



NEWS RELEASE

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For immediate release

Continental adds 90-pound washer-extractor to high-efficiency, high-speed E-Series line

Oshkosh, Wis. – In response to the vended laundry market's demand for a large-capacity, high-speed washer, Continental Girbau, Inc. recently introduced the 90-pound capacity E-Series™ Washer-Extractor. The new washer expands the E-Series product line to include 20-, 30-, 40-, 55- and 90-pound capacity models – all engineered specifically for vended laundry applications.

Like its E-Series predecessors, the new 90-pound washer features a freestanding design, delivers extract speeds of up to 381 G-force extract and is designed to reduce water, natural gas and electricity costs.

"Continental's E-Series line of high-speed washers is quickly growing in popularity because the washers so effectively cut utility costs, along with the time it takes customers to complete laundry," said Joel Jorgensen, vice president of sales and customer services. "Continental did not anticipate creating a 90-pound capacity model for the vended laundry market," said Jorgensen. "But, a growing market demand for a bigger high-speed machine spurred us to introduce it."

Just like the other E-Series models, the 90-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 381 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. "Today's clientele crave technologies that save them time," said Jorgensen. "That's why they love frequenting laundries that can significantly cut the time it takes them to complete their wash."

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 control offers four individually modifiable programs and can interface with multiple payment systems including world drop, token, credit and debit card technology. 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 thick 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.