

The LINK family of whiteboards allows for modular collaboration, ergonomic appeal, artistic freedom, and features a premium dry-erase powder coat finish. The options are endless... Who says whiteboards have to be white anyway? [www.ghent.com/LINK](http://www.ghent.com/LINK)

L & N K

SIMPLE  
FUN  
SMART  
LAYERED

ghent.



Link Board

## Ghent's Link: Not just another Whiteboard

Rob Kirkbride

Each Link product was designed with a different application in mind, although each fits into the personal dry-erase board category.

Work is changing and technology is leading the charge. But that is only part of the story. The need for communication -- both technological and static -- needs innovation and new products. And Ghent is answering that call with a collection of personal ergonomic whiteboards called Link.

It is a good name. Link is designed to connect workers through communication -- in this case, a well-made personal whiteboard that also acts as an attractive design element. The company is preparing to launch the line, which will include three distinct products: Link Wedge, Link Hex and Link Board.

Several aspects of the board make Link distinct and innovative. The first is the line's mobility: The face of the Link boards are removable and portable so users can take their work with



them. Each Link board comes with a “face” and a “base.” While the base stays attached to the wall, the face is removable. The base is functional as well. When the face is removed, the base is also dry-erasable and functions as a second whiteboard.

The boards come in a number of shapes with personal sizes available in 24-inch by 18-inch and 24-inch by 30-inch. While one might not think a dry-erase board ergonomic, the Link line was designed intentionally with a 5 degree angle off the wall.

Link boards are also available in a variety of colors. Designers can have fun with Link as well, especially with the Hex segment of the line.

It is an important line for Ghent (pronounced *Jent*), which is relatively new to the contract market. The company has sold to the office supply channel for more than 35 years. When Ghent began selling to the contract channel about five years ago, customers began asking for more visual communications products.

Creating yet another dry-erase board would have been easy, said Ghent President Janet Collins. “When we were looking at who we are, we didn’t want another ‘me too’ product,” she said. “This product line is our unique stamp on visual communications.”

Though there are three distinct products in the Link line, all use the same methodology. They are powder-coated, steel whiteboards. The steel whiteboards allow Ghent to do some interesting things with shapes and colors that are not possible with porcelain or glass.

Each Link product was designed with a different application in mind, although each fit into the personal dry-erase board category. Most dry-erase boards are 4-feet by 8-feet, large enough to fill a conference room or classroom. Link makes dry-erase more personal. The chance to add different colors adds a bit of flare as well.

The Link Wedge is the largest in the line, though still somewhat personal in size. It is designed to be “functional artwork,” available in 24 inch by 30 inch and 48 inch by 30 inch models. A track hanging system allows designers to add Wedges as needed and create sculptures using the available colors of bright blue, gray and white. Wedge is more about collaboration.

Link Hex is perhaps the coolest of the three, designed in a 16.2 inch by 19.7 inch hexagonal shape. Link Hex are designed to work together using the three aforementioned colors to create blocks of color that are beautiful and usable. Hex can be used in conference rooms where each team member has their own Hex or in a common area or hallway where Link Hex can be used as an every changing sign. They are hung on a simple bracket and completely reconfigurable. Hex is more of a concept car -- a very different shape when it comes to dry erase boards.

Hex are currently being sold one at a time, but Ghent plans to sell kits in the future. “Our thoughts about Hex are that they would be used in lobbies, hallways and impact walls for employees to express themselves,” Collins said. “This could be a really fun way to add personal

things to the walls or could be a fun take on the traditional nameplate where everyone could have a Hex on the outside of their office door.”


The Link Board comes in 24 inch by 18 inch and 24 inch by 30 inch models. Since the Link products are made from steel, they are magnetic and can be used to post notes as well. Each of the Link products were made with a different application in mind.

The Link line was created to differentiate Ghent from the competition. “It is a great product line and something designers want to see in the marketplace,” said Collins. “We think this is going to be a home run in the architecture and design community.”

With the colors available, she said designers can come up with the right combination for the job, adding that the goal is that designers can dictate the configuration as much as they want. The Link line was designed with the help of Kem Studio in Kansas City and stems from extensive research by Ghent.

The company also did extensive testing to make sure the surface of the product retains its gloss and fights abrasion. The warranty is 10 years on all Link products.

“We wanted to do something different with powder coated metal,” Collins said, who noted that Link Board has been available for a short time with the rest of the line available today.

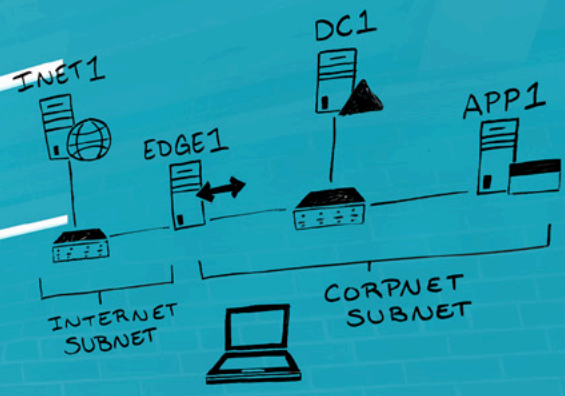
Ghent will show the Link line at NeoCon East in Baltimore. 







SUCCESS!!



SUCCESS!

