



NEWS RELEASE

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April 27, 2015

For immediate release

Continental's 'Clean Show' best yet

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 ExpressWash® Washers; held a hugely popular round-table discussion with vended laundry owners focused on growing commercial laundry business; and touted the Express Laundry Center® brand," he said. "Booth traffic volume was strong throughout the show, and the Continental team fielded a historic number of inquiries related to vended laundry development, equipment and controls."

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

Similarly, the new 60-pound capacity ExpressWash Washer, which will replace the 55-pound capacity model, takes on larger laundry loads, features a freestanding design, boasts the ProfitPlus Control, and offers improved performance, according to Jorgensen.

Introduced to the market in early 2014, the ProfitPlus Control was a show highlight. It brings more washing options and cycle features to the customer, along with added storeowner programmability, according to Jorgensen. There is also an exclusive ProfitPlus upgrade kit for existing ExpressWash store owners who are looking to improve customer options and profits. "ProfitPlus is proven to increase vended laundry profit and revenue," he said.

Like Continental's new washers and ProfitPlus Control, Express Laundry Center created excitement and inquiries, according to Jorgensen. Express Laundry Center is a nationally branded and turnkey vended laundry package that teams high-speed ExpressWash Washers and ExpressDry® Dryers with multiple services and local marketing and management support.

A commercial laundry round-table discussion, held during the show, featured a panel of experts, including Jeff Gardner, "The Laundry Doctor" and vended laundry owner; John Stuckey, owner of Wash World vended laundries in Omaha, Neb.; Rob Maes, owner of two Express Laundry Centers in the Houston area; and Mike "Stucky" Sczotka, owner of New Wave Laundry, Eagle Star Equipment and Carrington Cleaners, in Detroit. "This group of experts discussed how to create an added revenue stream through commercial work," said Jorgensen. "It was heavily attended and of great interest."

Finally, Continental featured its unique vended laundry training opportunity – Continental University. Continental University provides hands-on vended laundry management and operational training to investors and vended laundry owners. The training takes place over a couple of days at the Oshkosh Express Laundry Center, in Oshkosh, Wis.

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.

