



## NEWS RELEASE

Contact: Tari Martin  
Continental Girbau, Inc.  
Marketing Communications Director  
800-256-1073  
[tari.martin@continentalgirbau.com](mailto:tari.martin@continentalgirbau.com)  
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For immediate release

### CG West holds first vended laundry profit symposium

Santa Fe Springs, Calif.—Continental Girbau West (CG West) recently held its first annual Conference of Champions Profit Symposium – a two-day event with eight guest presenters and content focused on heightening vended laundry profits. More than 200 vended laundry storeowners, managers, investors and vendors attended the symposium, according to Tod Sorensen, Continental Girbau Inc. (Continental) sales manager – Western U.S. and Canada.

“The event was a huge success, drawing industry presenters and vended laundry owners and investors interested in lowering operating costs, increasing customer turnover, and boosting profits,” said Sorensen. “Customers from as far away as San Diego and San Francisco attended; we featured live LG washer demonstrations; and the LG commercial laundry equipment introduction was well received with hundreds sold.”

Symposium presenters included, Brian Wallace, CLA president; Art Jaeger, multi-store owner; Van Merrill, CG West vice president; Jeff Deal, Hamilton Engineering president; Stefan Meir, LG sales director; Steve Marcionetti, Card Concepts founder; Mike Floyd, Continental president; and Vince Hansen, Vend-Rite Manufacturing president.

Topics included “Soft-Mount Washers: Myth or Magic,” “Negotiating a Profitable Lease,” “Hot/Sanitized Water = Hot Profits,” and “Rich Store/Poor Store,” among others.

The CG West Conference of Champions Profit Symposium – sponsored by Continental and LG commercial laundry equipment – included special parts and equipment financing and LG TV giveaways.

“Attendees came away with great ideas and proven methods for improving store efficiency, turnover and profit potential,” added Sorensen.

To learn more about CG West, visit [www.continentalgirbauwest.com](http://www.continentalgirbauwest.com) or call 562-205-0140.

A subsidiary of Wisconsin-based Continental, CG West serves the California vended, on-premise and industrial laundry markets by providing equipment, parts, financing, service, warranty and training.

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. Discover more about Continental at [www.continentalgirbau.com](http://www.continentalgirbau.com), or call 800-256-1073.