



GIRBAU

LAUNDRY EQUIPMENT



PODER DE LAVAGEM (Vilanova de Gaia - Portugal)

A SUCCESSFUL BUSINESS THAT TOOK INTO ACCOUNT THE KEY FACTORS FOR A SMOOTH-RUNNING VENDED LAUNDRY

The Poder de Lavagem self-service laundry, located in Vilanova de Gaia (Portugal), is an example of a self-service establishment that has managed to combine the exceptional value of good industrial machinery with the design of a spacious, pleasant and functional setting in order to attract customers in the area. Although at first sight it may seem to be part of Oporto, Vilanova de Gaia is in fact a separate city. It lies on the left bank of the River Duero, directly opposite Oporto.

Equipped with Girbau's Series 6 washers and ED dryers, Poder de Lavagem promotes the advantages of the latest generation machinery, such as their short cycles (washing in 30 minutes and drying in 15 minutes) and energy efficiency (savings in water, energy and chemicals). In addition it has created a number of services and facilities for its customers. Ranging from the possibility of paying with coins or customer card in a central Girbau payment unit (Laundry Point), to other services such as customers being able to leave their laundry and pass by later to pick it up, or

The combination of the Series 6 washers with ED dryers means that in 45 minutes the linen is washed and dried perfectly.

requesting ironing or dry cleaning. The idea is never having to say "no" to a customer. Poder de Lavagem has been warmly welcomed in the area. Its manager, André Vida, believes that the keys to its success are twofold: *"the location of the establishment and its attractive design, but also the fact of having a person in charge of the laundry during business hours, which helps the customers. Many people don't feel comfortable or ready to start up*

machinery that they're not familiar with. Therefore they value having a support point".

Another reason that stands out as a factor in the laundry's success is the diversity in terms of the machines' capacity (making it possible to combine normal loads with processes for large items) and the possibility of using programming to choose fast programs. The

combination of the Series 6 washers with ED dryers means that in a total of 45 minutes the linen is washed and dried perfectly.





The laundry is equipped with two HS-6008 (9kg capacity) washers, a HS-6013 (14 kg capacity) washer and a HS-6017 (19 kg capacity) washer. It also has two ED260 (13kg capacity) dryers and a central payment unit.

Advice and energy efficiency: key variables

Poder de Lavagem’s manager insists that *“the value for money and the guarantee of the products were what made our choice of Girbau an undisputed one”*, and adds that *“the support provided by Girbau Portugal’s sales and service team was decisive in designing the laundry with the necessary dimensions and proper layout to optimise the self-service operation”*.

He also stresses that on a business level, the reliability and energy efficiency of Girbau equipment are factors that make them stand out from other manufacturers. *“Energy saving is critical, since it is directly related to the business’s income statement,”* he says.

For their part, the customers also value the fact that they can process their linen in an eco-friendly self-service laundry, taking into account that it consumes far fewer natural resources than other establishments. André Vida adds that *“customers are aware of the environmental*

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impact of the laundry and often they even ask about the chemical products that are used, to find out if they are eco-friendly. They also appreciate the industrial aesthetics and sturdiness of Girbau machinery, along with their easy to use controls”.

It is clear that Poder de Lavagem in Vilanova de Gaia is a self-service success story, because its owners have studied and taken into account the key factors in any business of this type: location, machinery, space, design and service.

It is not enough merely to have the best machines. It is also necessary to have the best technical and commercial advice in order to design the business. Girbau’s 50 plus years of experience in laundering is without doubt a great asset!



“You need to have the best technical and commercial advice available in order to design the business.”