



NEWS RELEASE

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For immediate release

Continental Girbau West recently hosted 'Laundromat Cleaning by Design'

Santa Fe Springs, Calif.— Continental Girbau West (CG West) recently hosted "Laundromat Cleaning by Design," an educational presentation for vended laundry owners focused on cleaning and disinfecting hard surfaces; choosing the right chemistry for wash/dry/fold processing; automatic chemical injection options via Express Clean®; and the INTEGRA Program's system for cleaning and disinfecting.

"We invited a select group of vended laundry owners who operate full-service laundromats to participate in the presentation with ample time for questions and answers," said CG West Vice President Tod Sorensen. "The presentation separated fact from fiction and offered laundry owners clear-cut methods for ensuring proper cleaning and disinfection of hard surfaces and laundry loads."

Duane Fritz, Anderson Chemical's director of technology, explained that the INTEGRA Program has a turnkey solution for delivering simple, safe and effective cleaning and disinfection. Moreover, it includes a complete line of cleaning and disinfection products, written procedures, facility checklists and dosing equipment. "The INTEGRA Program system makes it simple for laundry owners to implement cleaning and disinfection so their customers and employees feel safe," said Fritz. "It helps with training employees on proper cleaning procedures and techniques, and provides checklists to ensure those procedures are routinely completed. The Integra Program helps laundries stay on top of cleaning and disinfection and encourages them to promote 'clean' to their customers."

The presentation also brought to light the Express Clean automatic injection system for vended laundries. It works by automatically dispensing specially formulated detergents, brighteners and softeners into compatible washers to produce excellent, consistent cleaning results in less time. Express Clean greatly impacts customer value when used in conjunction with larger capacity washers, according to Sorensen. “It adds customer convenience by eliminating the need to lug and add detergent,” he said. “For the store owner, Express Clean eliminates messy spills, reduces the risk of slips and falls, and improves customer turnover. Simple and profitable, Express Clean is the perfect dispensing system for a store’s large capacity washers and a unique amenity that set laundries apart from their competition.”

Both Express Clean and the INTEGRA Program systems work to differentiate laundries from their competition, according to Sorensen. Simultaneously, they help ensure proper cleaning of customer laundry and proper cleaning and disinfection of laundromat surfaces.

“These are low-cost solutions, that when advertised, can help grow customer confidence in your cleaning and disinfection protocols and boost vended laundry revenue by more than 20 percent,” he said.

An extension of Wisconsin-based Girbau North America (GNA), CG West serves the Southern California vended, on-premise, commercial, textile care, multi-housing and industrial laundry markets by providing equipment, parts, financing, service, warranty and training. To find out more about CG West or Express Clean, visit www.cg-west.com or call 866-950-2449. To learn more about INTEGRA, call 320-693-2477 or visit www.theintegraprogram.com.

GNA is the largest of 17 subsidiaries of Girbau Global Solutions (Girbau), a world leader in comprehensive professional laundry solutions, recognized for advanced innovation, efficiency, quality and reliability. Under Girbau’s slogan “Laundry beyond laundry,” its objective is to add value, through innovation, and foster the company’s transformation from machinery manufacturer to provider of unrivaled equipment, solutions and services. Girbau stands strong in its commitment to sustainability, adaptation to customer needs and in providing personalized laundry solutions that deliver success. Girbau products meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO).

Girbau holds both ISO9001 and ISO14001 certifications. Similarly, ever focused on laundry efficiency, GNA 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.

