign onto the market. No, we wanted to design contemporary, innovative products that provide our customers with even more support in their daily work, and which offer them a real benefit in terms of function,

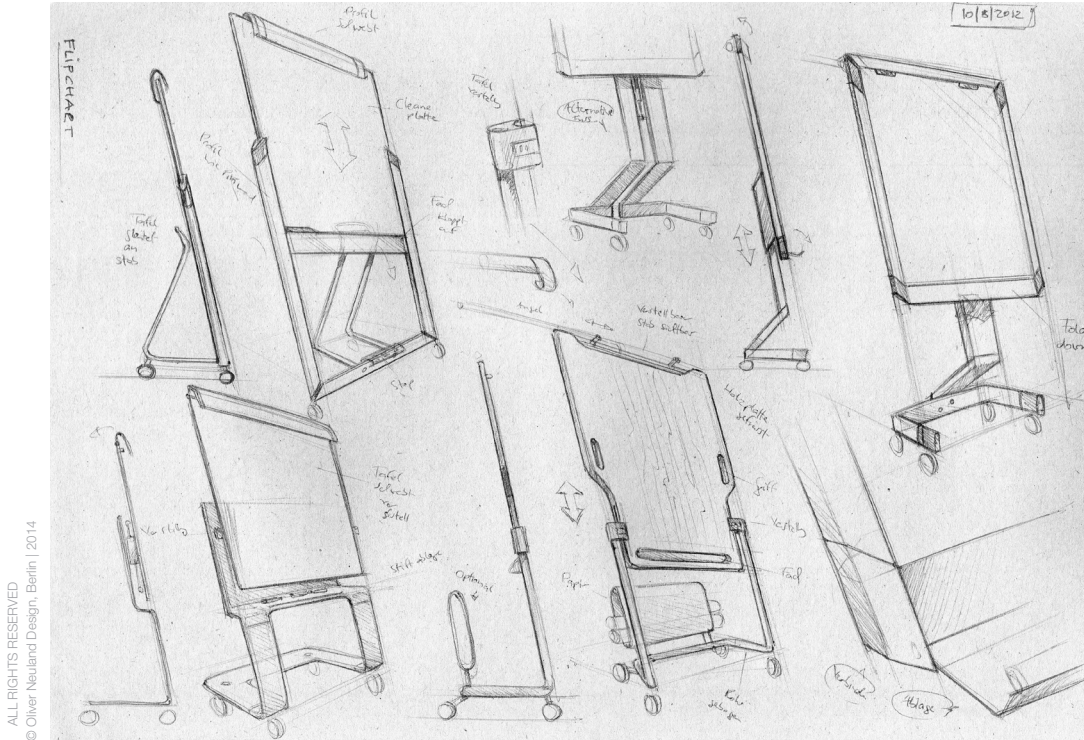
aesthetics and comfort. The aim was to create products that satisfy our demand for quality and safety one hundred per cent. In the future, magnetoplan would like to make these standards more visible: our logo is now embossed onto the frames of all flipchart, presentation board and whiteboard models. We are sure that innovations put our company on the right track. We are confidently going along this track into the future with **evolution plus**.

Peter A. Holtz-Kathan  
*Managing Partner (on the right)*

Designer  
Oliver Neuland

„The cooperation with magnetoplan initially meant a return. A geographical one that brought me back from Auckland/New Zealand, where I work as a lecturer in a design school, to Germany for a short time. And a creative one: **evolution plus** took me back to my beginnings as a designer. I more or less grew up with the production and development of presentation boards and flipcharts. My first summer jobs were in the metal production division of my father's company. Later, whilst studying Product Design, I was also involved in the development of these products and functional furniture.

The redesigning of magnetoplan initially appeared like an unspectacular task. However, it very soon became apparent that what was required was not loud design statements but well-considered and thoughtful handling of the well-established brand. The finesse of **evolution plus** was found, from start to finish, in sophisticated details that can be consolidated into a coherent brand image and take the brand into the future. A task that should not be underestimated and which developed into a fruitful and successful cooperation.“



2007-2014	Senior Lecturer and Programme Leader, Industrial and Vehicle Design, Auckland School of Design
1998-2007	Managing Director, Oliver Neuland Design, Berlin
1998-2007	Teaching work, Product and Industrial Design, Universities of Applied Sciences Coburg and Magdeburg
1996-1998	Designer, BMW AG, Munich
1990-1995	Graduate in Design, Product Design, University of Art and Design, Offenbach





- + **innovative height adjustment without fixing screws:** thanks to embedded magnets the height of the chart can be smoothly adjusted continuously up to 2 m and will be held securely in any position you want
- + die cast designer flipchart, stable and easy-to-move, made of bold metal frames with 4 large castors (Ø 80 mm, lockable)
- + magnetic, powder-coated metal surface: 680 x 970 mm
- + can be written on with board markers and wiped clean dry

