



NEWS RELEASE

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For immediate release

CG West's vended laundry profit symposium a success

Santa Fe Springs, Calif.— Continental Girbau West (CG West) and Elite Business Investments (Elite) recently hosted the Conference of Champions Profit Symposium, in Santa Fe Springs, Calif. The event, which focused on ways to improve vended laundry profits and attract new customers, drew record numbers, according to Tod Sorensen, CG West vice president. Speakers included, the “Laundry Doctor” Jeff Gardner, multi-store owners Rob Maes and Art Jaeger, and Joel Jorgensen, Continental Girbau Inc. (Continental) vice president of sales.

“Attendees enjoyed the entire scope of the show,” said Sorensen. “Everything related to ‘vended laundry’ was offered in one place for attendees to access.”

Carol Dang, Elite vice president of sales and marketing, agreed. “With the educational format of the Profit Symposium as a ‘profit tool’, this gave our clients more confidence to make informed decisions about their own laundries, and ultimately, that will translate into more ‘profit’ for them.”

Vendor booths provided information on ancillary items, financing, electronic payment systems and marketing; Continental and LG laundry equipment displays allowed for live demonstrations; presentations by industry experts spurred discussion and excitement; and specials on parts and equipment pricing offered attendees significant savings. Additionally, Ray and Miriam Diaz, of Thousand Oaks, Calif., won a trip for two to Barcelona, Spain.

“We are grateful to all who participated and attended,” said Sorensen. “CG West enjoys wonderful relationships with our customers and business partners.”

Sponsors of CG West’s Conference of Champions Profit Symposium included Continental, Elite, LG Commercial Laundry Equipment, Eastern Funding, Coin Laundry Association, Continental Creative Services, High Mark Manufacturing Inc., Hamilton Engineering, Card Concepts Inc., R&B Wire Products Inc., Vend-Right Manufacturing, Standard Change-Makers Inc., ESD and Laundry Boss.

A subsidiary of Wisconsin-based Continental Girbau Inc., CG West serves the Southern California vended, on-premise and industrial laundry markets by providing equipment, parts, financing, service, warranty and training.

To find out more about CG West – a full-service laundry equipment distributor serving Southern California, visit www.cg-west.com or call 866-950-2449.

Continental Girbau Inc. is the largest of 15 subsidiaries of Girbau Global Laundry Solutions (Girbau), based in Vic, Spain. Girbau laundry products – marketed throughout 100 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Girbau holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, Continental Girbau 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. Discover more about Continental at www.cgilaundry.com, or call 800-256-1073.