



## NEWS RELEASE

Contact: Tari Albright  
Girbau North America  
Director of Marketing Communications  
(800) 256-1073  
[talbright@gnalaundry.com](mailto:talbright@gnalaundry.com)  
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For Immediate Release

### Panaram named GNA's 2021 Business Partner of the Year

Oshkosh, Wis.— Panaram International Trading Co. (Panaram), in Bellville, N.J., recently received the 2021 GNA Business Partner of the Year Award for superior sales and service performance within the carwash industry. Panaram, founded by Ira A. Feinberg in 1971 and now headed by his daughter, Juliette Silver, is a women-owned business certified by the Women's Business Enterprise National Council (WBEC).

Panaram has two affiliates – USAowel.com, which manufactures and markets an entire range of towels and sheets for both domestic and global sales and Carwashworld.com, which provides the carwash industry with unique and patented carwash cleaning systems, equipment, consulting and supplies for existing and new carwash facilities.

"Panaram is GNA's oldest national account specializing in the carwash industry," said GNA Vice President of Sales Joel Jorgensen. "They bring unique car wash solutions to the industry utilizing GNA equipment and their chemistry and textiles. Juliette and her team have taken the legacy of Ira and expanded their success to a phenomenal level. We are thrilled to work with them."

Panaram's focus on customer service sets them apart, according to Jorgensen.

Silver, CEO of Panaram/Carwashworld agrees. "For over 50 years, our team has learned the business from a legend in the industry, my late father, Ira," she said.

"We do things the right way, always, and our customers' needs always come first. More than 30 years ago, my father forged a relationship with Girbau North America that has continued to this day in the next generation. This family has been a mentor, partner, customer and friend. We would not be receiving this incredible honor if not for the GNA family."

To find out more, visit [www.usatowl.com](http://www.usatowl.com) or [www.carwashworld.com](http://www.carwashworld.com) or call 800-872-8695.

GNA provides the industry'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](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.

*Photo Caption: Juliette Silver, CEO of Panaram*

