



## NEWS RELEASE

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For Immediate Release

### Continental Creative Services changes name to Girbau Creative Services

Oshkosh, Wis.— Continental Creative Services (CCS), a division of Girbau North America (GNA), recently changed its name to Girbau Creative Services (GCS). “We wanted to change the name to better align with our parent company, Girbau Global Laundry Solutions (Girbau),” said Creative Services Manager Kim Foxcroft.

Developed in 2005 to support GNA distributors and end-users, GCS offers cost-effective marketing, advertising and public relations services. With a team of laundry industry marketing experts, GCS provides distributors and their customers with everything from logo, brochure and website development to signage, direct mail campaigns, vehicle wraps and press releases, according to Foxcroft.

“We’ve worked closely with distributors and storeowners for years to provide the kind of marketing support that sets them apart in the eyes of their customers,” she said. “Today, we move forward together under the Girbau umbrella – focused on customer proximity, one team and innovation and sustainability.”

Girbau North America boasts the world’s most comprehensive offering of commercial, industrial and vended laundry solutions, with brands including Continental Girbau®, Girbau Industrial®, Sports Laundry Systems®, Poseidon Textile Care Systems®, Express Laundry Centers® and OnePress®.

To discover more about GNA or GCS visit [www.gnalaundry.com](http://www.gnalaundry.com) or call 920-428-4682.

Girbau North America is the largest of 16 subsidiaries of Girbau Global Laundry Solutions (Girbau), based in Vic, Spain. Girbau laundry products – marketed throughout 100 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Girbau holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, GNA 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.



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