



NEWS RELEASE

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Continental Girbau Inc. changes company name to Girbau North America

Oshkosh, Wis.--Continental Girbau Inc. recently changed its name to Girbau North America (GNA), according to President Mike Floyd. Spearheaded by Girbau Global Laundry Solutions (Girbau) – the parent company of the North American subsidiary – the name change to Girbau North America. provides a clearer representation of the company and its brands, he said.

“As a company, GNA has grown significantly in terms of product offerings, distributor reach, markets and end users since first established in 1995 as Continental Girbau Inc.,” said Floyd. “We feel – as Girbau North America – the company better illustrates its broad scope in both product offerings and services area.”

Moreover, the name change helps eliminate any brand/company name confusion, according to Floyd. “This will ultimately strengthen our brands and make them more identifiable,” he added.

Girbau North America’s brands, which remain unchanged, include Continental Girbau®, marketed to vended, commercial and on-premise laundries; Express Laundry Center®, marketed to vended laundries; Girbau Industrial®, marketed to industrial laundries; Sports Laundry Systems®, marketed to athletic laundries and health clubs; OnePress® Ironers, marketed to commercial and on-premise laundries; and Poseidon Textile Care Systems®, marketed to fabricare and dry cleaning operations.

The name-changing initiative also impacts Girbau’s other 15 subsidiary companies across the globe, which are now named, simply, Girbau.

To discover more about Girbau North America laundry solutions – backed by industry-leading factory warranties – visit www.cgilaundry.com or call 800-256-1073.

Girbau North America is the largest of 15 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 ISO4001 certifications. Ever focused on laundry efficiency, Girbau North America is a member of the U.S. Green Building Council (USGBC), a 501©(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.