

## Ghent changing look, not service

Lebanon company is going after a higher-end market for its displays.

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LEBANON – A Lebanon-based company is changing its logo and business model but not its commitment to providing high quality products or service to the community, its leaders said.

Ghent is unveiling new products and going after a new higher end market for its display products, said Janet Collins, president of Ghent.

The company produces white boards, bulletin boards and other types of visual communication tools.

It's newest product – Nexus – is a white dry erase board that can be toted around on a movable screen or even removed and laid on a table to write on.

"In the past, Ghent was a commodity supplier," Collins said. "We provided high quality products, but they weren't incredibly different from others in the field. In the future, we will be making a push to provide not just high quality, but unique products that are unquestionably Ghent-made."

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