



Ghent's Shipping with ITS Logistics Case Study

About Us

Ghent manufactures high-quality whiteboards, glassboards, and display products designed to enhance communication in schools, offices, and beyond. Proudly made in the USA, our solutions combine innovation and durability.

Ghent Reduces Damage Claims by 74% with LTL Pool Distribution

Key Takeaways:

- Ghent reduced their overall damage claims by 74%
- ITS decreased freight touchpoints by 86% to ensure Ghent's freight would make it to its destination in one piece (literally)
- Ghent is now able to reach their destinations faster and more efficiently through ITS Logistics' LTL pool distribution solution



communicate . collaborate . learn .

Challenge

Ghent manufactures oversized, fragile products like glassboards and whiteboards—items that are difficult to ship and prone to damage in traditional LTL networks. Frequent product damage, limited carrier options, and a time-consuming claims process were straining resources and slowing growth.



Results

Damage claims dropped by 74%, freight touchpoints decreased by 85%, and transit times improved—without increasing shipping costs. Ghent now enjoys more reliable deliveries, a streamlined claims process, and greater efficiency across its supply chain, all while maintaining its commitment to quality and customer experience.

Solution

By partnering with ITS Logistics, Ghent adopted an LTL pool distribution model that significantly reduced freight touchpoints and centralized carrier management. ITS provided a dedicated logistics contact and the ability to handle Ghent's full product line, ensuring consistent service and simplified operations.

