



# GIRBAU

LAUNDRY EQUIPMENT



## FRESH AND SPLASH, TWO BUSINESS MODELS THAT ARE A GREAT SUCCESS IN VENDED FRANCHISES

**Their innovative design with Girbau equipment are the differentiating factors for a chain with 13 self-service establishments up-and-running and 8 more planned.**

One sees how in the United States or other English-speaking countries creating innovative vended laundries with groundbreaking designs is common. On the other hand, in countries such as Spain, the culture of self-service has come later and until now it has been difficult to see business models in this sector that stand out.

**Fresh and Splash** are a demonstration both of how the culture of self-service has advanced in Spain on a customer level and the maturity of a sector that is innovating and is strongly committed to seeking out values that stand out in the new vended establishments.

Aware of the business opportunity presented by vended laundries in Spain, the leader of Splash and Fresh, **Roberto Haboba**, created two business models that are committed to creating well-designed premises that offer the maximum comfort for the customer, as well as the pursuit of organisational facilities for franchisees and added value options such as the extra **Splash Advantage** services.

Fresh self-service laundries stand out for using Girbau products highly efficient, cost-effective and productive.

Fresh and Splash. Splash and Fresh. These are two similar business models, with a special commitment to the quality of the washing and drying of linen, but with a number of differences. As Haboba explains, *"Fresh laundries are self-service laundries that can be set up in any type of city, while Splash is a type of laundry with a very well-finished design and prepared for siting in large cities and places with a select public"*. The differences appear in the small details: the design, the detergent used or the Splash Advantage options, available only in Splash establishments.

### **Fresh - closeness and freshness**

Fresh vended laundries stand out for using Girbau products highly efficient, cost-effective and productive, something that makes it possible to increase the chances of success for the franchisee. The customer perceives the cost-effectiveness of the laundry thanks to a list of affordable prices, something that, along with the ease of use of Girbau machines and extensive opening hours, translates into advantages in terms of comfort and service.





Roberto Haboba, owner of Splash laundries

The image of Fresh establishments reveals a clean and modern design. *“The first thing I chose were the Girbau machines and I am very happy that I chose Fresh,”* said **Laia Mata**, owner of two premises the franchise has in Terrassa, stressing that she was captivated by *“the image, freshness, brightness and all that lies behind the Fresh brand, such as the excellent service, which is technically impeccable”*.

For Mata *“it is very important for the image to convey the calmness, cleanliness and neatness of the service. Customers enter the laundry and feel very comfortable there”*. Internet access is another sign of the desire to increase customer comfort. *“If we provide them with internet service while they do their washing, they can entertain themselves, they have their moment of leisure in a place that transmits wellbeing and thus optimise their time”* says the leader of Splash and Fresh, Roberto Haboba.

**Differentiation with the implementation of Profit Plus Control**

The Girbau washing machines in Splash laundries have for several months been offering the advantages of Splash Advantage, a proposal for added value for the consumer that no other laundry or other manufacturers offers.



Behind a self-service establishment there lies much more than efficiency and easy-to-use machines.

The **Profit Plus Control** offers three extra options in order to make the user experience even better: **Extra Wash**, to increase the intensity in the wash; **Extra Rinse**, to achieve a better rinsing, or **Extra Spin**, for a longer spin time.

The three options are compatible with each other in order to be able to adapt the process to the needs of the customer and improve each cycle and the wash in general. According to Haboba, *“in the two months that we have been providing this service, 70% of customers are using it and an overwhelming majority say they are very happy with the result, noting that the linen washes and spins better and comes out dryer, and thus needs less drying”*. The owners are also just as satisfied, that they are testing something that Girbau is committed to, that is very productive and that makes their customers happy. One only needs to see some images of Splash and Fresh to understand that behind a self-service there lies much more than efficiency and easy-to-use machines. The self-service establishment, above and beyond providing a service, is an experiential place where the customer has to feel at home. Splash and Fresh are an example of how to understand the laundry business based on the customer’s experience.

**See Video**



Laia Mata, owner of a Fresh franchise