- + complete with 2 integrated side arms, for three presentation surfaces
- + attractive, newly developed holder clamp with adjustable suspension pins for all commonly sold paper pads
- + with a storage tray integrated into the design for markers and accessories
- + in ready-to-transport packaging for individual shipping
- + incl. marker pen, 3 sheets of flipchart paper and 4 magnets



# Flipchart evolution plus

Design by **Oliver Neuland**

**Good design is simple, but innovative.** We think that anyone can make a product somehow new or somehow different. But at magnetoplan, we have always seen our task as improving a product for the customer. It is, admittedly, not an easy task to develop a flipchart that combines a stylish external appearance with pioneering magnetic technology on the inside. Innovation does not happen by chance, incidentally.

Innovation is the result of searching and finding, of strokes of luck - and errors. Yes, we have learnt that, too. But every „unfeasible“ was not the end for magnetoplan, but formed the basis for many ideas and even more work. Therefore our flipchart is not a new, different flipchart. **evolution plus** is a genuine innovation.

ART.-NO.

1227050







# Seminar Boards

one piece version // foldable

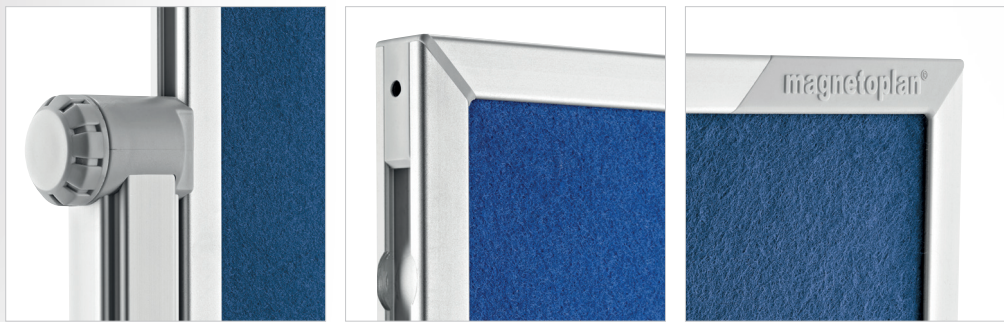
## evolution plus

Design by **Oliver Neuland**

**Good design combines function and aesthetics.** What does a successful presentation need? A presenter who is convincing and presents things in an attractive way. Just like **evolution plus**. Technology that is convincing and presents things in an attractive way.

Certainly, preparation is important. First-class visualisation is more important, as we know at magnetoplan. Because we are aware of this, it was possible to operate our presentation boards with ease and they were able to speak for themselves for many years. And we have optimised design and function with **evolution plus**.

To put it simply: handling is now even easier. Our presentation boards can be freely adjusted from the ground up to a height of two metres ten. One of many additional functions for the successful presentation, for the success of our customers.



one piece version		
ART.-NO.	SURFACE	WEIGHT
1151101	Grey felt	8,0 kg
1151103	Blue felt	8,0 kg
1151124	Natural cork	9,0 kg
1151100	White cardboard	7,0 kg

foldable		
ART.-NO.	SURFACE	WEIGHT
1151301	Grey felt	9,0 kg
1151303	Blue felt	10,0 kg
1151324	Natural cork	10,0 kg
1151300	White cardboard	8,0 kg





Presentation boards with high-quality frames made from anodised aluminium:  
with stable corner angles, rounded at the edges, made from light grey ABS plastic, incl. magnetoplan logo:

- + One-piece system board, size: 1200 x 1500 mm (W x H)
- + Collapsible system board for mobile use.  
Size: 1200 x 1500 mm (W x H), collapsed: 1200 x 750 mm (W x H)
- + High-quality, double-sided surfaces to choose between:  
blue felt, grey felt, natural cork or white cardboard
- + With newly developed, retractable feet made from light grey plastic,  
incl. lockable rollers with rubber coating (also for use on carpets and laminate)
- + Can be hung onto the wall rail with special brackets
- + Due to the elegant, new light grey knob, the height of the board  
can freely be adjusted up to 2.10 m and thus adapts to the size  
of the person giving the presentation or the respective working situation
- + Boards can also be lowered to the ground for space-saving storage
- + Can be retrofitted with a flipchart holder, side arms and a marker tray  
that can be used on either side
- + Simple assembly without tools





5

JAHRE  
GARANTIE  
YEARS  
GUARANTEE

#### SP-Whiteboards

- + with **special-lacquered**, magnetic dry erase board surface
- + the boards are backed with a metal sheet to prevent twisting
- + mounting with barely visible hooks
- + composite construction with screws of board and frame guarantees high stability
- + with stable corner angles, rounded at the edges, made from light grey ABS plastic, incl. magnetoplan logo
- + with marker tray and mounting accessories

