



CONTINENTAL
GIRBAU®



CONTINENTAL VENDED LAUNDRIES
A PROFIT-CHARGED ANCHOR STORE

Professionally-Managed & Fully Attended • Full Service & Self Service
Energy-Efficient Equipment • State-of-the-Art Facilities & Technology • Amenities

HIGH-SPEED LAUNDRIES | EXPRESS LAUNDRY CENTERS



CONTINENTAL VENDED LAUNDRY DEVELOPMENT SEIZE THE OPPORTUNITY. REAP THE BENEFITS.

This Continental Vended Laundry Development Guide introduces investors and shopping center owners to the benefits of developing a Continental vended laundry. As a profit-producing stand-alone business, or primary/secondary in-line anchor, Continental vended laundries are unique in their equipment, services, technologies and offerings. They are profit centers that attract an array of customers and drive business to nearby retailers. Our team understands how to develop highly successful and profitable Continental vended laundries. We'll partner with you with every step to ensure your vision becomes reality!

A CONTINENTAL VENDED LAUNDRY – YOUR ANCHOR BUSINESS

ANCHORING BUSINESSES THAT ARE UNIQUE, MODERN AND PROFITABLE!

- Draws diverse clientele – professionals, families, singles
- Drives business to smaller retailers
- Uniquely offers opportunities for customers to visit surrounding stores while laundry is in progress
- Designed & equipped for superior efficiency
- Multiple services generate multiple revenue streams
- High-speed equipment boosts customer turnover and profits
- Stable, recession-resistant business



A FRESH APPROACH TO DOING LAUNDRY

WE BELIEVE IN WELL-MANAGED LAUNDRIES THAT STRESS CLEANLINESS AND EXCEPTIONAL CUSTOMER SERVICE.

Continental vended laundries are state-of-the-art businesses incorporating the newest technologies, such as energy-efficient equipment and card systems. Continental vended laundries offer a solid business foundation for retail shopping centers. They focus on superior customer care and cleanliness and offer an array of customer-craved services.

IN-LINE ANCHOR

Continental high-speed vended laundries pack a lot of services and offerings into a single go-to package. Self-service customers enjoy washing and drying laundry in less than an hour. Professionals drop off laundry for fluff & fold or drycleaning. Small businesses, like salons, spas, catering companies and health clubs, enjoy the convenience of commercial laundry services. Continental vended laundries draw customers from all walks of life. Those customers, in turn, seek ways to accomplish errands and shopping at one location. They start at the laundry and finish at neighboring retailers.



PERFECT COMPLIMENT TO EXISTING TENANTS

A Continental vended laundry is a weekly destination for both self- and full-service customers. This frequency benefits every nearby retailer! A Continental vended laundry will drive business to your other tenants without competing with them. Thanks to the nature of the vended laundry business – when customers wait for loads to wash or dry – other neighboring shops benefit. Laundry customers will visit other retailers while their loads are “washing.” If not, they’ll visit and shop before or after ...

BUILD TO SUIT

Owners and landlords of retail shopping centers can develop a Continental vended laundry to suit their specific needs and goals!

MODERN, STATE OF THE ART FACILITIES

Continental vended laundries offer the latest high-speed washer-extractors and drying tumblers boasting sleek, stainless construction and customer-craved features. Continental vended laundries allow customers to finish laundry in less than 60 minutes and decide how they want their laundry washed! Meanwhile, amenities might include free WiFi, flat-screen TVs, children’s play areas, video games, snack bars and vending machines.

PROFESSIONALLY MANAGED & STAFFED

Our laundries are fully attended and managed for the ultimate customer-service experience. Laundry owners with card-operated equipment can manage and program equipment remotely via the Internet. Security systems offer added surveillance.

DEDICATED TO CLEANLINESS & CUSTOMER SERVICE

Full-time attendants oversee all aspects of customer service and store cleanliness, ensuring the best possible customer experience.



