



GIRBAU

LAUNDRY EQUIPMENT



STAFFORDSHIRE CLEANING SOLUTIONS

INVESTMENT TURNS ROUND THE LAUNDRETTE

A makeover and investment in new Girbau washers has transformed The Laundrette in Stoke-on-Trent. Within weeks of opening turnover has more than tripled, helping to deliver a rapid return on investment for investor Dave Robson, proprietor of Staffordshire Cleaning Solutions which took over the once-struggling business.

Sound advice and support from Girbau UK before the refurbishment project started, together with a swift and seamless installation of the new equipment helped to kick-start the successful turnaround at The Laundrette.

Robson has many years experience running a commercial cleaning company in the region and had identified acquisition of The Laundrette as an opportunity to

diversify. However, its washers were old, inefficient and past the end of their working life. He therefore approached Girbau UK for advice on the best new machines to install.

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“For me as a newcomer to the laundrette business, Girbau listened carefully to what I wanted to do and gave me good advice through every stage of the process from design and installation to day-to-day operation,” says Dave Robson.

To replace five ageing washers The Laundrette installed four new Girbau HS-6008, 9kg capacity washers and two Girbau RMS-617 18.5kg capacity machines. All are provided with coin-op controls, which are simple and easy for customers to use. The

Girbau HS-6008 high-spin model has been top-rated for energy efficiency by US body Energy Star and is ideal for everyday washing. The RMS617 washers offer twice the





capacity making them ideal for large loads and items that people cannot fit in domestic machines, such as quilts up to King size.

As well as the new machinery The Laundrette had a thorough makeover to give it a fresh look with wipe-clean white surfaces, padded seats and black safety flooring. Robson has also installed a TV, free Wi-Fi and provides newspapers, tea and coffee for customers. The result has been a tripling of takings within the first few weeks of operation, with further growth expected from diversification of the business and integration of its services with Staffordshire Cleaning Solutions.

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STAFFORDSHIRE CLEANING SOLUTIONS CHOSE GIRBAU UK FOR:

- In-depth customer support
- Start-up advice based on over 50 years experience
- Energy efficiency
- Easy-to-use machines

agree it's a great improvement," says Dave Robson. "We've been successful in attracting youngsters too, who prefer the value we can offer and don't necessarily have the money or room for a washing machine and dryer of their own."

Diversification of the business, which operates long hours seven days a week, has included service washes, an ironing service, horse rug cleaning and a collection and delivery service. Staffordshire Cleaning Service is also offering to launder towels, tea towels and other items for its cleaning service customers, allowing both businesses to grow together.

