



FIVE SUCCESSFUL GIRBAU LAUNDRIES IN VIETNAM

Vietnam is one of the markets where Girbau is making its philosophy a reality from two strategic points of view for the group: it equips laundries in any sector and of any size, and provides its clients with a response fast and close to hand using a team in the country that has been prepared technically and commercially.

Via its dealer in Vietnam, Vuong Luc Trading Service Co. Ltd., with whom the company has worked for over 20 years, Girbau has consolidated its position, becoming a benchmark supplier in every kind of laundry.

This report uses specific examples from five sectors to reveal how Girbau understands laundering.

WINDSOR PLAZA HOTEL

Incorporated in 2004, the Windsor Property Management Group Corporation (WMC Group) is a hospitality and property service management company with its headquarters in Ho Chi Minh City (Saigon), Vietnam. The Company diversifies its management portfolio into various sectors such as: hotels, serviced apartments, offices, restaurants, and commercial shopping centres. Guided by the Company vision and mission, the WMC Group is now embarking on a dynamic initiative of expansion and growth aimed at becoming one of Vietnam's leading hospitality

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and property management groups; with a series of large projects, such as Windsor Plaza, Reverie Saigon or Sherwood Residence. The company also manages and owns a number of well-known restaurants, such as Ngan Dinh - Chinese

dishes, Café Central Nguyen Hue, Amigo Grill Restaurant, Gartenstadt.

The Windsor Plaza Hotel is located in the heritage quarter of old Saigon, just 15 kilometres from Tan Son Nhat International Airport. The hotel offers 386 well-appointed spacious rooms and suites, over 1,500 square metres of meeting facilities, and three award-winning restaurants.

In order to provide customers with the

highest quality, the Windsor Plaza Hotel has invested in an Eco-friendly laundry system with efficient, high capacity machines such as GIRBAU's Flatwork ironer and Folder with stacker. Girbau's distributor, VUONG LUC Trading Service Co. Ltd. has been selected by the Windsor as the main supplier to consult and design laundry solutions.

With the newly-installed laundry system, the Windsor has





completely covered its own laundry demand as well as that of properties which are managed by the **WMC Group**. Meanwhile, the laundry system is operating efficiently with a capacity of 2.7 tons/day at a minimum cost in terms of electricity, water, heating, etc, and is environmental friendly.



Mr. Nguyen Tan Dung, Assistant Technical Director of the Windsor, says: *"Since replacing the old machines with the GIRBAU machines, utilities bills have been reduced significantly while productivity has increased substantially"*.

INDUSTRIAL LAUNDRY - 559 INVESTMENT COMPANY

559 Investment Joint Stock Company is one of the typical face of Hospitality services in Vietnam, with business activities in many areas such as resorts, restaurants and hotels. 559 Investment JSC had chosen GIRBAU brand for developing of its Industrial Laundry System -559 Laundry. By using these international standard equipment, the company has always met the strictly demands and requirements in terms of both quality and quantity. In additional, investing intelligently in new machines with latest technology has created an undeniable competitive advantage for the company by significantly reducing operating resources. Located in industrial zone of Dien Nam - Dien Ngoc, 559 Laundry has created a milestone in the laundry industrial sector of Vietnam's center. Its success is



an unsurpassed proof for the importance of brand choice to invest in the industrial laundry sector. 559 Investment JSC until today have been providing laundry services for numerous top quality hotels such as: *Fusion Maia Đà Nang, Holiday Beach Hotel, Boutique Hoi An Hotel, Fusion Suites Da Nang, A la Carte, Minh Toan galaxy, Hoi An Royal. Diamond Sea, Mercure, Sandy Beach"*.

INDUSTRIAL LAUNDRY HOSPITALITY & HEALTHCARE - BLUE RIBBON LAUNDRY

BLUE RIBBON LAUNDRY was founded in 1993, and has been managed and operated by experienced shareholders. Since its establishment, VUONG LUC Trading Service Co Ltd. has cooperated with BLUE RIBBON LAUNDRY by supplying its industrial laundry machines.

