



Victory Bank 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.

The Project

Victory Bank was founded with a vision to support the growth of local businesses and bridge the gap between established business customers and new entrepreneurs. As part of their modern and sophisticated branding approach, they sought ways to make their physical locations more engaging and aligned with the expectations of a younger generation.

Facility Information

Location: Lubbock, Abilene, and rural West Texas

Dealer: Officewise Commercial Interiors (Lubbock, TX)

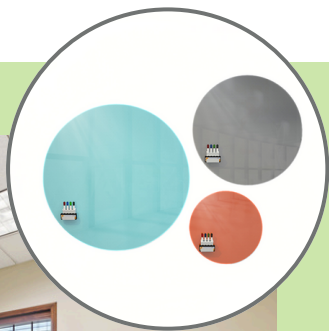
Size: multiple locations in Texas

The Products

- Coda Glassboards:
 - Colored
 - Custom Graphics & Logos
 - Quantity: 21

Challenge

Modernize the physical banking environment to appeal to both current and next-generation clients while maintaining brand consistency and sophistication. Victory Bank also needed functional tools that supported internal communication and engagement.



Solution

Integration of Color Glass Boards throughout their workspace. These boards enhance brand visibility, provide customizable communication platforms, and offer sustainable, durable, low-maintenance decor that's both functional and aesthetically appealing.

Quote

“The face of the banking industry is evolving from the traditional institution to the online revolution. To keep up and capture the upcoming generation, the physical locations must be aesthetically appealing and engaging. Anytime we get the opportunity to present a product in an unconventional way is a win. It allows for a functional item to be seen, used, and thought of differently.”

Kim Kuehler, Designer at Officewise
Commercial Interiors