25

JAHRE  
GARANTIE  
YEARS  
GUARANTEE

#### CC-Whiteboards

- + 25 years guarantee on the **scratch-proof, acid-resistant, enamelled writing surface**
- + magnetic dry erase board surface
- + the boards are backed with a metal sheet to prevent twisting
- + mounting with barely visible hooks
- + with stable corner angles, rounded at the edges, made from light grey ABS plastic, incl. magnetoplan logo
- + with marker tray and mounting accessories

25

JAHRE  
GARANTIE  
YEARS  
GUARANTEE

#### ferroscript® Whiteboards

- + 25 years guarantee on the **scratch-proof, acid-resistant, enamelled writing surface**
- + equipped with an extremely rigid system frame as a one- or double-sided model
- + with stable corner angles, rounded at the edges, made from light grey ABS plastic, incl. magnetoplan logo
- + mountable vertically or horizontally onto the wall or onto the wallrail system
- + magnetic dry erase board surface
- + with marker tray and mounting accessories



# Whiteboards

## evolution plus

Design by **Oliver Neuland**

**Good design makes quality visible.** What looks simple is often the most difficult when designing the product. At first glance, our whiteboards appear timeless, almost unsophisticated. And yet **evolution plus** reflects all our years of experience, our requirements for modern, high-quality products.

In almost two years of intensive development, we have, corresponding to our philosophy, made the good even better. Focussed our attention on small, but significant details. We have designed and implemented frames with innovative mitre joints for the modern version of our whiteboard. The new corners visually enhance the boards and provide better protection for the edges at the same time.

Only the quality is still just the same for **evolution plus**: 25 years of guarantee on the scratch-resistant surface of ferroscrip and CC-boards, five years guarantee on SP-boards.

### SP-Whiteboards

ART.-NO.	SIZE (W X H)	ART.-NO.	SIZE (W X H)	ART.-NO.	SIZE (W X H)
12 402 88	600 x 450 mm	12 406 88	1800 x 1200 mm	12 410 88	2400 x 1200 mm
12 403 88	900 x 600 mm	12 407 88	2200 x 1200 mm	12 411 88	3000 x 1200 mm
12 404 88	1200 x 900 mm	12 408 88	1500 x 1000 mm	12 412 88	1800 x 900 mm
12 405 88	1500 x 1200 mm	12 409 88	2000 x 1000 mm		

### CC-Whiteboards

ART.-NO.	SIZE (W X H)	ART.-NO.	SIZE (W X H)	ART.-NO.	SIZE (W X H)
12 402 CC	600 x 450 mm	12 406 CC	1800 x 1200 mm	12 410 CC	2400 x 1200 mm
12 403 CC	900 x 600 mm	12 407 CC	2200 x 1200 mm	12 411 CC	3000 x 1200 mm
12 404 CC	1200 x 900 mm	12 408 CC	1500 x 1000 mm	12 412 CC	1800 x 900 mm
12 405 CC	1500 x 1200 mm	12 409 CC	2000 x 1000 mm		

### ferroscrip® Whiteboards, one-sided model

ART.-NO.	SIZE (W X H)	ART.-NO.	SIZE (W X H)
12 400 00	900 x 600 mm	12 428 00	600 x 450 mm
12 401 00	1000 x 750 mm	12 420 00	900 x 600 mm
12 402 00	1200 x 900 mm	12 421 00	1000 x 750 mm
12 403 00	1500 x 1000 mm	12 423 00	1500 x 1000 mm
12 416 00	1500 x 1200 mm	12 424 00	1800 x 1000 mm
12 404 00	1800 x 1000 mm	12 426 00	1500 x 1200 mm
12 409 00	1800 x 1200 mm	12 429 00	1800 x 1200 mm
12 411 00	2000 x 1000 mm	12 427 00	2000 x 1000 mm
12 413 00	3000 x 1200 mm	12 425 00	2200 x 1200 mm
12 405 00	2200 x 1200 mm		
80 305	2400 x 1200 mm		

### ferroscrip® Whiteboards, double-sided model\*

ART.-NO.	SIZE (W X H)
12 428 00	600 x 450 mm
12 420 00	900 x 600 mm
12 421 00	1000 x 750 mm
12 423 00	1500 x 1000 mm
12 424 00	1800 x 1000 mm
12 426 00	1500 x 1200 mm
12 429 00	1800 x 1200 mm
12 427 00	2000 x 1000 mm
12 425 00	2200 x 1200 mm

\* For wall mounting with special clamps  
(Art. No. 11 115 76) only up to the size  
of 1200 x 900 mm





Our **complete product portfolio**  
can be found as usual **in our main catalogue**  
and on **[magnetoplan.de](http://magnetoplan.de)**.



**magnetoplan®** a brand of HOLTZ OFFICE SUPPORT | Germany

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