



NEWS RELEASE

Contact: Tari Martin
Continental Girbau, Inc.
Marketing Communications Director
800-256-1073
tari.martin@continentalgirbau.com
May 1, 2014

For immediate release

Continental unleashes the ProfitPlus™ Income Acceleration Kit *Improves profitability and control functions of older model washers*

Oshkosh, Wis.—Continental Girbau Inc. (Continental) just released the ProfitPlus™

Income Acceleration Kit for older model Continental ExpressWash (EH), MG- and EM-Series vended washers. Installed in 10-15 minutes, the kit replaces a washer's old control with the new ProfitPlus Control. The result is significantly enhanced washer programmability and efficiency, as well as elevated store profitability.

"It's the industry's first vended control upgrade kit ever available for heightening the profitability of equipment already in use around the country," said Joel Jorgensen, Continental vice president of sales and customer services. "It reinforces Continental's commitment to providing unrivaled continuous service and support of existing customers. The ProfitPlus Control is engineered to make these customers more profitable and we are really excited to bring this industry first offer to them."

The ProfitPlus™ Income Acceleration Kit, according to Jorgensen, allows owners to make a small investment and enjoy a strong return on that investment upgrade. Moreover, Continental distributors can show store owners – in black and white – how the control changeout will likely enhance store profits, he said.

The ProfitPlus Control appeals to customers and owners, alike.

First, ProfitPlus brings more washing options and cycle features to the customer – allowing them to select and add "extras" – an EXTRA WASH, EXTRA RINSE and/or DELICATE CYCLE. When a customer adds an "extra" – which makes them happy and satisfied – their selection improves store revenue, according to Jorgensen.

Second, it offers owners total control over every facet of the wash process, including variables within the EXTRA WASH, EXTRA RINSE and DELICATE CYCLE options.

Third, when ProfitPlus is used with a card management system and Continental's Serial Communication – which allows the payment system, washer and card system to talk to each other – owners can quickly control pricing, programming, diagnostics and wash variables. It takes a few minutes to program an entire store and just seconds to make programming tweaks.

Thus, owners can easily tweak washer programs (water levels, cycle times and water temperatures) to save two or three pennies per cycle – and return them to profits. Owners can boost revenue further by adding pennies to vend prices or the “extras” that appeal to customers and offer even more profit potential, according to Jorgensen.

In seconds, from a remote computer, netbook, iPad or cell phone, owners can configure pricing and specials, run reports, schedule routine maintenance flushes, and monitor the status of the system and equipment in real-time. Owners can instantaneously download program modifications onto specific machines, or an entire store. “Suddenly,” said Jorgensen, “store management is greatly simplified using a lot less time! Continental controls have been improved significantly over the past several years. Now, we have all of those improvements available as a kit for existing washers. The result is improved washer efficiency and profit potential, as well as enhanced customer-craved features.”

Continental distributors are thrilled with the new kit, according to Bob Ropp, of Sunshine Sales, in Glendale, Ariz. “It allows us to go back to our existing customers and reinforce why they purchased Continental equipment in the first place. Then we can provide them the opportunity to upgrade their machines for more profitability, which has never been done before.”

Store owners interested in the ProfitPlus™ Income Acceleration Kit can easily determine how the new control might impact profitability by talking to their Continental distributors. A new Continental application – CGI Hub – makes it simple for distributors to calculate improved profits by comparing Continental existing vended washers with those washers equipped with ProfitPlus Controls.

“The app automatically calculates the profit potential of the extra cycles in a simple visual

matrix,” said Jorgensen. “Using the app, distributors can also calculate payments and interest by simply entering a financed amount. It’s a fantastic tool.”

To find out more about Continental’s new ProfitPlus™ Income Acceleration Kit – available for existing ExpressWash, MG-Series and EM-Series Washer-Extractors, contact a Continental distributor, visit www.continentalgirbau.com, or call 800-256-1073. To view a video of a kit being added to a washer, access <http://www.continentalgirbau.com/vended/profit-plus-videos.html>.

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 ISO 9001 and ISO 14001 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.

