

A young woman with her hair in a bun, wearing a bright blue t-shirt with a logo, is smiling and working in a commercial laundry facility. She is leaning over a counter, handling a white cloth. In the background, there are several large industrial washing machines and a conveyor belt system. The overall scene is clean and professional.

GIRBAU
NORTH AMERICA



**A Vended Laundry
Owner's Guide**

Expanding Into Commercial Laundry Services

Grow Your Laundry Vended to Commercial

Our Five Step Approach

The average vended laundry, open 14-15 hours daily, utilizes its equipment just 20-25 percent of the time. The majority of the day is unrealized capacity and opportunity. Get into that unused capacity, offer more customer services and create additional revenue within your business.

Launch Wash, Dry & Fold Services



A recent Coin Laundry Association (CLA) survey found that 51 percent of responding laundries offer wash/dry/fold (WDF) services. Of that number, 18 percent provide pickup and delivery. WDF is an added service, revenue stream and profit center.

It makes good sense to fully utilize idle equipment and attendants by offering WDF. Do your homework, research WDF best practices, become a CLA member, and then develop attendant training, policies and procedures.

Expand into Commercial Account Work



When your WDF business has grown to the point that you are competing with self-service customers for equipment, create a designated area within the store for full-service work. You may need to hire additional attendants and add on-premise washers and dryers. You'll also require more storage for finished and unfinished product.

The next step is to develop pick-up and delivery routes. Start by developing routes close to your laundry. By keeping your routes nearby, it's simpler to maintain lower pick-up and delivery costs while maximizing profits.

Grow Commercial Business Soft-Mount Washer-Extractors

Consider hybrid Genius high-speed washers, with both vended and on-premise controls, or on-premise E-Series Washers for processing commercial work. Both allow you to take on food and beverage, hospitality and/or healthcare laundry.

Both are engineered for superior programmability, automatic chemical injection and unrivaled productivity.

They can be programmed for very high water temperatures and offer control over every variable of the wash process, including rotation, G-force extract, water levels, baths, rinses and more. Available in 20- to 255-pound capacities, these freestanding soft-mount washers are backed by an industry-leading factory warranty.



Express Flatwork Ironers

Grow commercial business and gain new accounts with a Continental Express Ironer. It perfectly irons damp table and bed linens straight from the washer — allowing you to capture new hospitality, vacation rental and food and beverage business. Highly programmable and efficient, Express Heated-Roll Ironers are available in 13- and 20-inch models and are backed by an industry-leading factory warranty.

3 Install On-Premise Washers & Dryers



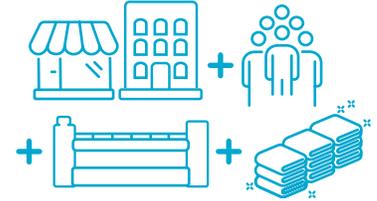
Highly programmable on-premise washers and dryers provide automatic chemical injection and more advanced programmability when compared to self-service equipment. Look for on-premise washers offering multiple baths and rinses; automatic chemical injection; and programmable G-force, mechanical action, water temperatures and cycle times so your laundry can pursue commercial accounts.

4 Add a Flatwork Ironer



Next, consider adding a flatwork ironer to further catapult customer and account opportunity. Your laundry can quickly and automatically iron linens, making your laundry service attractive to clients that were previously unserviceable. Now you can take on clients and provide them with perfectly finished linens.

5 Establish a Commercial Laundry Plant



If you've outgrown your designated full-service space, consider outfitting a separate building with everything you need to serve current and future customers. Many vended laundry owners establish, grow, invest and expand. Ultimately, they find themselves managing multiple extremely profitable businesses.

As a vended laundry owner, you outlay a lot of money in store development, permitting, construction and equipment. We can help you make that investment as fruitful as possible. Fully utilize idle equipment and attendants by launching full-service wash/dry/fold. Then, once you've got your head around it, consider adding commercial laundry services to your store's tagline. Become a retail laundry services enterprise.



More About Us

Girbau North America (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.



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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