



## NEWS RELEASE

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For Immediate Release

### Continental Girbau intros 450G Genius Series Washers with industry's largest touchscreen and customer interface

Oshkosh, Wis.—Continental Girbau (Continental) recently introduced the Genius Series Washer line – its best washer series ever – in 23-, 30-, 45-, 60-, 70- and 80-pound capacities. Genius Series Washers feature a host of performance, customer and store owner features and reach 450 G-force extract speeds for shorter dry times, lower utility costs and maximized customer turnover. Genius Series Washers maximize store capacity during peak business hours; feature the industry's largest 10-inch touchscreen user interface, which can double as a store service marketing and advertising screen; tout a control that can quickly change from vended to commercial when processing laundry for commercial accounts; are Bluetooth, WiFi and IoT (Internet of Things) ready; and feature a freestanding design for simple installations, even in second-story laundries, often eliminating the need for expensive facility upgrades or engineering expenses.

The new Genius Series (23- to 80-pound capacities up to 450 G-force) rounds out Continental's vended washer offering, which also includes freestanding ExpressWash® Washers (up to 405 G-force) and G-Flex® hard-mount washers (up to 200 G-force).

"The new Genius Series is our most versatile, energy-efficient, high-performance and attractive vended washer ever," said Vice President of Sales Joel Jorgensen. "The touchscreen is not only the largest user interface in the industry, it has set the new industry standard for durability. Water, scratch and impact resistant, you can literally pound it with your fist, drag a pen across it, or douse it with water or cleaning product without damaging it. Customers at the Clean show participated in the live durability demonstrations, had a lot of fun and were astounded with results that outperformed our claims."

Features of the Genius Series include:

- Industry's largest water, scratch and impact resistant 10-inch touchscreen/customer interface
- 360° Vision™ corner status light, so with a glance, customers and staff know the status of their load and quickly attend to it

- Flexible cycle, language, icon and “Extra” options for maximum profitability and customer retention
- Hybrid control that easily switches from vended self-service cycles to commercial cycle programmability, user interface and automatic chemical injection
- Touchscreen doubles as on-machine “TV” marketing, which can display store-service messaging and serve as an advertising platform to customers
- 450 G-force spin/extract speeds for lower utility costs and quicker customer turnover
- Fast, 2 minute acceleration to programmed G-force even when a load up to 15 percent out-of-balance
- Oversized chrome door frame and opening, to maximize vend price and speed loading and unloading
- Full stainless steel cabinet
- Onboard battery in case of power loss
- Onboard USB port for quick program, parameter and firmware updates
- Bluetooth, Wi-Fi and IoT ready
- Automatic chemical injection capability
- Out-of-box compatibility with:
  - Popular payment system solutions
  - Disinfecting ozone systems
  - Commercial and customer-use chemistry and automatic pump delivery systems

“The hybrid Genius Control can switch from a commercial control to a vended control depending on your needs,” said Jorgensen. “Vended laundry owners especially love this feature because it makes it simple to process full-service wash/dry/fold and commercial laundry by machine, bulkhead or using the entire store. The commercial control delivers significantly more programmability to tackle tough stains and gain processing efficiencies.”

Moreover, the Genius Control is highly programmable and customizable to fit the unique needs of any laundry; every preset cycle setting is modifiable. It offers superior programmability and owner control over every variable of the wash process, including number of baths and rinses, water temperature and level, rotation action, time, extract speed and more. The control can display up to three languages and comes with four, six or eight pre-set cycle options, with each one being customizable, according to Jorgensen.

“Storeowners can import icons from the control library and customize cycle names and descriptions,” he said. “Plus, it offers six customizable “Extras,” such as Superwash, Extra Rinse, Extra Spin and Sanitize. Owners can also create their own custom “Extras” and the option for customers to choose store-provided detergents or color-safe brighteners,” said Jorgensen. “This makes it very easy to offer/sell detergent, brighteners and softeners as part of a given program and vended laundry owners are really excited about that.”

When it comes to performance, Genius Series leads the industry, according to Jorgensen. Thanks to extract speeds up to 450 G-force and a quicker ramp-up to programmed G-force, the Genius line can cut wash and extract times by 5 and 7 minutes, respectively, over Continental's ExpressWash and G-Flex Washer lines, as well as competitive models. Genius Series Washers have superior extraction results, which improves customer turnover by up to 22 percent and lowers natural gas usage to operate dryers, resulting in greater store profit and time-saving customer satisfaction.

Designed for today and with an eye on tomorrow, the Genius Series line is Bluetooth, WiFi and IoT ready. A USB connection also makes for quick programming and pricing modifications, as well as firmware updates, which Continental provides to customer partners free of charge.

Durably constructed, the top, front and sides of Genius Washers are stainless steel with a large chrome loading door. The 23-pound capacity model has no door "boot" gasket for maximize longevity and ease of loading and unloading. The 30- to 80-pound capacity washers offer a top lid and kickstand for easy access to the easy-clean hopper and for performing routine maintenance.

For peace of mind, an onboard battery delivers needed backup in case of power outages caused by storms or grid failure. And finally, the industry exclusive 360 Vision light on the top corner of every washer illuminates in different colors to indicate the status of the machine and load inside – green: machine available; steady blue: in-cycle; flashing blue: 2 minutes to end; flashing orange: unloading required; red: machine alarm.

Genius Washers are backed by a 10/4/3-year factory warranty with the vended industry's only factory labor warranty component. To discover more about Genius, the Extended Platinum Factory Warranty option, and more visit [ageniuswash.com](http://ageniuswash.com) or call 800-256-1073.

One of eight brands of Girbau North America (GNA), Continental Girbau provides on-premise and vended laundry products and solutions to North American clients.

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.