



# 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.

