

Continental opens regional distribution center – Continental Girbau West

Oshkosh, Wis.—Continental Girbau West (CG West) is the first regional distribution center of Continental Girbau, located in Santa Fe Springs, Calif. A subsidiary of Wisconsin-based Continental Girbau, CG West serves the California vended and on-premise laundry markets by providing equipment, parts, service, warranty and training, according to Continental President Mike Floyd.

Key to CG West's formation is a critical partnership with Sparklean Laundry Systems (Sparklean), a coin/card laundry development company. Sparklean, a former Continental distributor responsible for on-premise and coin/card laundry equipment distribution in Southern California, received Continental's Coin Laundry Distributor of the Year award five of the last six years by building successful coin/card-operated laundries throughout Southern California. Sparklean recently refocused its business model to deliver vended laundry development services – site selection, lease negotiation, equipment selection, marketing and construction – exclusively to the coin- and vended-laundry markets in California.

Together, Sparklean and CG West will better serve California, according to Sparklean Partner Van Merrill. To their mutual customers, Sparklean will deliver targeted coin/card laundry development, laundry management, marketing and construction services, and CG West will deliver service, parts, warranty and training support.

"We have dedicated ourselves to taking our laundries to a new level of excellence with amenity-rich stores that generate tremendous customer satisfaction and great gross revenues," says Merrill of Sparklean. "Simultaneously, we help customers develop profitable laundries by controlling expenses through intensive site selection, lease negotiation and utilization of the best and most energy-efficient equipment available. This all takes a huge amount of effort and focus."

As a result of the new Sparklean/CG West partnership, Floyd agrees all California customers will be better served. "The partnership is a win-win," says Floyd. "Sparklean can now focus exclusively on vended laundry development and the immense detail involved with creating successful stores. Simultaneously, CG West will provide foundational services, parts and

equipment for those customers.” Conveniently and strategically, both companies are located under one roof – 9830 Albutis Ave., in Santa Fe Springs.

Sparklean is a coin- and card-operated laundry development company offering a vast array of services, including laundry site selection, lease negotiation, construction, design, marketing and much more. To discover more about Sparklean, visit www.sparklean.com.

A subsidiary of Wisconsin-based Continental Girbau Inc., CG West serves the California vended and on-premise laundry markets by providing equipment, parts, service, warranty and training. To learn more about CG West, visit www.continentalgirbauwest.com or call 562-205-0140.

Continental Girbau, Inc. is the largest of nine company-owned subsidiaries of Girbau S.A., based in Vic, Spain. Girbau S.A. laundry products meet rigorous environmental and safety standards put forth by the International Organization for Standardization (ISO). The company, which holds both ISO9001 and ISO14001 certifications, markets industrial and commercial laundry products throughout 80 countries worldwide. Visit Continental at www.continentalgirbau.com, or call 800-256-1073.