There are three main customer types using Blue Ribbon services:

- Hotels: Hyatt Saigon, Continental, Caravelle Hotel, Grand Hotel, Kim Do Hotel, Le Meridien...
- Restaurants: White Palace, Riverside Palace, GEM Palace, Platinum...
- Hospitals: Hung Vuong, Tu Du, Cho Ray, Chengdu, French Vietnamese, Tam Duc, Vu Anh, Mekong, Happiness, Columbia...

To improve the quality of the service, BLUE RIBBON LAUNDRY has



also invested in a system consisting of 6 laundry drop-off shops. With the aim of being a leader in quality services, the company designed and built two separate laundry areas: the healthcare linen washing area (using disinfectants); and the common linen area, in order to ensure safety and infection control. By defining a suitable long-term business strategy, BLUE RIBBON has been able to invest in GIRBAU's high quality laundry equipment, with machines that are still operating effectively with a high market value in spite of working continuously for over 10 years.

ASIA RIVER CRUISES

Asia River cruising market has experienced a dramatic 50 percent increase over the last two years. In Vietnam, river cruises focus on serving foreign passengers. Ships either travel upstream or downstream,



depending on the different packages, with each cruise ship stopping to visit different local tourist attractions along the way. At the moment there are various options for 3 - 5 star cruises in the Mekong Delta. Providing laundry solutions is our core business, and having an extensive hospitality network has provided us with a competitive advantage in ensuring the growth of this business segment. We identified the business opportunity five years ago, and have been focusing on three main investors who have expertise in operating cruises. Some investors are also our existing customers who were successful in building and operating local branded hotels and resorts. The cruise business helps them to diversify the services they offer. Vuong Luc Trading Service Co Ltd. develops new segments based on existing customers' needs and creates a new demand for



new investors who are interested in this booming business. In their experience, the number of machines on each ship depends on the capacity of the ship, such as the number of cabins and recreation facilities. Vuong Luc Trading Service Co Ltd. provides laundry equipment to most of the ships, including Girbau washers, and especially, the P2514 flatwork ironer. "Why is a cruise laundry room important?" It is vital because it is a MUST to have clean linen and towels for on-board for customers and its daily service. The ship travels on the river most of the time, and all laundering needs to be done on board. Therefore, investors need to find experienced and reliable laundry equipment suppliers. GIRBAU and Vuong Luc Trading Service Co. Ltd. Can meet these customers' special requirements. In the past 5 years, Vuong Luc Trading Service

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Co., Ltd has installed 25 washers just to this new segment for only three key customers in this business in which Indochina Sails and Mekong River Cruises show how their business grow. **Indochina Sails:** As of March 2016, Vuong Luc has already

provided laundry solutions to 5 different river cruises operated by Indochina Sails. These cruises are ranged from 3-4 stars (Basing on number of its cabins and facility).

Mekong River Cruise Limited: is one of the new investors in this sector who builds and operates ships. From 2013 till currently, Vuong Luc has supported 3 new ships which are considered as the very first 5-star cruises operated in Mekong River. As said, the investor continues to expand its cruise services in the years to come.

RESORT - LAGUNA LANG CO

Laguna Lang Co is located between the cities of Hue and Da Nang, and covers the entire complex including Banyan Tree and Angsana branded resorts and spas, private villas and premium residences, and an 18-hole championship golf course designed by Sir Nick Faldo.



In September 2012, Vuong Luc Trading Service Co. Ltd. successfully installed an industrial laundry for Laguna Lang Co, which was considered to be the first and the largest industrial laundry system in Central Vietnam, in order to provide linen and towel washing services for resorts and guests. It took 8 months from inquiry to official launch. Moreover, the current capacity of the system is around 350kg/hour, although the aim is to double this figure in the future. In accordance with the investor's criteria, Girbau machines were selected because of their environmental friendly (energy-saving) and easy to use features. So that, the first flatwork ironer PC120 and Folder FT Maxi was chosen for this project. According to Mr. Kritsanat Udomphakphiphat - the manager of the Laguna laundry department, "It is the first time we have used Girbau machines for Laguna projects. I am very pleased with their quality, and we value the after-sales service that Vuong Luc Trading Service Co. Ltd. has provided throughout the time we have been operating the laundry room".