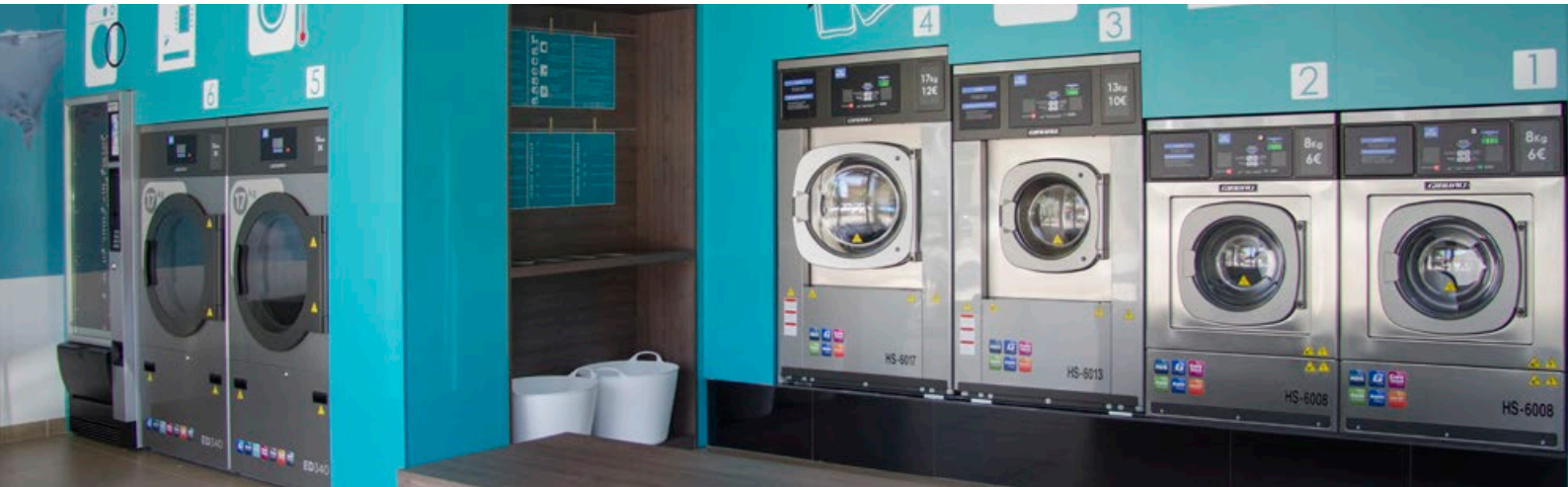




GIRBAU

LAUNDRY EQUIPMENT



BUGADA I MÉS, A LAUNDRY OFFERING A COMPLETE SERVICE

This establishment in Torroella de Montgrí combines self-service with alteration, ironing and home delivery services

Do self-service laundries have to limit themselves to washing and drying linen? "Bugada i Més" set out to answer this question with a round "no", by offering its customers a comprehensive range of other related services such as alterations or ironing services.

Bugada i Més is located in the locality of Torroella de Montgrí, in the Empordà region, and provides its customers with a unique local service for its customers. The owner, **Pere Casamort**, stresses that, "It is a service that did not exist before and right from the outset we saw it not just as a launderette but also as an establishment able to provide a range of services." The name says it all, because as well as doing their wash, customers can ask to have a garment altered or to have their ironing done, as well as having their linen collected

and delivered at home, a service that enables customers to hand over their dirty washing and get it back clean without leaving their home.

Getting customers to think of self-service laundries as a regular ally when it comes to washing their linen.

Easy-to-use machinery and professional results

Getting customers to think of self-service laundries as a regular ally when it comes to washing their linen means offering them a simple, intuitive washing process. For the owner, choosing Girbau vended machinery was the key to achieving this. "It's very easy to explain to customers how

Girbau washers and dryers work: users quickly understand what they have to do; the appearance of the machines reinforces the message and the feeling that this is a machine that offers professional results," says Casamort.





from left to right: Joaquim Esponellà, Girbau Girona's director with Pere Casamort and his wife, Bugada i més owners.

The Girbau machinery used by "Bugada i Més" includes 4 washing machines (1 x 17kg capacity HS-6017, 1 x 13kg HS-6013 and 2 x 8kg HS-6008) and 2 x Ecodryer ED340. For Casamort "It is important to have the security that, as well as high quality, the machines are backed up by a great firm and a technical service like that provided by the Girbau branch in Girona area, Esponellà i Fills. In our line of business and service we need the backing of the best suppliers." Energy efficiency was also decisive in their choice, to ensure that the wash consumes the necessary minimum of water and electricity, and for this to benefit the environment, the customer and the profitability of the business.

"We wanted to create a pleasant space that would encourage customers to come in."

Design and teamwork

"Bugada i Més" opened its doors on 5th June 2015 and as a newly-opened establishment it was especially important to give it a modern, welcoming design. "We wanted to create a pleasant space that would encourage customers to come in, and the interior designer "Sarah Alenyà" and the people from Instal·lacions "Solà-Serra" worked to help us to achieve this," recognises the owner, who expresses great satisfaction with the end result and with how business has gone in the first few weeks.

You can find the "Bugada i Més" self-service laundry at Passeig Vicenç Bou 39, local B, in Torroella de Montgrí (Girona)-Spain.

