



## NEWS RELEASE

Contact: Amy Arnetveit  
Continental Girbau, Inc.  
Advertising & Public Relations Manager  
800-256-1073  
[amy.arnetveit@continentalgirbau.com](mailto:amy.arnetveit@continentalgirbau.com)  
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For immediate release

### Continental's new Web site debuts

Oshkosh, Wis.—Continental Girbau Inc. recently unveiled a new Web site ([www.continentalgirbau.com](http://www.continentalgirbau.com)) boasting improved navigation, more client videos, and additional content specific to every potential customer and end user.

“The new site is redesigned for easier navigation, which allows users to get the information they need fast,” said President Mike Floyd. “Our previous site relied on older technology that didn’t allow the level of transparency we desired between the customer and Continental. By changing our technology, the new site is more searchable –by search engines and users.”

The site's home page divides content into market segments and product type. Thus, visitors can immediately locate information by product type—washers, dryers, ironers, or industrial laundry products— or they can locate information via their market segment – vended, on-premise or industrial. Front and center on the home page are also industry links for specific types of on-premise laundries including fire departments, nursing homes, vet clinics, spas and hospitals, which further simplify the navigation process. From the home page, architects also have immediate access to specs, CAD drawings, sizing information and green product information.

“The site not only guides users to the information they need quickly, it features more content for users that may not have a great deal of knowledge about the laundry industry or the laundry products that best suit their needs,” said Amy Arnetveit, advertising and public relations manager. “Potential vended laundry investors can learn about the expected return on their investment; fire departments can learn about why programmable g-force is an important factor to

keeping firefighters safe; and dairy farms can learn how programmable washers can reduce the somatic cell counts in their milk production. There is something for every potential customer or user!"

Ultimately, the new Web site delivers a more pleasing and professional look to attract a more positive first impression and to compliment our other marketing efforts, according to Floyd.

Continental Girbau, Inc. is the largest of nine 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.

To learn more about Continental laundry products, visit [www.continentalgirbau.com](http://www.continentalgirbau.com), or call 800-256-1073.

**CONTINENTAL GIRBAU, INC.**

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COMMERCIAL WASHERS COMMERCIAL DRYERS COMMERCIAL IRONERS INDUSTRIAL LAUNDRY VENDED LAUNDRY ON-PREMISE LAUNDRY

Continental Girbau commercial laundry products are precisely engineered to heighten productivity, cut utilities, boost profits and deliver unsurpassed reliability and performance.

**VENDED/CARD- & COIN-OPERATED LAUNDRIES**  
Our unique freestanding card- and coin-operated washers and complementing commercial dryers deliver unsurpassed energy-efficiency, programmability, flexibility and 60-minute wash/dry customer convenience.

**ON-PREMISE & COMMERCIAL LAUNDRIES**  
Continental commercial washers, dryers and ironers deliver unmatched performance, productivity and efficiency to **fire departments, spas, hotels, healthcare facilities, rental companies, veterinary clinics, correctional facilities, B&Bs, dairy farms, athletic facilities, drycleaners and industrial laundries.**

**FEATURED INSTALLATIONS**  
More Vended Installs >> More On-Premise Installs >>

**CONTINENTAL CENTRAL**  
Detailed product info, sales tools, marketing materials and technical information for distributors only.  
Distributor Login >>

**NEWS/EVENTS**  
View the latest news coverage and see our upcoming events.  
News & Events >>

**PREFERRED CUSTOMER REGISTRATION**  
Register your product today and receive equipment specs.  
New Customers >> Existing Customers >>

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