



NEWS RELEASE

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For Immediate Release

Girbau North America hires Melissa Kuhn

Girbau North America (GNA) recently welcomed Melissa Kuhn as digital marketing manager.

Kuhn, of Stockbridge, Wis., brings more than 9 years of marketing and digital marketing experience to the company. In her new role, she plans and executes GNA's digital marketing and advertising strategies and social media campaigns.

"GNA has grown considerably over the years in terms of its brands, products and staff," said Director of Marketing Communications Tari Albright. "This is the company's first dedicated digital marketing management position and we are happy Melissa is at its helm. Her high-level skills and positive attitude perfectly fit our productive company culture."

Prior to joining GNA, Kuhn served 4 years as marketing manager for Optima Machinery Corp., in Green Bay, Wis., where she managed marketing strategy, budget and communications; created and led advertising, public relations and digital marketing campaigns; and worked closely with a diverse sales team. Prior to that, she served 5 years as marketing associate for The Boldt Co., in Appleton, Wis. A 2011 graduate of University of Wisconsin Oshkosh, Kuhn holds a bachelor's degree in English/Journalism.

"I am excited to really shape the digital marketing strategy for GNA and will be focusing on growing our social media following, targeted e-mail marketing, and digital inbound marketing campaigns, among other digital marketing efforts," said Kuhn. "I have a passion for digital marketing and am looking forward to putting my experience to good use in my new role."

GNA 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 find out more about GNA laundry products – backed by industry-leading warranties – visit www.gnalaundry.com or call 800-256-1073

Girbau North America is the largest of 17 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.