



# Laundry Development

A Guide for New Investors

**GIRBAU**

**NORTH AMERICA**

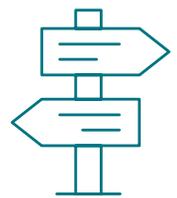


## Follow the Journey to Vended Laundry Success!



As a vended laundry investor, be as certain as possible that your money and efforts result in a successful, profitable outcome. As you look to invest in an existing vended laundry, or develop a new one from scratch, there are multiple critical factors to consider that will ultimately shape your business' success. Nobody understands those factors — site selection, store layout, equipment mix, financing, lease negotiation, design — more than your local laundry equipment distributor.

As laundry experts who know the markets they serve, distributors become lifetime business partners who've got your back and provide ongoing services before, during and after the equipment sale and provide the best equipment on the market. Your Continental Girbau distributor can help turn your vision and plan into a viable, profitable reality.



## Location Selection & Estimating Sales Volume

Early on, your Continental Girbau distributor works closely with you to evaluate any potential sites for your new vended laundry by analyzing competition, traffic flow, visibility and demographics. Once a site looks solid, your distributor will estimate your laundry's sales potential by applying value to your demographic data, competition, equipment mix and utility costs, etc. This tells you whether or not you move forward with that location.

## Equipment Mix, Utilities, Services & Customer Turnover, Design

Once the location is a go, your Continental Girbau distributor works to conceptualize your store's equipment mix, payment system, utilities, customer space and design in order to provide a financial snapshot to you and the lender. He/she will take you through equipment sizes, types and performance levels, while factoring in criteria like efficiency, accessibility, G-force and programmability. Together, if your business model calls for it, you'll plan space for additional services/revenue streams, including vending, drop-off wash/dry/fold, dry cleaning, commercial laundry services, and pickup and delivery, among others. Remember, by planning for and offering additional services, a vended laundry can often better penetrate its demographic and serve a wider variety of customers, generate bolstered revenue, and better utilize employees. Added services can help your business better utilize the unused capacity of your laundry, which makes you less reliant on only the walk-in customer. Finally, your distributor will provide detailed line drawings of the laundry.

## Proforma Summary & Financing

At this step, Continental Girbau distributors take all this data and generate a Proforma, or cashflow summary. This is a financial statement that overviews a new laundry's capital outlay, return on investment, wash and dry income, services income, taxable income, losses, expenses, and more. This summary is essential to securing favorable financing and is submitted along with a detailed laundromat site plan, competitive analysis and equipment proposal to lenders by your distributor. As a side note, most distributors work with lenders familiar with the laundry business, which often becomes critical to getting funded. This lender becomes a key partner and long-term ally, just like your distributor. Make sure you get to know them as you would your distributor.

## Laundry Buildout

Once financing is approved, you and your Continental Girbau distributor will engage an architect and a general contractor to perform necessary plans, process for permits and buildout your space. The general contractor coordinates subcontractors and your distributor provides all your store's laundry equipment, laundry carts, vending machines, electronic payment systems, etc.

## Marketing

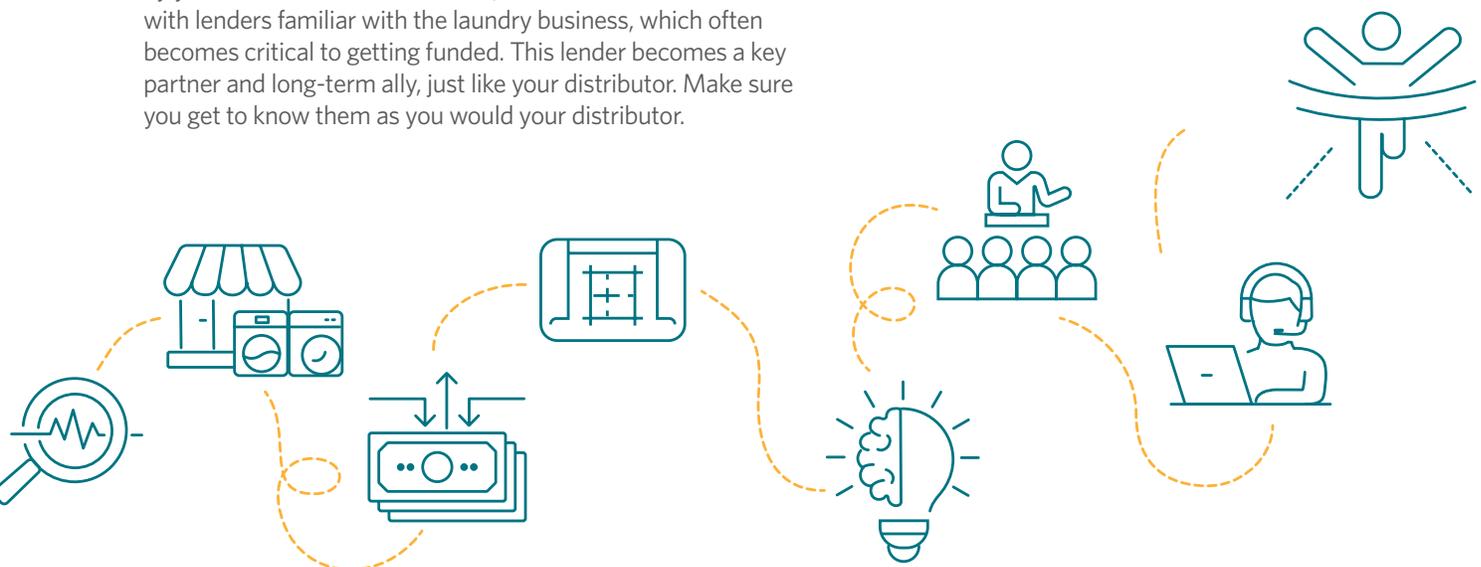
This is the point where you start marketing your new vended laundry. Continental Girbau distributors can connect you with affordable marketing packages tailored to new store development — helping with branding and logo development, signage, door hangers, websites, social media management, public relations and grand openings.

