



NEWS RELEASE

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For immediate release

Tod Sorensen joins Continental Girbau Inc.

Oshkosh, Wis - Tod A. Sorensen, of Neenah, Wis., was recently named Continental Girbau Inc. regional sales manager, responsible for the Western United States and Canada. Sorensen, a veteran sales professional, will work closely with Continental distributors to grow laundry product distribution and sales throughout his territory.

"Tod has 16 years of laundry industry experience and is an absolute compliment to our staff in supporting our distribution network and customers," said Joel Jorgensen, Continental vice president of sales and customer services. "Most of his experience is at the distributor level in route, on-premise and vended laundries, but Tod has also managed distributorships in Northern and Southern California. He knows a good deal about the market he will be managing and brings applicable distribution and route experience to this position," added Jorgensen. "Now that Tod has been away from the laundry industry for seven years, he brings a fresh and very advanced approach to customer and distribution management, and can apply these newer practices immediately to our industry."

Prior to coming to Continental, Sorensen served seven years as a sales representative/district trainer for Schering-Plough Corp., a pharmaceutical company headquartered in Kenilworth, N.J. At Schering-Plough, Sorensen was the recipient of several Appreciation Awards for leadership; the statewide leader in coordinating major conferences and grants; and the district sales trainer.

During the 16 years prior, Sorensen served laundry industry companies, including Hughes Enterprises, in Lombard, Ill., Coin-O-Matic Equipment, in Alsip, Ill., and Coinmach Corp., in Hayward, Calif. In all cases, Sorensen handled aspects of sales and marketing, including distributorship management. He also holds extensive experience in the planning, construction and engineering of vended laundries.

"I have 16 years of laundry experience from a distributor standpoint," Sorensen said, "which allows for a better understanding of distributor needs. I hope my knowledge of the laundry industry – especially from the distributor point of view – will be of value to Continental distributors in my territory."

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.

To learn more about Continental laundry products, visit Continental at www.continentalgirbau.com, or call 800-256-1073.

