



GIRBAU

LAUNDRY EQUIPMENT



JAMESA CHEESE MAKERS PLACE THEIR CONFIDENCE IN GIRBAU TO WASH CLOTHS FOR THEIR CRAFT CHEESES

This company in the Valencia region of Spain makes over 4,000 cheeses a day and uses technology alongside traditional methods to produce a quality product efficiently and hygienically

Cheese making calls for high-quality raw materials and great care over their processing. Jamesa, a family-run dairy firm making high-quality cheese in Llosa de Ranes (Valencia), is well aware of this. Every day 4,000 “cheeses made in cloth” leave its premises to be distributed throughout Spain and beyond, with exports accounting for 40% of sales. The craft cheese making process requires the use of cheesecloth to shape and keep the cheeses, and it is essential that the cloth is clean to ensure a quality process. To wash these cloths and all the textiles used in the plant, Jamesa has chosen Girbau washing machines.

For this purpose the firm has a Girbau HS-6017 washing machine with a capacity of 17 kg, a highly efficient model that gives optimum washing results and major savings in energy, water and time. The head of Jamesa, Rosa Romero, stresses that, “The Girbau washing machine saves time because it allows us to deal with large

numbers of cloths at the same time.” The spinning process also ensures that very little moisture is left in the cloth, which means it dries faster and therefore the material is

available fast to carry on with the day’s production without any delays.

“As our output grew, the washing machine we had was becoming inadequate, so we decided to buy another,” says Romero. The manager recalls that they decided on Girbau because, “We knew their local rep, and also Girbau was there in a laundry in Xàtiva as well as on the premises of

the Little Sisters of the Poor.” Girbau’s experience and the positive things they heard about the manufacturer did the rest.

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From a small flock of goats to a top cheese maker

Traditional cheese making at Jamesa is no recent revival of the region's ancient cheese making tradition but the continuation of a method inspired by the family's own work, which began in 1939 with Alejandro Romero and Amparo Gozávez. Their tenacity and enthusiasm enabled them to turn their flock of goats into one of the most important firms in the Valencia region. In 1973 they incorporated the cheese business as a company under the name Jamesa, a name that comes from the initials of their extended family.

In recent years Jamesa cheeses have won several national and international prizes. At the 2015 "Caprino Cabra España" international goat cheese event its unripened cheese won the bronze medal in its category, while Caprimed mature white cheese took a silver medal.

Further proof of a job well done in recent years in the company trophy cupboard includes outstanding awards like gold and silver medals at the 2009 World Cheese Awards, with a similar result a year later: bronze and silver medals. Recognition closer to home like the Spanish "Cincho de Oro" also demonstrates the enormous value that Jamesa cheeses bring to the gastronomic range of the industry.

Tried and tested in the past and successful today, the immediate future for Jamesa involves the consolidation of other varieties of cheese to add to those made in cloth or unripened cheese, such as cheese logs, which are always very popular with consumers.