## Training

When the laundry is complete — or nearly complete — your distributor will provide training on maintaining equipment, operating machines, programming machines, serving customers and providing services such as wash/dry/fold. Many offer hands-on training and offering preventative maintenance schedules and service contracts. They want you to be successful.

## After the Sale Services

Of course, your Continental Girbau distributor also delivers after-sale services including preventative maintenance, technical repairs, replacement parts and replacement equipment. Some host events and seminars where vended laundry owners are briefed on industry trends and technology. Such events are great venues for swapping ideas; learning ways to improve efficiencies and profits; connecting with industry experts; and examining new technology or programming. Finally, your distributor business partner should always be looking for ways to help improve your business' profits — even 2, 5, 10 and 15 years down the road!



# More About Us

Continental Girbau is a brand of Girbau North America (GNA). GNA is an industry-leading provider of comprehensive laundry solutions and support services for the vended, commercial, industrial, multi-housing and textile care markets. GNA delivers quality laundry products in concert with local distributor expertise and business support services to clients throughout North America. At GNA, our proven, best-in-class equipment offering — including high-performance, open-pocket washers and dryers, continuous batch tunnel washing systems, feeders, ironers, folders and conveyor systems — are built for longevity, superior efficiency and unrivaled flexibility. Our slogan — Laundry Beyond Laundry — compliments our objective to add value, through innovation, high-performance equipment, solutions and services. GNA stands strong in its commitment to sustainability, adaptation to customer needs, and providing clients with personalized laundry solutions that deliver success.

- Industry's most comprehensive equipment offering
- Local, expert distributor support
- Industry-best warranties
- Laundry design & layout
- Business proformas & financing
- Parts & ongoing local, technical service

At GNA, we cater to a number of markets with equipment and brand offerings designed to improve our clients' businesses.

## Market Channels



**Commercial** Every laundry is unique in size, scope and goals. At GNA we specialize in improving commercial on-premise laundries at hotels, vet clinics, salons, dairies, fire departments, correctional facilities, and more. We work to cut energy and labor costs, while boosting laundry production and quality.



**Industrial** Equipment flexibility and automation are key ways to boost production and quality while lowering overhead costs. GNA specializes in developing industrial laundries from scratch, as well as simply improving them with quick Returns on Investment (ROI).



**Textile Care** Our advanced wet cleaning technologies deliver exceptional programming flexibility for improved textile restoration results and a greater percentage of wet cleaned to dry cleaned items. Eco-friendly and a fraction of the cost of dry cleaning equipment.



**Vended** We help vended laundries get into business the right way, with exclusive products and expertise that help you stand apart from the competition.



**Multi-Housing** Apartment complexes, dormitories and residential facilities require durable, simple-to-use washers and dryers available in space-saving configurations. At GNA, we offer the equipment and local distributor support — often with creative lease and share options — to reduce management hassles while boosting revenue.

## Brands

**Continental Girbau®** Our flagship brand providing equipment and service solutions to vended and on-premise/commercial laundry markets.



**Express Laundry Center®** Innovators of the “60-minute wash/dry/fold,” the trademarked Express Laundry Center brand is a turnkey vended laundry solution encompassing high-speed equipment, multiple store services and marketing/management support.



**Girbau Industrial®** GNA's industrial laundry equipment brand encompassing everything from open-pocket washers and dryers to high-volume continuous batch washing systems, ironers, folders and stackers.



**Poseidon Textile Care Systems®** GNA's eco-friendly wet cleaning brand for textile care businesses, including textile restoration and dry cleaning.



**Sports Laundry Systems®** Our dedicated brand for athletic laundries with specialized disinfection capabilities.



**OnePress Ironers®** Our highly productive brand of ironing systems engineered for quality results and medium- to high-volume productivity.



**LG Commercial Laundry** We partner with LG to provide commercial-grade platinum washers and dryers.



**Econo** Our affordable brand offers easy-to-use topload washers and dryers for commercial applications.



## GNA Subsidiary Companies

**Custom Select Financing** Provider of financing solutions to GNA customers.

**Girbau Creative Services** Provider of marketing, advertising and public relations services to GNA customers and distributors.



## Sustainability



Not only are GNA laundry products highly efficient — using less energy, natural gas and water — they are manufactured in an environmentally friendly manner to meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Ever focused on laundry efficiency, GNA is a member of the U.S. Green Building Council (USGBC), a 501(c)(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.

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