

Smarter Surfaces Transform Offices of story-building tool, Storyful

Storyful, the world's first social news agency, has introduced Smart Wall Paint to enhance productivity and collaboration in one of its global offices.

Storyful's Chief Operating Officer, Louise Byrne, was referred to Smart Wall Paint by a colleague in the company. "I knew there was a paint that turns walls into whiteboard surfaces but I didn't know that it was Smart Wall Paint."

"Smart Wall Paint has completely changed the dynamic of how we work together as a group in Storyful. Our walls are completely used at the moment because everyone uses it – technical, marketing, journalists."

"Before we implemented Smart Wall Paint we were restricted with using whiteboards all the time. After all - there is only so many whiteboards you can have in one room," Byrne continues.

"I would recommend Smart Wall Paint to anyone that who wants to get the whole team involved and collaborate effectively."

For more information and press enquiries, please contact pr@smartersurfaces.com