



NEWS RELEASE

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Continental's 'Clean Show' debuted new brands and products

Oshkosh, Wis.--Continental Girbau Inc.'s (Continental) presence at "Clean '15" was the company's most global, interactive and product rich in history, according to Joel Jorgensen, Continental vice president of sales and customer services.

"We highlighted the new 70-pound G-Flex® and 60-pound E-Series® Washers; debuted the new Poseidon wetcleaning and fabricare laundry system; demonstrated Continental's extensive Express Ironing line; and highlighted the Compact 5-in-One Ironing System," he said. "Booth traffic volume was incredibly constant throughout the show and the Continental team fielded a historic number of inquiries related to on-premise laundry equipment and systems."

The new 70-pound capacity G-Flex Washer, which debuted at the show, creates a new size category in the on-premise laundry market, while bringing added flexibility, according to Jorgensen. The hard-mount washer-extractor features the highly programmable Logi Pro Control and six programmable extract speeds, including 100, 140 and 200 G-force.

Similarly, the new 60-pound capacity E-Series Washer, which will replace the 55-pound capacity model, takes on larger laundry loads, features a freestanding design, boasts the Intelli Control for virtually infinite programming capabilities, and offers improved performance, according to Jorgensen.

A new brand – Poseidon – was front-and-center, as well. "Poseidon is a highly efficient and versatile wetcleaning and fabricare system specifically developed for the professional fabricare market," said Jorgensen. "People are very excited about it. The formal product and system debut is expected in June."

Also leading the list of hype-generating attractions was the Compact 5-in-One Ironing System, according to Jorgensen. “It offers a compact design and automatically feeds, irons, folds, stacks and accumulates at speeds of up to 50-feet-per-minute,” he said. “Continental brought the Compact to market two years ago and it continues to grab attention and gain momentum. It’s a great solution for many commercial and on-premise laundries that need to boost productivity in a small space. It’s also the perfect complement to the popular 13- and 20-inch Express Ironer line.”

To find out more about Continental laundry products, visit www.continentalgirbau.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.