Fair Oaks Laundry draws customers from all walks of life. The eco-friendly laundry combines high-efficiency, high-speed Continental laundry equipment with a gamut of craved services and amenities appealing to professionals, singles and families alike. "Now, rather than using a dirty coin laundry, customers can enjoy checking their morning e-mail while having a cup of coffee. Focusing on a great customer experience is at the core of our business model and it's paid off for us."

– Gary Thompson, Fair Oaks Laundry, Pasadena, Calif.

Jeff and Mandy Lindemann were inspired by the idea of owning a car wash and laundry to fill a desperate need in their community. Following extensive research, a "green" laundry concept emerged, complete with the offering of an express wash of 60 minutes or less. "At the end of the day, Continental equipment rose to the surface because of the utility savings."

– Jeff & Mandy Lindemann, Berlin Express Laundry, Berlin, Wis.



CONTINENTAL VENDED LAUNDRY DEVELOPMENT BECAUSE WE ARE DIFFERENT. BECAUSE WE ARE BETTER.

ENERGY-EFFICIENT EQUIPMENT

The foundation of any vended laundry should be highly efficient, commercial-grade laundry equipment. That's why we offer Continental and LG washers and dryers – equipment to fit a variety of goals. Equipment efficiency means laundry owners enjoy lower operating costs and higher profits. Feel good knowing Continental vended laundries are eco-friendly. Continental laundry products are manufactured in an environmentally friendly manner and often qualify for local utility rebates.

HIGH-SPEED EQUIPMENT & 60-MINUTE WASH/DRY

Continental ExpressWash™ Washers reach extract speeds of up to 381 G-force. Durably constructed yet gentle on fabrics, they remove more water from every load and cut resulting dry time by up to 50 percent. In turn, customers can wash and dry loads in less than 60 minutes. This 60-minute promise draws and keeps customers. Meanwhile, laundry owners enjoy significantly lower utility costs, improved customer turnover and more profit potential.

PROFITPLUS™ OFFERS EXTRA CYCLE OPTIONS & SIMPLE PROGRAMMING

The ProfitPlus Control on Continental washers brings more washing options and cycle features to the customer. It offers four primary cycle options: SUPERWASH, HOT, WARM and COLD. It also allows the customer to add an EXTRA WASH, EXTRA RINSE and/or DELICATE CYCLE – adding dollars for boosted store revenue! In each cycle, owners can quickly modify G-force extract, mechanical action, wash temperature, water levels and wash/rinse/extract time in each phase. It's simple to establish multi-level vend pricing on the same machine depending on the wash program selected, time of day, or day of the week.

FULL-SERVICE & SELF-SERVICE

A Continental vended laundry with self- and full-service offerings appeals to a broader customer base and attracts families, singles and professionals alike. Professional wash-dry-fold and drop-off drycleaning can improve revenue and profits, as well as help support surrounding retailers.

COMMERCIAL SERVICES

Include an area in your laundry dedicated to commercial work and see revenue grow. Continental washers offer automatic chemical injection for precise professional cleaning results. Add a Continental ironer and folder and set your laundry apart. We'll help you develop and grow this side of your business.

STORE MANAGEMENT MATERIALS & TRAINING

Continental and our distributor network offers help with store management through hands-on training opportunities and proven support materials. Continental University places investors and laundry owners in an operating laundry where they undergo hands-on training that covers management, marketing, accounting, cleaning, as well as the development and management of full-service offerings. Continental University is custom-designed to fit your specific needs and goals!

MARKETING SUPPORT

We understand how to market your laundry because we've been in the business for years. Depend on us to provide public relations, advertising and marketing materials designed to launch store sales and expand your customer base!

CUSTOMSELECT™ FINANCING

Flexible financing is available for as little as 30 percent down. Variable and fixed rate programs with terms up to 84 months are available.



