

SmartPak

ACCESSORY TRAYS

GHENT

Making
markerboard
shipping and
installation
quick, simple,
and green.



A better and greener board experience.

With a focus on enhancing the customer experience, Ghent continues to deliver innovative visual presentation solutions that improve efficiency, enhance performance and provide outstanding value.

Through small design changes in how we make, pack, and ship our products, we were able to redefine the markerboard experience – making for more reliable shipping, easier installation, safer use, and a greener environment.



GREENER SOLUTION

Reduces packaging material used by 25%



LOWER COSTS TO INSTALL

Fewer people needed for installation



MORE CONTEMPORARY STYLE

Better accommodates erasers and markers



SAFER DESIGN

Tray edges recessed from the board sides



MORE RELIABLE SHIPPING

Removing the tray for shipping lowers freight damage by over 55%



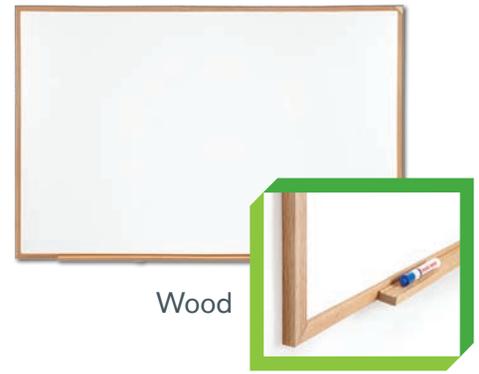


Adding Value by Design

Ghent's Smart-Pak Accessory Trays use innovative thinking to add value to the markerboard experience. Introducing a totally new detached tray design, Smart-Pak field-installed trays help lower labor costs by requiring fewer people for board installation. Smart-Pak's contemporary style also promotes safer use with tray edges recessed from the board sides. The new design also makes for simpler and greener shipping, as Ghent now packages trays unattached to the board to not only reduce the amount of packaging material used, but also to decrease board freight damage.

SMART-PAK ACCESSORY TRAY STYLE

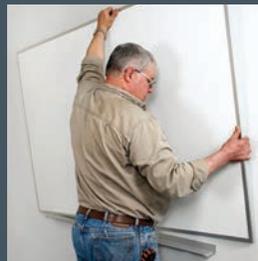
Ghent's line-up of large-sized boards (typically starting at 3'H x 5'W and up) has been redesigned with the Smart-Pak tray. While packed in the same carton, the Smart-Pak tray ships detached from the board until field installed. This eliminates the engineering challenge of shipping boards with attached trays, which historically accounts for over 55% of board freight damage.



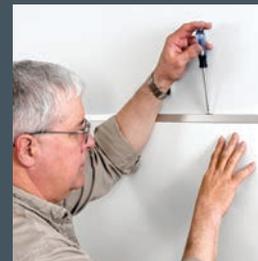
EASIER INSTALLATION



1 Anchor detached Smart-Pak tray directly to wall.



2 Nest bottom of board into back groove of Smart-Pak tray.



3 Complete installation by fastening hangers across top of board.

SMART-PAK ADVANTAGES

- Easier Installation
- Reduced Freight

- Less Shipping Damage
- More Eco-Friendly



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