



NEWS RELEASE

Contact: Tari Albright
Girbau North America
Director of Marketing Communications
(800) 256-1073

talbright@cgilaundry.com

February 25, 2021

For Immediate Release

New Continental ProfitPlus® Control upgrade kit features extra 'Sanitize' option

Oshkosh, Wis.--Continental Girbau® (Continental) recently introduced a ProfitPlus® Control upgrade kit for vended Continental washer-extractors manufactured after 2009. In addition to "extra" cycle options including Extra Wash and Extra Spin, it showcases a new "Extra Sanitize" option that allows storeowners to easily add functionality for sanitization of laundry loads, and to monetize that cycle selection. In doing so, whenever a customer selects the "Sanitize" option, an owner-specified cost is added to overall vend price. This market-unique upgrade kit will immediately grow store revenue and help ensure customer/staff safety during a time when it's needed most, according to Continental Girbau Vice President of Sales Joel Jorgensen.

The affordable kit, which takes 15 minutes to install per washer, includes a firmware download, new overlay with "Sanitize" option, and clear installation and programming instructions.

"The introduction of the upgrade control kit for washers up to 12 years old is yet another example of Continental not leaving customers behind," said Jorgensen. "It's something we feel will immediately and positively impact vended laundry revenue and customer retention. For the first time, it makes it easy to interface with, and monetize, new and emerging laundry sanitization practices that are in demand by consumers."

Steps for integrating the new control kit are simple, both for laundries already using sanitizing ozone storewide; laundries using automatic chemical injection systems; and for those interested in sanitization of laundry options.

Step 1: Contact your Continental equipment distributor to order the upgrade kit. They will assist you with questions and installation, if needed.

Step 2: Add the ProfitPlus upgrade kit to washers with a simple overlay, firmware install and reprogramming.

Step 3: Configure the control to add a dosing signal for sanitizing chemical or sanitizing ozone injection. You'll need to add a sanitizing chemical or ozone to each washer if you don't already have it. If you already have storewide ozone, we suggest increasing the ozone exposure/cycle time and or rotation action when the "Sanitize" option is selected. This immediately monetizes the "Sanitize" feature.

Or Step 4: You can opt to add a third water inlet for pre-ozonated water.

The ProfitPlus Control upgrade kit is immediately available for use on qualifying Continental vended washers. With the new upgrade kit, owners can set their laundries apart from the competition, comply with rigorous cleaning and health guidelines, ensure the safety of employees and customers, and maximize revenue and customer retention.

For more information on the ProfitPlus Control upgrade kit with "Sanitize," contact your Continental distributor and visit <https://cgilaundry.com/befirst>.

Continental Girbau is brand of Girbau North America (GNA). GNA provides the world's most comprehensive offering of commercial, industrial and vended laundry solutions, with brands including Continental Girbau®, Girbau Industrial®, Sports Laundry Systems®, Poseidon Textile Care Systems®, Express Laundry Centers® and OnePress Ironer®. To find out more about GNA laundry products – backed by industry-leading warranties – visit www.gnalaundry.com or call 800-256-1073

Girbau North America is the largest of 17 subsidiaries of Girbau Global Laundry Solutions (Girbau), based in Vic, Spain. Girbau laundry products – marketed throughout 100 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Girbau holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, GNA 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.