

A Day at the EXPO Marker Factory

Welcome to the EXPO marker factory! I'll be your tour guide for today, and I'll show you all the fascinating things that make up each and every marker.

First up, we've got the biggest room in the factory: the ink department! It covers a massive 40,000 square feet of floor space, packed to the brim with every manner of grinders and mixers and pipes. To your left, we have our raw material zone, where we import everything we need to make dry-erase ink. Now, those aren't just any old materials. At EXPO, every batch is specially handpicked, ensuring that we maintain that signature odor we all know and love. Whenever our customers crack open an EXPO marker, they can be sure that it's the real thing by its eyewateringly fragrant smell.

Moving on, straight ahead of you, huge machines are churning out marker ink. That conveyor belt feeds raw material into the mixer, combining it with a special concoction of rubbing alcohol and 100-year-old brandy. Next, this mixture is fed through pipes to our quality control machine, a state-of-the-art chemical analyzer. It takes hundreds of measurements a second to ensure the ideal EXPO ink mixture. That is, we want our ink to completely dry out precisely three days after opening, letting you know exactly when to buy fresh markers. Knowing this, our users can buy markers in advance, never being surprised by a dry marker. After passing quality control, we sprinkle a dash of our secret mixture of 11 herbs and spices to give our markers that famous aromatic bludgeon. What's that? You want to know what's in our herbs and spices? Sorry, I can't— actually, I could tell you, but then I'd have to kill you.

Of course, an EXPO marker isn't just the ink! This next room is nearly as massive as the previous one, covering an enormous 35,000 square feet of floor space. Here, we create the easily-recognizable container of our special ink. I could go on and on about the precision injection molded container, but I think we should talk about the marker nibs. Made of 100 percent recycled styrofoam (or something like that), they are specially engineered to crush into smaller shapes for a novel writing experience. Our trademarked design ensures that even a little child can take advantage of this feature, requiring just a tiny bit of force to flatten into a bonus nib shape. As all of you probably know, this revolutionary innovation is what makes EXPO markers so popular! Any questions? Great, let's move to the next room.

Right now, we're standing inside the R&D department at EXPO. To your left and right, you'll see our engineers hard at work perfecting the EXPO marker. Over there, you can see an experiment to determine how long it takes for the "dry-erase marker" to become the "wet-erase marker." Each line on the whiteboard is made with a different ink mixture, each with its respective timers. Every five minutes, the engineers try to erase them and then record their results: if the mark completely disappears, then the mixture fails; on the other hand, if it leaves a persistent smudge

behind, then it passes. Our goal here is to minimize the time in which a mark can be completely erased, making it as difficult to erase as possible. Of course, you might be wondering: why? Well, here at EXPO, we believe that markers shouldn't just write on whiteboards. Rather, they should fulfill a wide variety of purposes. In this case, our markers double as an exercise machine: vigorously hacking away at ink smudges serves as an excellent source of physical activity. It's quite effective at training fine motor skills and boosting arm strength.

Now, I'm sure you're sensing a common theme: here at EXPO, we place convenience above all else. Rather than tediously switching between marker styles, users can employ the collapsible nibs to make custom shapes! On social media, we've seen avant-garde users use our markers to create all kinds of special effects, ranging from scattered white streaks to mysterious, ghostly trails. As I mentioned earlier, that hard-to-wash feature is a no-brainer when it comes to utility: why have an arm day at the gym when you can just get it done on the whiteboard? Come to think of it, because of their fragrant smell, I'm pretty sure that EXPO markers can even double as air fresheners!

That concludes our tour for today. Thank you so much for attending! If you have any questions, please feel free to ask me. These EXPO markers are truly wonderful tools that bring us a world of joy and creativity.