



NEWS RELEASE

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For immediate release

Express Laundry Center™ celebrates 15 years; Industry celebrates 15 years of '60-minute wash & dry'

Oshkosh, Wis.— Continental Girbau Inc. (Continental) Express Laundry Center™ brand recently celebrated its 15th birthday. A turnkey vended laundry solution, Express Laundry Center™ is a complete store concept and brand touting high-speed Continental ExpressWash™ Washers and ExpressDry Dryers; a 60-minute wash and dry; marketing services and products, including signage, brochures, websites, direct mail and ads; branded services such as Load & Leave™ and Fluff & Fold™; as well as operational and employee training manuals.

“Continental debuted the Express Laundry Center™ in 1997 as an in-store lane of four or five high-speed machines and a ‘60-minute wash and dry,’” said Joel Jorgensen, Continental vice president. “As a result of growing market demand, Continental brought the Express Laundry Center™ brand into a full-store concept six years ago. That full-store Express Laundry Center™ solution has since taken hold and spread across North America.” Dozens of Express Laundry Centers™ are in place across the United States and Canada, with several in development stages. “The brand, trademark services and concept are a huge success,” said Jorgensen.

The Express Laundry Center™ concept delivers a packaged offering that sets laundries apart, according to Jorgensen. “It includes more than just high-speed ExpressWash equipment. Marketing services are a critical part of the package,” he said. “We can help storeowners market their services for greater profitability and revenue through the use of advertising, brochures, websites, signage and public relations.”

Express Laundry Centers™ are equipped with ExpressWash™ freestanding washers and ExpressDry™ dryers, which use considerably less natural gas, water and electricity when

compared with stores equipped with hard-mount washers. The washers also reach extract speeds of up to 381 G-force, considerably higher than most hard-mount washers, which reach speeds of approximately 75-200 G-force, according to Jorgensen. In turn, ExpressWash Washers remove more water per load – shortening resulting dry time by up to 40 percent. This, in turn, maximizes customer turnover and income-per-square-foot potential, according to Jorgensen.

Meanwhile, ExpressWash Washers are stingy on water, natural gas and electricity. “A 3,500-square-foot Express Laundry Center™ can theoretically save up to \$11,000 annually in water costs and \$22,000 in natural gas costs compared to a hard-mount only store,” said Jorgensen. “The reduction of water volume would save an additional \$2,000 in water-heating costs.”

While Express Laundry Centers™ save on utilities, they also attract new customers interested in doing multiple loads of laundry in under an hour, added Jorgensen. “Express Laundry Centers™ offer a great way for investors to capture more customers and remain unique among their competitors,” he said.

The multiple levels of Express Laundry Center™ services, added Jorgensen, appeal to a variety of customers, including professionals opting for wash-dry-fold services, traditional self-service customers, and large families with laundry equipment at home.

Express Laundry Centers™ – in place across North America – drive down utility costs, improve customer turnover, offer a 60-minute wash and dry, and are packaged with marketing and operational support services and products. To find more about Express Laundry Centers™, or the Continental distributor serving your area, visit www.continentalgirbau.com, or call 800-256-1073.

Continental Girbau, Inc. is the largest of 14 subsidiaries of Girbau S.A., based in Vic, Spain. Girbau S.A. laundry products – marketed throughout 80 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.