HEAR FROM OUR CONTINENTAL VENDED LAUNDRY OWNERS

Listen to why and how Continental vended laundry owners got into the laundry business. Discover what sets them apart from their competition. Learn why these vended laundry owners are so happy they partnered with Continental! View videos at www.continentalgirbau.com/storevideos.

GOT A SPOT FOR A CONTINENTAL VENDED LAUNDRY?

Contact us! We'll work with you every step of the way to locate a laundry in your retail area or help you develop one. We can also connect investors with possible vended laundry locations and help them develop successful anchor businesses that benefit smaller retailers. We look forward to helping you create a unique Continental vended laundry! www.continentalgirbau.com • info@continentalgirbau.com • (800) 256-1073



“One of the larger by-products of the high-speed washers is that you can do more turns in the same amount of time. My store has roughly gone from a maximum potential of 12 turns per day—an increase in capacity of more than 60 percent. During peak times, turnover is critical. Nights and weekends are crunch time and the increased capacity pays off.”

– Jim Whitmore, Sunshine Express Laundry Center, Salem, Mass.



“We switched from traditional hard-mount washers with 70 to 80 G-force extract speeds to the new freestanding design. I’ve always had problems in this store with a backup on dryers; the Continental ExpressWash Washers reduce dry time and have eliminated dryer bottlenecks—allowing more customers through per day.”

– Ron Kelley, EZ Coin Op, San Jose, Calif.





CONTINENTAL VENDED LAUNDRY DEVELOPMENT EXPRESS LAUNDRY CENTERS

Once you've decided laundry development makes good sense, consider your options and the possibility of developing the most advanced and proven vended laundry yet – an Express Laundry Center™! The Express Laundry Center brand is free of franchise restrictions, costs and red tape. Even better? Express Laundry Centers are turnkey vended laundries that team highly efficient, high-speed laundry equipment and multiple services with local marketing and management support. It is a complete store solution available to investors and shopping center owners only through Continental Girbau. Unlike other laundries, Express Laundry Centers promise a customer-craved 60-minute wash/dry while owners enjoy more profit potential and lower operating costs!



STOREOWNER ADVANTAGES

A PROVEN CONCEPT & NATIONAL BRAND

The Express Laundry Center offers a complete solution to storeowners and investors looking for a proven, self-service laundry brand. Express Laundry Centers deliver huge advantages to storeowners, including a mix of high-speed ExpressWash Washer-Extractors and ExpressDry drying tumblers; branded store services; marketing and support spanning store signage, press releases, websites and brochures; and management and operational assistance, including handbooks, operational procedures, hiring guidelines and more.

When investors utilize the Express Laundry Center solution, they're a step closer to gaining loyal clientele, store efficiency and bolstered profits.

60-MINUTE WASH/DRY

Customers enjoy a 60-minute wash/dry and a variety of amenities and services. Owners, in turn, enjoy more turns per day, which improves revenue and profits!

REDUCED UTILITIES FOR BOLSTERED PROFITS

While the average vended laundry's profits are hacked by catapulting utility costs, Express Laundry Center Centers boast highly efficient equipment engineered to save utilities.



STATE OF THE ART EQUIPMENT

THE HIGH-SPEED ADVANTAGE

ExpressWash Washers reach extract speeds of up to 381 G-force, while most hard-mount washers reach extract speeds of just 75-200 G-force. By generating more than double the G-force, ExpressWash Washers gently remove more water from every load, which cuts resulting dry time by up to 50 percent. This saves customers time and decreases natural gas and electricity usage, which in turn, saves dollars and improves profits.

MAXIMIZED EFFICIENCY

ExpressWash Washer-Extractors are engineered to cut utility use by bringing together a number of unique engineering features, including a freestanding and sump-less design, exclusive AquaFall™ and AquaMixer™ systems and superior owner programmability.

