

Name change for local banks

(KNZA)--Girard National Bank, which has several local branches, has announced that it will change its name and all branch location names to GNBank, effective July 2nd.

Previously, branch locations, including Hiawatha, Holton and Horton National Banks as well as GNB Mortgage, all operated under individual trade names.

According to a news release, there are no ownership or bank structure changes occurring other than the change in the bank's name.

The release says use of a single brand will allow GNBank to serve its customers better through a common name at all of its banking facilities. The name change will simplify a customer's ability to conduct transactions at any GNBank location, without any disruption to customers' banking services.

"In today's world of online, mobile, telephone and debit card banking channels and services, we felt it was important to have a high-quality, recognizable and consistent brand for our customers," said Mark Schifferdecker, President & CEO. "When our customers see the GNBank name or logo, they can expect the same great service and friendly faces wherever they are."

GNBank's name change coincides with its celebration of 100 years of business. The family-owned and operated bank was established in 1918 in Girard, Kansas, and began expanding in 1986 with branch facilities in other communities vested in agriculture and small businesses.

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