



NEWS RELEASE

Contact: Tari Martin
Continental Girbau Inc.
Marketing Communications Director
800-256-1073
tmartin@cgilaundry.com
February 27, 2017

For immediate release

Mc Allister joins Continental as director of services and product management

Oshkosh, Wis.— Continental Girbau Inc. (Continental), in Oshkosh, Wis., recently welcomed Dave “Mac” Mc Allister, of Berlin, Wis., as director of services and product development. Mc Allister, who fills a newly created position at Continental, oversees customer and technical service areas for all Continental subsidiaries. He is also a member of Continental’s seven-person Executive Committee.

“Mac comes to us with a wide breadth of experience in technical service, business and product development,” said Continental President Mike Floyd. “We look forward to him bringing a fresh vision to the company, and simultaneously, contributing streamlined solutions geared toward an enhanced customer experience.”

Mc Allister, who has managed technical, engineering or development teams over the past 23 years, holds a decade of experience related directly to the commercial laundry industry. Since 2000, he’s climbed the ranks at Magnum Products LLC (now Generac® Mobile Products), in Berlin, Wis. During that time, he directed engineering and product development efforts.

In his new role at Continental, Mc Allister manages the customer service and technical service departments; innovates strategies to help the company meet strategic goals; implements tactical operations plans for enhanced customer experiences; and monitors Girbau Industrial work procedures and schedules.

“I was drawn to Continental because of its strength in sales and marketing,” said Mc Allister. “Continental is a good fit for me because I believe that agility, combined with a focus on customer satisfaction and support, truly drives growth.”

Mc Allister holds an associate’s degree in automotive technologies from Fox Valley Technical College, in Appleton, Wis.

To find out more about Continental Girbau visit www.cgilaundry.com or call 800-256-1073.

Continental Girbau Inc. is the largest of 15 subsidiaries of the Girbau Group, based in Vic, Spain. Girbau laundry products – marketed throughout 90 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for

Standardization (ISO). Girbau S.A. holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, Continental Girbau is a member of the U.S. Green Building Council (USGB), a 501(c)(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.

