



A Branded Turnkey Solution

for Vended Laundries



- unique store services
- marketing & management assistance
- local, expert support
- flexible financing
- high-speed equipment
- 60-minute customer turnaround

Express Laundry Center® is a complete turnkey solution for vended laundries. Express Laundry Center — teaming energy- efficient, high-speed laundry equipment, multiple services and local marketing and management support — is available to investors only through Girbau North America.



Vended Laundry Redefined

Rather than recreating the wheel by developing your own laundry brand and store concept, go with the nationally proven and turnkey Express Laundry Center®. With hundreds in operation across North America, the Express Laundry Center brand ensures customers can wash, dry and fold their laundry in 60 minutes or less. Express Laundry Center is NOT a franchise or a corporate-owned brand, so it's free of any related fees or red tape.

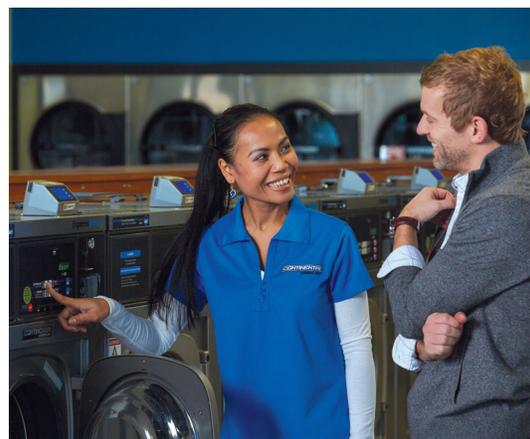
Stand apart from the competition!

- Customers wash, dry and fold laundry in 60 minutes or less
- Quick customer turnover equates to more paying customers per day
- Low utility & overhead costs
- High-speed, energy efficient equipment
- Cycle option "Extras" boost revenue
- Multiple services & revenue streams
- Marketing and advertising support
- Operational/management training
- Local, expert distributor support



Invest in the Best

When you invest in an Express Laundry Center, you receive laundry design and layout services, business proformas, high-speed equipment, industry-best warranties, store marketing and operational support, and methods for growing offshoot revenue streams, such as wash/dry/fold, drop-off dry cleaning and commercial laundry services. Thanks to the equipment flexibility, it's simple to add an ozone sanitization system or automatic chemical injection using the Express Clean® automatic dispensing system of detergents, brighteners and softeners. Don't reinvent the wheel. Choose the industry-proven, turnkey Express Laundry Center.





Unique Store Services



Customers search out timesaving conveniences. By providing such conveniences, Express Laundry Centers are unique. Express Laundry Center storeowners benefit from multiple revenue streams, not just traditional self-service business. They bring in revenue from multiple levels of laundry and professional services, along with desired amenities for greater customer appeal.

Wash/Dry/Fold

The Express Laundry Center Wash/Dry/Fold Service simplifies life for busy parents, professionals and college students. Users of this service simply approach the drive-up door (where available) and buzz the store's attendant. The employee greets the customer, gathers their laundry and gives them a receipt — all without requiring the customer to leave the comfort of their vehicle. The customer can drive up later to pick up their laundry — perfectly washed, folded and packaged!

Dry Only

Dry Only Service allows customers to load laundry into a washer and then run an errand. The Express Laundry Center attendant transfers the laundry to a dryer and contacts the customer when it's dry.

Drop-Off Dry Cleaning

By forming a partnership with your local textile care professional, your store can become a drop-off and pick-up location for customer dry cleaning. This contributes to total store revenue and provides added customer convenience.

Express Platinum Commercial Laundry Service

Serve small companies in need of laundry processing, such as salons, spas, moving companies, vacation rentals, restaurants, hotels and more. Commercial business tends often bring high-volume work that greatly adds to your bottom line.



Yes! As an Express Laundry Center storeowner, these graphics are available to use!



Marketing Support & An Established Brand

Your investment in an Express Laundry Center includes an established brand and store identity, as well as access to in- and out-of-store professional marketing packages. As an owner, you can tap into Girbau Creative Services (GCS) for expert help with marketing, advertising, public relations and interior design. GCS was established by Girbau North America (GNA) to support Express Laundry Center owners. GCS will help you identify and reach your target market within a specified budget. Our offering of marketing services includes a vast array of support pieces, website development, social media and signage that have been tested and proven in the industry. We can customize to your specifications and handle everything from your social media and brochure design to grand opening promotion, website development, printing and advertising!

Marketing Support Materials

- Express Laundry Center logo
- Interior and exterior signage
- Grand opening/coming soon banners
- Custom panels for change machines, card readers & soap dispensers
- Direct mailers, brochures & door hangers
- Print & digital advertising
- Press releases
- Laundry bags, aprons & shirts
- Laundry loyalty/payment cards
- Websites & online advertising



Imagine your name here and in lights!




"The advertising support from GCS has made our marketing efforts consistent. We are always doing something to get our name out there and it has really paid off."

— Kristi Williams,
Express Laundry Center, Oshkosh, WI



“Owning an Express Laundry Center is like having a franchise without franchise fees. The Express Laundry Center brand is backed by a successful business model and therefore provided us with added credibility for acquiring financing and negotiating favorable lease agreements.”

— Rob Maes, Owner of Two Express Laundry Centers, Houston Area, TX

Local, Expert Support

Your expert GNA distributor will assist you with every aspect of your laundry’s development — from site selection and demographic studies, to developing proformas, laundry design, equipment selection and installation, and service after the sale. Your distributor provides local insight and expertise on how to best develop your Express Laundry Center to draw customers from your entire demographic; works closely with you on store design, layout and equipment selection; performs competitive analyses, financial forecasts and helps prepare financing documents; installs equipment and trains your staff how to use it; offers insight into marketing your laundry; provides ongoing service after the sale; and becomes a lifelong business partner and advocate for you Express Laundry Center.



