



NEWS RELEASE

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For immediate release

Continental announces Express Laundry Center openings in U.S.

Oshkosh, Wis.—Continental Girbau Inc. (Continental) recently announced the opening of several new Express Laundry Centers™ across the United States. The Express Laundry Center brand, developed by Continental, is a turnkey vended laundry solution that teams freestanding high-speed equipment with branded services, marketing assistance and management support. Express Laundry Centers offer a 60-minute wash/dry/fold, quick customer turnover and low utilities.

“Express Laundry Center is a complete store solution available to investors only through Continental,” said Joel Jorgensen, Continental vice president of sales and customer services. Express Laundry Centers, which deliver on a “60-minute wash/dry/fold promise,” also tout lower utilities than laundries equipped with hard-mount washers, according to Jorgensen.

Investor Phil Irwin, who maintains he was attracted to the Express Laundry Center franchise-like concept, admits lower utilities are the icing on the cake. “Express Laundry Centers have what other laundries don’t,” said Irwin. “I owned a McDonald’s franchise and I like how franchise owners share information and strategies.” Express Laundry Centers, according to Irwin, are like a franchise without the fees and restrictions. Irwin opened Waters Express Laundry Center, in Tampa, Fla., 10 months ago. His machines turn an average of 6.3 times per day, yet utilities make up just 9.7 percent of revenue. At Irwin’s store, average turns and utility costs are far better than the national average.

It’s no wonder Express Laundry Center investors go on to own multiple stores, according to Jorgensen. Danny Delmarco and Shane McKinney recently developed their second Express Laundry Center. Delmarco owns two Express Laundry Centers in South Carolina, while McKinney’s Express Laundry Centers are located in Miles City, Mont. and Watford City, N.D.

New Express Laundry Center investors include Dan Sofranko, owner of Perfect Wash Express Laundry Center in Huntington Beach, Calif.; Joe Olivo, owner of Express Laundry Center in Cleveland; and Irwin.

Discover more about Express Laundry Centers and Continental laundry products at www.continentalgirbau.com. Get your free Vended Laundry Development Guide by calling 800-256-1073.

Continental Girbau Inc. is the largest of 14 subsidiaries of the Girbau Group, based in Vic, Spain. Girbau laundry products – marketed throughout 90 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Girbau S.A. 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.



Express Laundry Center in Cleveland



Waters Express Laundry Center in Tampa, Fla.



Perfect Wash Express Laundry Center in Huntington Beach, Calif.