



GIRBAU

LAUNDRY EQUIPMENT



CUBANACÁN HOTEL GROUP

With over 60 hotels, the group processes about 20,000 kg of linen per day.

Grupo Cubanacán is one of the largest hotel groups in Cuba. Founded more than 20 years ago, it offers the tourists who visit the island more than 60 hotels in different destinations, specialising in: sun and beach, nature, culture-city, quality of life, and tourism focusing in diving and fishing. They also offer hotels specialising in families, weddings and honeymoons.

In short, they offer anything a person might dream of and require on a trip to the magical island of Cuba.

The group is complemented by prestigious international chains, and promotes economic partnership with foreign investors by creating joint ventures for constructing and operating new hotels across the country.

The company has the following hotel brands: **Cubanacán, Brisas, Club Amigo, Horizontes, Hoteles E and Hoteles C.**

Obviously, with more than 60 hotels this also means having tonnes of linen to process every day.

Grupo Cubanacán has gradually made their laundries more energy efficient, more productive, more competitive and with a higher level of quality.

Trusting in Girbau since 1975: going from washing machines to batch washer

Cubanacán began placing its trust in Girbau in 1975. In the laundries of the group's first establishments they installed large capacity washers such as the HS-2057.

Over the years, the laundries have gradually grown and the machinery has changed progressively to meet the hotels' requirements. From the initial washing machines, they moved on to large capacity washing machines of the latest generation, such as the HS-6057.

From laundries with washing machines which processed 5,000 kg of laundry a day to laundries with a batch washer handling 20,000 kg a day

The growth of the chain, with new establishments and the increase in the volume of linen, changed the laundering requirements. Thus the large capacity washing machines that made it possible to wash an average of 5,000 kg day gave way to a laundry equipped with Girbau's TBS-50 batch washer and full flatwork ironing systems (with feeders and folders).





In a natural way, Grupo Cubanacán has gradually made their laundries more energy efficient, more productive, more competitive and with a higher level of quality, just as its customers deserve.

Laundries are one of the hearts of a hotel and they should always move forward in parallel with the growth and the requirement of the business. Cubanacán is the demonstration of progress and customer focus in all areas, including laundering.

Why Girbau?

Adelfa María La Serna Gómez knows Girbau very well. With a degree in Mechanical Engineering, a master's degree in Tourism Planning and a PhD in Economics, she has been associated with the tourist activity in Cuba for over 25 years: working in the Sales Department of MINTUR and the Grupo Cubanacán, as Director of MINTUR's Office in Mexico, and as part of the management of Investment and Tourism Development when Grupo Cubanacán was founded. She was the Grupo Cubanacán investment specialist when they made the first purchase from Girbau.

She says "visits were carried out to laundry facilities associated with tourist beach resorts in Spain. The majority had Girbau equipment, and the references regarding their operation were satisfactory. We also visited the Girbau factory in the city of Vic (Barcelona). All this allowed us to understand the characteristics of their equipment in full operation in peak season, the opinion of hoteliers about the quality of the services, the professionalism of the manufacturer and their after-sales services".

"Girbau continues to incorporate improvements that contribute to energy saving and to the preservation of the environment."

After analysing different alternatives, the Girbau equipment offer was selected for a number of reasons, "not only economic ones, but also because it guaranteed the after-sales service: in the projects they supplied the reuse of rinse water was considered due to the savings it offered, an innovative element at the time. In addition, we had obtained very good references about its use in laundries of larger scale in tourist beach resorts and about the quality it guaranteed" **La Serna Gomez** insists.

She stresses her conviction that she would choose Girbau again "because in addition to the results that we know from the use of this equipment in Cuba, Girbau continues to incorporate improvements that contribute to energy saving and to the preservation of the environment".



Santi Carol, the Girbau Group's Export Vicepresident and Adelfa María La Serna Gómez, Sales Director of Grupo Cubanacán.