

# SALON & SPA VISAGE UPGRADES LAUNDRY FOR HUGE GAINS IN PRODUCTIVITY

JANUARY 2012 • By Haley Jorgensen



"I was afraid the washer was going to come through the wall," says Dick Borreson, inventory controller at Salon & Spa Visage, in Knoxville, Tenn. "The concrete was cracking and the washer constantly needed repair."

Faced with downed equipment and frequent visits to a local vended laundry, Knoxville's finest salon and spa recently replaced its bucking hard-mount washers with a pair of 40-pound capacity freestanding Continental E-Series Washer-Extractors. Additionally, two Continental tumbler dryers were installed. The new, trouble-free equipment immediately bolstered laundry productivity and cut water, natural gas and energy usage.

## Keeping Pace with Laundry

And that's a good thing. "Business has grown radically in the past seven years," says Borreson. Salon Visage is the recipient of numerous awards, including Self Magazine's Top 30 Hair Salons, Metro Pulse's Best Hair Salon for over 17 Years, and the Knoxville Chamber of Commerce's 1997 Small Business of the Year, among many others. Today, Salon Visage employs around 30 colorists and 30 stylists and is located across the street from Spa Visage, which offers multiple spa services.

Critical to smooth operation is the shared behind-the-scenes laundry, which cleans an assortment of items, including towels, robes, capes and spa linens. Before the installation of its new washers, the laundry struggled to keep pace with the influx of 5,200 pounds of soiled laundry each week. Today, using the new Continental equipment, the salon processes around 26 loads of laundry per day, Monday through Friday, and its customers enjoy cleaner, fresher towels, capes and sheets.

"Before, there was always an odor in the laundry room and stains on items," says Borreson. "Now, laundry smells clean and looks so much better."

## Choosing a Washer

Unlike hard-mount washers, which are bolted to concrete foundations, soft-mount washers slide into place without bolts, according to Borreson. The free-standing design allows for quick installation and same-day operation.

## Extract Speed and Productivity

Even better, according to Jeff Large of Laundry Systems of Tennessee, in Sevierville, Tenn., E-Series Washers generate high extract speeds. Large

helped Salon & Spa Visage select and install the new laundry equipment.

"Unlike most hard-mount washers, which typically generate lower extract speeds of 75-200 G-force, E-Series freestanding washers produce speeds up to 387 G-force," says Large. So, during extract, considerably more water is removed from every load—taking the load less time to dry. "This ups productivity significantly," says Large, "and at the same time, cuts natural gas usage on the dryer."

In the case of Salon & Spa Visage, dryers run 40 percent less. Loads are completed faster, dryer and linen wear and tear are reduced and natural gas consumption is cut, says Large.

"The speed and G-force of the washers makes loads easier to dry," agrees Borreson. "We are running more loads through the dryer at a quicker rate."

Laundry Attendant Tamara Allen adds, "The dryer took 40 minutes to dry a load before. Now it takes 24 minutes." Today at Salon & Spa Visage, a 40-pound laundry load washes in 30 minutes and dries in 24—allowing for up to 40 loads per 10-hour workday.

## Programmability for Every Load Type

Moreover, the new washers are simple to operate, according to Allen. Both were programmed upon installation to meet the specific washing needs of the salon. Every variable of the wash process is programmed for maximum efficiency by load type. Attendants just load the washer, select a program number and press start.

Today at Salon & Spa Visage, laundry



is processed quickly and efficiently—thanks to a 40 percent cut in dry time and energy-efficient Continental equipment. The salon's new E-Series Washers have boosted productivity and cleanliness—making for a hassle-free, effective operation that uses less natural gas, water and energy.

To discover more about Salon & Spa Visage, visit [salonvisage.com](http://salonvisage.com). For more information on Continental laundry equipment for salons and spas, visit [www.continentalgirbau.com/spas](http://www.continentalgirbau.com/spas).



2500 State Road 44 • Oshkosh, WI 54904

920-231-8222 • Fax 920-231-4666

800-256-1073 • [www.continentalgirbau.com](http://www.continentalgirbau.com)