



NEWS RELEASE

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For immediate release

Continental adds 55-pound washer-extractor to high-efficiency, high-speed E-Series line

Oshkosh, Wis. – Continental Girbau, Inc. recently introduced the 55-pound capacity E-Series™, a high-speed washer-extractor engineered to significantly reduce gas, water and energy consumption at vended laundries. The E-Series line of high-speed, freestanding washers previously included 20-, 30- and 40-pound capacity models. But, the market's demand for a larger option spurred the addition of the new 55-pound capacity machine, according to Joel Jorgensen, Continental vice president of sales and customer services.

"Larger washers are growing in popularity," said Jorgensen. "In the vended market, there is a huge demand for the 55-pound capacity, high-speed E-Series, and for even larger washer models. Continental's 55-pound machine is just the next step in the continued expansion of the E-Series line of washers and the Express Laundry Center concept."

The 55-pound model mirrors the 40-pound capacity E-Series in performance and programmability. "Just like the other E-Series models, the 55-pound E-Series offers a significant reduction in water, gas and electricity usage. It allows laundries to embrace energy-efficient 'green' benefits, lower utilities and improve profits," said Jorgensen.

E-Series Washers provide a high-speed, efficient alternative to hard-mount machines, he added. E-Series Washers consume less water than traditional frontload washers and offer high-speed extract reaching up to 354 G-force. By comparison, hard-mount washers only reach 70-150 G-force extract speeds. As a result, E-Series Washers remove considerably more water from each load, which reduces the time it takes to dry a load of laundry by as much as 50 percent. Simultaneously, E-Series cuts gas usage and utility costs considerably.

Customers also benefit from E-Series machines, according to Jorgensen, because the washers can cut the time required to wash, dry and fold a load of laundry to 60 minutes or less. "Customers notice that items come out of an E-Series much drier than hard-mount washers," said Jorgensen. "They value their time and look for washers and dryers that get them in and out of the laundry faster."

A store with high-speed E-Series Washer-Extractors will also experience a more rapid rate of customer turnover, which is especially critical during busy operating hours, Jorgensen added.

The user- and laundry-friendly control on E-Series Washers puts storeowners in the driver's seat when trying to curb steep utility costs. The Coin Control offers four individually modifiable programs. The control's flexibility allows multi-level vend pricing on the same machine depending on the wash program selected, time of day, or day of the week. Therefore, vend prices change easily according to each program's energy-efficiency.

As freestanding machines, E-Series Washers can be installed without bolts and special reinforced concrete foundations, allowing for quick installation. This expands machine location possibilities, as well. No longer is store location dependent upon concrete foundation availability. E-Series Washers can be installed in unconventional locations including areas with wood floors and second-story laundries—all with little or no floor preparation and cost.

To find out more about Continental laundry products, which are backed by an industry-leading 3/5-year factory warranty, visit www.continentalgirbau.com or call 800-256-1073.

Continental Girbau Inc. is the largest of nine subsidiaries of Girbau S.A., based in Vic, Spain. Girbau S.A. laundry products – marketed throughout 80 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.

