

KOA INSTALLS ON-PREMISE LAUNDRIES

PROVIDES LINENS FOR COMPANY-OWNED PROPERTIES WITH DELUXE CABINS

SEPTEMBER 2014 • By Haley Jorgensen

"We want to be at the top end of outdoor hospitality," said Jill Currier, director of accommodations for Campgrounds of America's (KOA) Company-Owned Properties (COPs). Of the 500 KOA campgrounds across North America, 28 are COPs and feature deluxe cabins where linen and towels are provided for guests. During 2013, KOA COPs provided clean linen for over 50,000 camper night stays. That's a lot of laundry.

To properly clean the influx of towels, bathmats, sheets, quilts and blankets, the company relies on Continental Girbau Inc. (Continental) laundry equipment at 15 locations. The on-premise laundries are equipped with 30- or 40-pound capacity soft-mount HS Series Washer-Extractors and complementing 55/65-pound capacity dryers. Most were installed between 2010 and 2011.

Selecting the Right Laundry Equipment

"We researched laundry equipment once we decided to supply linens and terry," said Currier. "We looked for equipment and a point person to help with all of our locations. We were new going into this and so we needed straightforward machines that were simple-to-use. We required soft-mount washers, as well, because the laundry equipment is installed in many locations where we can't pour concrete."



In Santa Cruz, Calif., the Continental laundry equipment is installed in a singlewide trailer. "We install in mobile homes and trailers because that's what we are permitted for," said Currier. "We needed to utilize existing structures on property so soft-mount washers were a must for making it work."

The Difference Between Soft- and Hard-mount Washers

Why are soft-mount washers the only option for such installs? Because hard-mount washers must be bolted to reinforced concrete foundations, according to **Ed Ziegler**, Continental national accounts manager. Continental soft-mount washers, rather, slide into place without the need for bolts or concrete. "They can be installed on wood floors, in second-story locations and in trailers or mobile homes," he said. "They also generate extracts speeds up to 387 G-force."

High Extract Speeds Key to Productivity

Unlike hard-mount washers, which typically only reach extract speeds of 75-200 G-force, according to Ziegler, Continental HS Series Washers generate speeds up to 354 G-force. "HS Series soft-mount washers remove significantly more water during extract, compared with traditional hard mounts, and cut dry time but up to 50 percent," he said. "This is a huge benefit, especially when you are washing a lot of terry." In turn, laundry productivity improves and dryer gas consumption shrinks. Using Continental equipment, KOA COPs can wash and dry a 40-pound load of towels in less than an hour, according to Currier. Generally, the wash cycle is 32-35 minutes. A quick wash/dry is critical, especially during peak seasons, she added.



HEADQUARTERS

GIRBAU, S.A. Ctra de Manlleu, km. 1 - 08500 Vic (Barcelona) Spain - www.girbau.com
T. (+34) 93 886 2219 - sales@girbau.es

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- Jill Currier, director of accommodations, KOA COPs

"We own our own linen and inventory at least 2.5 par," said Currier. "Time per load is very important. The more loads we complete in a day, the more efficient we are."

Simple to Use

Meanwhile, the equipment is properly programmed by item type, which makes for simple operation and eliminates user error. Operators just load the machine, select a program number and press start. The washer automatically combines the right mix of chemicals, water temperatures and water levels for proper cleaning.

That way, towels, sheets and blankets are consistently cleaned without damage to fabrics, no matter who does the wash. Once clean, items are quickly dried in the Continental dryer. Because dry times are short - thanks to the washer's high G-force extract - there is less damage to fabrics and linting over time, which will improve linen life and save on replacement costs, according to Ziegler.

At the end of the day, properly cleaned laundry positively impacts the "camper experience" - aligning with KOA's mission: "Happy Campers Who Recommend KOA to Others."

To discover more about KOA, visit www.koa.com.

The Guest & On-premise Laundry Opportunity

There are more than 12,000 campgrounds in the United States and Canada, according to **Ed Ziegler**, national accounts manager. All offer guest and on-premise laundry opportunities - profitable market segments screaming for appropriate equipment. While Continental is well represented when it comes to campgrounds with on-premise laundries, it's under represented in the guest laundry segment. But, that's about to change thanks to our small chassis equipment offerings!

"These lines allow Continental distributors to get in the door with guest laundries at a lower price point than ever before," said Ziegler. "Campgrounds benefit from commercial products that are energy-efficient, durable and reasonably priced. Meanwhile, distributors sell or lease for solid profit."



Fifteen KOA Company-Owned Properties rely on on-premise laundries equipped with Continental HS Series Washers and complementing Pro-Series Dryers.