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The Force That Attracts Collaboration**Introducing GRVT Mobile Collaboration Hub****Gen Z's preference for flexibility and connection inspires innovation in office furniture**

Lebanon, OH – Ghent is excited to announce GRVT has won a Best of NeoCon: Innovation award at this year's NeoCon exhibition. In addition, GRVT was a finalist for the HiP Award in the Furniture: Workplace Category and is a finalist in the North American Office Products Awards (NAOPA) to be awarded in October.

Collaborate from Anywhere

As the youngest generation in the workforce, Gen Z is reshaping the way we work and collaborate. According to a recent study by Deloitte, Gen Z values personal connections, social impact, and workplace flexibility more than previous generations. They are also more likely to seek alternative work arrangements, such as freelancing, gig work, or entrepreneurship, that allow them to pursue their passions and balance their personal and professional lives.

To attract and retain this emerging talent pool, employers need to rethink their office design and offer products that support Gen Z's preferences and needs. That is why Ghent, a leading manufacturer of visual communication products and furniture, developed GRVT, a mobile collaboration hub that enables users to create their own workspaces anywhere, anytime.

Why GRVT

GRVT™ (pronounced gra-vuh-tee, like gravity) is the first mobile collaboration hub combining a table, writing surface, seating, and power that is suitable for indoor and outdoor environments. GRVT's design breaks physical barriers, bringing people together like the force of gravity. This fosters natural collaboration inside and outside the building, empowering employees to tailor their work environment to their changing demands.

Constructed of marine-grade parts, GRVT can stand up to outdoor elements, allowing for additional flexibility in where and when a meeting can occur. Easy to specify with a standard size, frame, and writing surface, GRVT also offers custom options for the accent panels, the glass color, and the battery pack. It also includes four upholstered seats, with more available for purchase.



Ghent's GRVT Mobile Collaboration Hub is configurable for sitting or standing huddles wherever the unit can roll.

More images can be found here: [Press Submission](#)