



West Virginia University Hospital 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

WVU Hospital first approached Ghent in 2015 with a small order for two large whiteboards to be used in nurses' stations. This served as a test run to evaluate if Ghent could meet their design and quality standards.

Facility Information

Location: Morgantown, WV

Size: 690-bed facility; initial order of 2 boards, followed by 428 additional boards

The Products

- Total of 430 Custom Whiteboards:
 - Classic Whiteboards
 - Custom Graphics
 - Large Boards



communicate . collaborate . learn .

Challenge

Provide a minimalist yet functional whiteboard design that maintained brand consistency, had a simple layout, and aligned with WVU Medicine's traditional aesthetic. Boards needed to be highly readable and effective for patient communication across a large hospital network.



Solution

Ghent delivered Classic Line whiteboards featuring large logos for consistent branding, clean lines with a simple design, and a black-and-white color scheme that allowed the logo to stand out. The final product was easy to read, highly functional, and visually timeless—ultimately expanding to over 428 custom boards installed across patient rooms.

Results

What started as a small test order quickly grew into a lasting partnership. WVU Medicine was so pleased with the clean, branded design of the initial boards that they expanded to over 400 custom whiteboards for patient rooms