CONTROL FLEXIBILITY

The highly programmable ProfitPlus™ control on ExpressWash Washers puts storeowners in the driver's seat! Through proper programming,

Express Laundry Centers can curb utilities and effectively shorten the time it takes customers to complete laundry.

SIMPLE INSTALLATION & SINGLE-PHASE POWER

Freestanding ExpressWash Washers are installed quickly without the need for concrete foundations, grout and bolts. Slide them into place, level and connect the utilities. They can be installed in unconventional locations including areas with wood or tile floors and second-story locations. Operating on single-phase power, ExpressWash Washers consume less energy and are less costly to install when compared with industry-standard three-phase power units.

INCREASE CUSTOMER TURNOVER

Because customers complete laundry in an hour or less, compared with the 75 minutes required in a hard-mount washer store, Express Laundry Centers can handle more turns per day for greater profits. ExpressWash Washers deliver more washing capacity from a smaller footprint—increasing your store's capacity, income potential and resale value.

UNIQUE STORE SERVICES



DROP & SHOP SERVICE

We wash, dry & fold
Leave your laundry with us. Return to receive your items washed, dried, folded, and packaged to perfection.



LOAD & LEAVE SERVICE

You wash; we dry & fold
You select the machine and start the wash. We complete your order by drying, folding and packaging perfectly.



DRY ONLY SERVICE

We dry; you fold
You wash your own items in your selected machine. We dry them for you and leave them for you to fold.



DRY CLEANING SERVICE

Drop off drycleaning



By simply processing more customers you have more overall turns on all the equipment. And, there are no roadblocks. When you are drying faster, you reduce dryer bottlenecks.

– John Stuckey, Express Laundry Center (multiple locations), Lexington, Neb.



Owning an Express Laundry Center is like having a franchise without franchise fees. The Express Laundry Center brand is backed by a successful business model and therefore provided us with added credibility for acquiring financing and negotiating favorable lease agreements.

– Rob Maes, Express Laundry Center (multiple locations), Houston Area, Texas

CONTINENTAL GIRBAU INC. & GIRBAU GROUP

Continental Girbau Inc. (Continental) was established in 1995 as the North American subsidiary of the commercial laundry equipment manufacturer, Girbau Group, headquartered in Vic, Spain. Family owned, Girbau employs more than 600 people throughout its corporate headquarters in Vic and 14 subsidiaries throughout the world. It markets its industrial and commercial laundry products to more than 90 countries worldwide.

THE TOTAL LAUNDRY SOLUTION

Continental delivers the total laundry solution to vended, on-premise and industrial laundries throughout North America. As the provider of highly-efficient batch tunnel washers, washer-extractors, drying tumblers, feeders, ironers, folders and related machinery, Continental serves the complete laundry production and efficiency needs of virtually any application. Proven durable and reliable, Continental laundry systems are engineered for unrivaled productivity, efficiency and ease of use.

OUR MISSION: YOUR SUCCESS

Continental's mantra – "Our Mission: Your Success" – reflects the company's commitment to its distributors and customers. We offer robust laundry systems backed by unrivaled customer care.

WARRANTY

Continental Girbau Washer-Extractors and Drying Tumblers are backed by an industry-leading ContinentalCare™ factory warranty.

FINANCING

Financing allows you to retain full ownership of your business and its assets while helping to preserve your cash, liquidity and revolving lines of credit for emergency use, working capital and other investments. Through CustomSelect™ Financing, Continental Girbau offers flexible financing and competitive fixed rates to all qualifying applicants.

ENVIRONMENTALLY FRIENDLY

Continental laundry products meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Ever focused on laundry efficiency, Continental Girbau, the North American subsidiary of Girbau S.A., is a member of the U.S. Green Building Council (USGBC), a 501(c)(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.



CONTINENTALCARE™
BUY WITH COMPLETE CONFIDENCE
INDUSTRY-LEADING FACTORY WARRANTY



DEVELOPMENT OFFICE:

