



GIRBAU

LAUNDRY EQUIPMENT



A LOOK AT VENDED LAUNDRIES IN MADRID (Spain)

Three Girbau laundries highlight the key factors in the success of their businesses

La Rápida, Lavalandía and Lavanda have something else in common besides being self-service laundries. All three are equipped with Girbau equipment. Each of them has its own identity, yet they have a business model in common.

An interview with the three owners has helped us to analyse what they share as self-service establishments that enables them to achieve success.

An initial element they have in common is the extra services offered in addition to self-service laundering itself. All three offer a service that allows customers to leave their linen and pick it up later already washed, ironed and folded. **La Rápida** also offers a delivery service for shops, restaurants, gyms, etc., and **Lavalandía**, the extra Stop & Go ironing service, a delivery service and washing of carpets, among others.

The importance of the users' perception: capacities, industrial desing and washing time.

Luis Miguel Martínez López, from La Rápida, insists that the key to the success of a good self-service laundry in terms of its users is "a competitive price and the feeling that the linen has once washed and ironed". **Ana Prieto, from Lavalandía**, adds "the cleanliness of the premises and a good explanation of how the machines operate". For **Gema Mateo, from Lavanda**, it is "contained fixed costs plus the location: an area with middle working class inhabitants, small houses, neighbourhoods with rented housing and shopping streets with traffic".

The importance of the users' perception: capacities, industrial appearance and washing time. The machinery is an asset for the users of vended laundries. The three owners confirm this when defining the aspects that allow them to achieve customer loyalty: "The capacities of the washing machines, their industrial and sturdy design and the washing time; their aesthetics and ease of use".





Ana Prieto de la Viña / Lavalandia



Luís Miguel Martínez López / La Rápida

The choice of machinery thus becomes a crucial factor. At Lavanda they insist that they chose Girbau "because of their value for money and their industrial appearance"; at Lavalandia, because of "the capacities of the washing machines and for being industrial"; and at La Rápida, "because of the commercial treatment and advice". In every case, they agree that, apart from the equipment, the close support that Girbau provides from the very outset is of great value, taking into account its 50 plus years of experience in self service laundering worldwide.

As a differentiating value of Girbau's machinery they highlight energy saving as a decisive factor for the profitability of the business.

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The energy efficiency that Girbau equipment guarantees is "basic and primordial". In fact, at Lavalandia they insist: "I cannot imagine this business with machines that are not efficient, or with electric dryers".

As for the self-service laundry's customers, they appreciate the fact that the laundry is equipped with environmentally-friendly machines, and while in general they agree it can be a value that is appreciated and makes the laundry stand out, they qualify this by adding "not for all the customers, but for a small segment that is more aware".

Vended laundries in Spain are steadily becoming more established. What seemed a few years ago to be a business that was restricted to English-speaking cultures more accustomed to washing linen outside of the home, is now becoming consolidated as a successful business venture. Girbau is there at the side of entrepreneurs, to share their experience with them and create successful new self-service laundries!



Gema Mateo Gijón and Guissepe Sanna / Lavanda

| Machinery | La Rápida | Lavalandia | Lavanda |
|---------------------|-------------------|-------------------------|--------------------|
| Washing | 2 HS6013 | HS6008, HS6013, HS 6017 | 3 HS6013, 1 HS6017 |
| Drying | 2 ED340 | 2 ED340 | 3 ED340 |
| Auxiliary equipment | | Ironing presses | |
| Floor area | 40 m ² | 62 m ² | 70 m ² |