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GIRBAU

**Growing
excellence**

A partnership of excellence

The history of Lavandería Industrial Medina Sidonia, in Cádiz, Spain, began with a business venture that sprang from the Spanish economic crisis

The industrial laundry business often means talking about dizzying figures for weight of linen processed, occupation and so on. But what's behind this? Is it just major hotel chains and big companies? Sometimes it is, but in many cases there are enterprising families who have built up a business through their own efforts, or it is the story of people who decided to blaze their own trail in laundry.

Girbau, one of the world leaders in the manufacture of laundry equipment, has clients ranging from major industrial laundry groups to small entrepreneurs who have opted for laundry as a new line of business. This is the case with the Medina industrial laundry in Cádiz, Spain.

From construction to laundry

The major crisis that hit the Spanish building industry after the bursting of the property bubble shook many families' finances. In this situation, almost by

accident a builder from Medina Sidonia, in the province of Cádiz, decided to move into the laundry business. Manuel Gómez and his wife Lourdes Jiménez found the courage to set up a small business in their garage at home, the kind of place that has seen the first steps of many successful ideas. With two small washing machines and a second-hand dryer, they opened their small laundry to serve local hotels and small restaurants.

Right from the start, the laundry opted for quality washing and personal service for their customers, which enabled Manuel and Lourdes to gain customers gradually and forced them to take the next step: they expanded their premises into a small industrial unit on the Medina Sidonia industrial estate. This also affected their machinery: they immediately installed Girbau washing machines, dryers and small flatwork ironers. The business grew and with it the satisfaction of its founders.

That satisfaction was shared by their

customers, who entrusted more and more services to the laundry. The industrial unit soon went the same way as the garage, outgrown by increased demand.

Growing and opting for continuous washing

With no suitable space available in Medina Sidonia, it looked as though it was time to leave for another locality, something the owners did not want to do, both because of the consequences for their employees and because of their attachment to their home town. They needed to make better use of the space, so they proposed to install new equipment (a continuous washing system) on their existing premises.

However, they were overjoyed when a new industrial estate was built in Medina Sidonia offering the opportunity to build made to measure premises for the project.

Having a technical project plan before taking this step ensured they were able



MANUEL GOMEZ: From a couple of machines in a garage to a thriving industrial laundry



STATE OF THE ART: The all-Girbau equipped laundry was designed and built for maximum efficiency in a partnership between the supplier and Lavandería Industrial Medina Sidonia

to make the most of the new premises, and from the start there were no doubts about who they wanted behind them. They called Girbau's office in Andalusia, and the company soon got to work to support a laundry that had relied on them right from the start. The first task was to supply laundry equipment and then to draw up the respective technical project plans, offering financing options and going on joint visits to different laundries to see how to get the

maintenance and constant accompaniment, providing peace of mind in the event of any technical incidents arising."

Equipment:

- 1 Girbau TBS-50 batch washer with 12 modules: incorporating the latest technologies in control and recovery systems to achieve the maximum savings in energy, water and chemical products, with 4,3 litres water consumption per kg of linen.

up to 30% on energy with 12 to 18 minute cycles; with a consumption of only 1,1kWh per litre evaporated, making it one of the most efficient and environmentally-friendly dryers on the market.

- 2 DRF4 feeders: the automatic linen feeding makes it possible to increase productivity, quality and ergonomics for the operators, with a production of up to 1,000 items per hour.
- 2 PC120 gas flatwork ironers: the gas version saves up to 25% on energy compared to other heating systems. The boiler energy performance is 93%. The design of the ironer aids the circulation of fluids by distributing heat evenly over the bed as a whole. There are no temperature variations on the useful ironing surfaces.
- 2 FL-King folders: a folder with a high quality finish that can work automatically on 1 or 2 lanes.
- 4 FT-Maxi towel folders with a real sustained production of more than 700 items/hour.

Direct personal service, responsibility, commitment and high quality are the values this laundry offers, realising the importance of quality in hygiene and presentation when delivering linen

most efficiency out of the new premises.

Washing 17,000 kg of linen a day

Today, after two months working on the new site, the laundry is able to handle over 17,000 kg of linen a day for more than 90 hotel and restaurant customers in the province of Cádiz and parts of Málaga and Seville. And the future looks bright: the new building will allow the laundry to double its current output in the future.

When asked about the growth of Lavandería Industrial Medina, Manuel Gómez credits its success to the individualised service and quality that sets it apart from the competition. Direct personal service, responsibility, commitment and high quality are the values this laundry offers, realising the importance of quality in hygiene and presentation when delivering linen.

He acknowledges: "There has been increased satisfaction in terms of the quality of the finished garment both from the laundry supervisors and from the customers. We are also satisfied about having Girbau available to provide

- 1 SPR-50 press: the powerful mechanical extraction of water by pressing adjustable up to 40 bars makes it possible to work with shorter drying cycles, thereby saving energy.
- 5 ST1302 dryers (50kg capacity) saving

A close relationship with Girbau

With the excuse of finding out about Girbau's laundry possibilities, Manuel Gómez was able to see for himself the difference in quality between Girbau machinery and that of its competitors. This difference, together with good ongoing technical support and after-sales service, helped to cement a close relationship.

Lavandería Industrial Medina had no hesitation in sticking with Girbau when they decided to grow. According to Gómez: "In Girbau machinery our laundry found quality finishes, reliability and low consumption (of power, water and so on). Moreover, Girbau came to the plant to carry out technical, operational and process training for the workforce, so ensuring maximum involvement and productivity on the part of the staff."

Manuel Gómez declares: "I would recommend the Girbau experience to all my colleagues, stressing countless stand-out factors such as quality, energy efficiency, consulting, engineering, finance, support, and much more, we have plans for continued growth"

This is the story of one of the many clients who are growing with Girbau. This is what our brand means: always being ready to help our customers to grow with confidence.



NEW OPPORTUNITIES: The new premises and Girbau installation means Lavandería Industrial Medina Sidonia can double production in the future