



## NEWS RELEASE

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### GNA's live product demos and new intros draw crowds at 'Clean '22'

Oshkosh, Wis.--During "Clean '22," Girbau North America (GNA) showcased the company's vast product offering as the industry's most diverse provider of commercial, industrial, vended, textile care and multi-housing laundry equipment and solutions. Drawing crowds were live demonstrations of Girbau Industrial® (GI) ironing systems, including the Compact Pro – an all-in-one feeder, ironer, folder and stacker; a new GI DRC cornerless feeder and DRE high-speed clip feeder; the new GI FTQ Drywork and Garment Folder; and the new Genius Series vended, textile care and on-premise washer lineup – touting the largest touchscreen user interface in the industry and industry-exclusive, patented 360° Vision Light. Several end-user promotions, new and innovative custom finance options, and extended factory Platinum Warranties were also introduced.

A Friday evening reception and presentations for distributors and special guests kicked off the show, according to President Mike Floyd. Attendees enjoyed first glimpses of new laundry systems and the introduction of Girbau Global Laundry Solutions' (Girbau) three pillars – customer proximity, one team and innovation and sustainability. "The entire show was a combined effort of our talented GNA and Girbau teams from across the world," said Floyd. "During the show the next day, standup magician David Harris performed next to our new 30-pound capacity Genius Series Washer. Our booths were full of excitement, energy and the 'magic' of new technologies to take laundry to the next level."

GNA Vice President of Sales Joel Jorgensen agreed. "The show allowed us to provide live demonstrations of our washers, feeders, folders, ironing systems and control systems to an array of

people from different industries, including vended, textile care and commercial laundry,” said Jorgensen. “Our GI products are known for producing exceptional quality in folding and finishing, and we enjoyed showing that off to potential buyers first-hand.”

The products showcased as part of the GI brand offering included the ST1302 Dryer with vacuum loading; the DRC Cornerless Feeder, the only cornerless feeder on the market that can process flat-goods in 2-lanes; the highly versatile DRE high-speed clip feeder; the tremendously successful CompactPro and the new FTQ Drywork Folder, which automatically folds items of different dimensions one after the other.

On the Continental brand side, the hybrid Genius Series Washers, in 23- to 80-pound capacities, stole the show. “The new Genius Series Washers can switch from a vended control to a commercial program control depending on your application and needs,” said Jorgensen. “Vended laundry owners especially loved this feature because it makes it simple to process full-service wash/dry/fold and commercial customer laundry by switching from the vended to the commercial control, which delivers significantly more programmability, dramatically expanding the process efficiencies and customer segments that can be served.”

The Genius Series Washers, which are Bluetooth, Wi-Fi and IoT (Internet of Things) ready, also feature the industry’s largest user interface, a 10-inch impact, scratch and water-resistant touchscreen; 360° Vision color corner lighting so machine status is easy to see; 450 G-force extract speeds for shorter cycle times, faster dry times and greater productivity/customer turnover; smart control updates via the cloud; a freestanding, soft-mount design for simple installations and machine durability; and ramp up to programmed G-force speeds in half the time, even when a load is up to 15 percent out-of-balance — optimizing load performance and laundry productivity.

GNA’s presence at the show also focused on transitioning to the next level of laundry processing, according to Jorgensen. “We focused on transitional laundry customers, how to grow revenue as a vended laundry by adding an ironer and Genius Series Washers to handle full-service commercial work, and on the flip side, how to grow a commercial, on-premise or industrial laundry through production automation,” he said.

The new Genius Series Washers made an impact with textile care professionals, as well. They

enjoyed learning about the company's highly programmable Poseidon Textile Care Systems® (Poseidon) Wetcleaning Machines, moisture-sensing Poseidon Dryers and flatwork ironers. Visitors were engaged by product and programming demonstrations, as well as opportunities to investigate Poseidon equipment and its advantages.

Finally, filling a need in the vended, multi-housing and light commercial applications, the new 30-pound capacity LG Titan Pro Dryer debuted alongside the entire LG washer/dryer lineup.

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 discover more about Girbau North America and its brands, solutions and laundry products – backed by industry-leading warranties – visit [www.gnalaundry.com](http://www.gnalaundry.com) or call 800-256-1073.

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.