



## NEWS RELEASE

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### Continental Creative Services celebrates 10<sup>th</sup> anniversary

Oshkosh, Wis.—Continental Creative Services (CCS) celebrates its 10<sup>th</sup> anniversary in 2015. A subsidiary of Continental Girbau Inc. (Continental), CCS is a marketing communications company that provides cost-effective marketing, advertising and public relations services to Continental distributors and their customers.

CCS was established to offer quality marketing and advertising support to Continental distributors – helping them regionally distinguish themselves from their competition, according to Marketing Communications Director Tari Martin. “CCS was an off-shoot of Continental’s marketing department, and as a result, saved distributors time and money when compared to marketing firms lacking laundry industry experience,” said Martin. “The CCS staff already held industry knowledge, equipment images and industry relationships with publications and associations.”

Then and now, that industry “overlap” allows CCS to provide effective and cost-efficient services to strengthen distributorship sales, credibility and customer loyalty.

Since its birth in 2005, CCS has grown to offer a multitude of services, including design, printing, photography, signage, public relations, website development, social media marketing and advertising.

Continental distributors, according to Martin, might tap into CCS for direct mail campaigns, interactive websites, press releases, ads and more. Meanwhile, vended laundries

might rely on CCS for signage, banners, door hangers, brochures, direct-mail campaigns and websites, among others.

To discover more about CCS, visit [www.continentalccs.com](http://www.continentalccs.com) or call 800-256-1073.

Continental Creative Services is a marketing communications company that brings cost-effective marketing, advertising and public relations services to Continental distributors and their customers.

Continental Girbau Inc. is the largest of 14 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.

