



CG West hosts impactful Profit Symposiums

Santa Fe Springs, Calif. – Oct. 14, 2024 – [Continental Girbau West \(CG West\)](#) recently held impactful Profit Symposiums for New Mexico, Arizona and Southern California vended laundry owners. The free events – held during September in Santa Fe Springs, Calif., and Tempe, Ariz. – included expert presentations on ways to build vended laundry success; Continental Girbau [Genius Washer](#) rebates; deep discounts on equipment pricing; a free lunch; vendor booths; and drawings for LG televisions, [Coin Laundry Association](#) memberships and Yeti coolers.

“The Profit Symposiums were a huge success with nearly 70 attendees,” said Tod Sorensen, CG West vice president. “They gave CG West the opportunity to bring in experts from the industry to present on trends shaping the laundry business,” he said. “Attendee feedback was overwhelmingly positive.”

The majority of the day was dedicated to expert presentations, including:

- Brian Wallace, president of the CLA, talked about the *Five Trends Shaping the Future of the Laundromat Business*.
- Art Jaeger educated customers on *Genius Ways to Stand Out and Earn More*.
- Matt Simmons of Curbside Laundries shared strategies on Attracting and Retaining Wash/Dry and Fold Customers.
- Mike Floyd, president of Girbau North America, highlighted the Top Ten Ways Genius Washers Will Change Your Life.
- Duane Fritz, director of technical services for the Integra Program at Anderson Chemical Co., demonstrated the importance of Delivering Clean with Chemistry.

Participants also enjoyed dedicated time for visiting vendor booths in order to learn more about their products, services and solutions while Girbau North America featured its Genius line of soft-mount washers which feature the industry’s largest, 10-inch touchscreen user interface.

To learn more about CG West, a full-service laundry solutions distributor, visit www.cg-west.com or call 800-950-2449 in Southern California or 800-789-6412 in Arizona and New Mexico.

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About CG West

An extension of Wisconsin-based Girbau North America (GNA), CG West serves the Southern California, Arizona and New Mexico vended, on-premise, textile care, multi-housing and industrial laundry markets by providing equipment, parts, financing, service, warranty and training.

About Girbau North America

GNA provides the industry's most comprehensive offering of commercial, industrial and vended laundry solutions to customers throughout North America. GNA brands include:

- Continental Girbau®
- Girbau Industrial®
- Sports Laundry Systems®
- Poseidon Textile Care Systems®
- Express Laundry Centers®
- OnePress®

GNA is the North American Subsidiary of Girbau Global Laundry Solutions

GNA is the largest of 17 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, 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.