Flexible Financing

GNA’s CustomSelect Financing offers flexible financing and competitive fixed rates. Custom-Select is a relationship-built finance source and works to partner with each investor throughout their business ventures. With this in mind, CustomSelect offers customized programs to fit each investor’s needs. If a complete finance package is submitted and all the information is completed correctly, investors can expect five business days for review, credit submittal and the final decision. Feel good knowing that by choosing an Express Laundry Center, your store is equipped for lower overhead costs and a quick return on investment.



Store Management Materials & Training

Express Laundry Center owners have access to multiple tools that help them better manage their stores, including employee handbooks, operational procedures, employee training materials and more. It’s simpler to run a successful business when you have adopted a successful management and training framework. We welcome the opportunity to create a custom training experience just for you.





High-Speed Washers & Dryers

It's all about advantage. And there's a significant advantage to investing in Genius and/or ExpressWash high-speed laundry equipment. Our high-speed machines not only improve customer turnover, cut utility costs and simplify installation, they are compatible with sanitizing ozone and chemistry, and allow storeowners to market a 60-minute wash/dry/fold.

Engineered to Increase Profits

Genius and ExpressWash Washers are freestanding and engineered to help set your laundry apart while maximizing profits. As high-speed washers, they generate extract speeds up to 450 G-force — much higher than traditional hard-mount washers. As high-speed washers, they remove significantly more moisture from every laundry load. In turn, they cut resulting dry time by up to 50 percent for a faster wash process, quicker customer turnaround and savings on natural gas usage and costs. Meanwhile, inverter-driven motors use minimal electricity and exclusive features conserve water. This results in lower overhead costs for maximized profit.

Sanitization of Laundry Loads

Unlike most washers on the market, Genius and ExpressWash Washers are compatible with sanitizing ozone systems so it's easy to market and provide sanitized laundry loads. Stand apart from the competition with the promise of sanitization on every washer, just your biggest washers, or an aisle of washers.

Automatic Chemical Injection

Most vended washers DO NOT have an automatic chemical injection feature, but Genius and ExpressWash Washers DO! They deliver the flexibility of automatic chemical injection — making it easy to offer unique services other laundries can't. This means they can automatically inject specially formulated detergents, brighteners and softeners — using Express Clean™ automatic dispensing system — for exemplary results. Automatic chemical injection is helpful on 80- to 130-pound capacity machines as it eliminates spills and the hassle of lugging and loading detergent. It's also often utilized for processing wash/dry/fold residential and commercial laundry for consistent, high-quality results.





Control Flexibility

Genius Control – The Genius Control is standard on all Genius Washers and features a customized interface for displaying your own logos and graphics. Customers easily navigate how they want laundry washed using a 10-inch touchscreen that's scratch, water and detergent proof. It offers four, six or eight primary cycle options, each of which is customizable, for example: VERY DIRTY, DIRTY, NORMAL, DELICATE, COLOR and WHITE. Storeowners can choose to display as few as four or up to eight. It also allows customers to add an "EXTRA" (EXTRA RINSE, EXTRA WASH, EXTRA SPIN, for example). Each time an EXTRA is selected, it adds to total vend price, which improves store revenue. Storeowners can customize four extras to display. Not only is the control highly programmable for total storeowner control over various cycles, its software is regularly updated via the cloud. It is Bluetooth®, Wifi and IoT (Internet of Things) ready.

ProfitPlus® – The ProfitPlus® Control is standard on all ExpressWash Washers. It brings multiple washing options and cycle features to the customer and offers owner programmability for total control over cycle variables and vend prices. It offers four primary cycle options: SUPERWASH, HOT, WARM and COLD. It also allows the customer to add an EXTRA WASH, EXTRA RINSE and/or EXTRA SPIN. Every time a customer selects an "EXTRA" it adds to total vend price – boosting store revenue. With control upgrades, you'll never miss out on continually improved technology and offerings. It also allows owner programmability of G-force extract, mechanical action, wash temperature by degree, water levels and wash/rinse/extract time in each phase.

Simple Installation

Unlike traditional hard-mount washers, freestanding Genius and ExpressWash Washers are installed quickly without the need for reinforced concrete foundations, grout and bolts. Slide them into place, level and connect the utilities. They can be installed in unconventional locations including

areas with wood or tile floors and second-story locations. GNA Washers also consume less energy when compared with industry-standard, three-phase power units.

Increased Customer Turnover

Using Genius and ExpressWash Washers customers can wash, dry and fold their laundry in less than 60 minutes. With GNA your laundry accommodates more paying customers per day for more revenue per square foot. This is especially critical during peak operating hours.

For example, with a 20 percent increase in production shown in the example on the right, you can have the same amount of store traffic/cycles per day in an Express Laundry that is 2,800 square feet versus a traditional hard-mount washer store that is 3,500 square feet. A storeowner would not only save on the rent/lease cost of the building but fewer machines are required so equipment investment costs go down as well as triple net (if applicable), insurance, utilities, machine maintenance/service fees, etc.

Greater Income Potential

Genius and ExpressWash Washers (20- to 130-pound capacities) offer more washing capacity from a smaller footprint – increasing your store's revenue per square foot, income potential and resale value. Moreover, they're engineered for superior efficiency so you enjoy lower utility costs. Because they generate extract speeds reaching 450 G-force, they remove more moisture from laundry during extract, which shortens drying time. This results in a quicker wash/dry/fold process and additional savings in natural gas to operate dryers.

Best in the Industry Washer-Extractor Warranty

- 3-Year Limited Parts Warranty
- 10-Year Key Component Warranty
- 4-Year Bearing Labor Warranty

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.



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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