



# GIRBAU

LAUNDRY EQUIPMENT



## ATALANTA SPORT CLUB: THE FUTURE OF A SPORTS CENTRE MADE PRESENT

**With 3 centres in Valencia (Spain), the chain of gymnasiums has created a new business model that combines sport and health**

When the current managing director of Atalanta Sport Club, **Juan Carlos Gómez-Pantoja**, set up his first sports centre in Valencia in 1982 he still had no idea about creating a business model that was non-existent in the sector, but was nonetheless intent on creating a concept that was different from traditional gyms. With a degree from the National Institute for Physical Education, and after a prolific career as coach of the Spanish water ski team, Gómez-Pantoja created his first gym in Valencia as a place devoted to health and sport.

The success of the concept was revealed in 1993 with the opening of the Atalanta Sport Club-Spa, a centre on a large scale that became an international point of reference. The Atalanta is distinguished by its facilities and exclusivity: with features such as a pool with a retractable cover, collective classrooms, cafeteria, restaurant, hairdresser, massage cabins, paddle tennis courts and a spa. A whole city block in Valencia set aside for health and sport.

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The latest inauguration is the Atalanta Sport Club- Ronda norte. In this way the chain adds three large sports and health centres that move large quantities of linen.

### **The laundry: a differentiating and exclusive value**

The Atalanta project director's commitment to the laundry was clear from the beginning of the project. In 1993 he decided to install two HS 22 kg washing machines and two SM22 dryers in the Atalanta Sport Club-Spa to wash both the towels from the spa and customers' linen and towels. In this way it provided an additional service to its customers that made the sports centre stand out even further in terms of exclusivity and differentiation. In 2001 the washing machines were replaced with new ones from the new Girbau series: two HS4022 washer-extractors and two SM22 dryers.

And in 2009 they also decided to install an internal laundry in the sports centre in Avenida Ecuador. An HS4022 washer-extractor and a ST123 dryer were installed.





The owner of the chain of sports centres, Juan Carlos Gómez-Pantoja, insists that *"the internal laundry allows us to add one more plus factor to our business, designed to focus 100% on the customer"*. And adds: *"The laundry allows us to offer a plus factor in terms of services and at the same time to control the quality and availability of our centre's towels, at a controlled cost"*.

Regarding the choice of Girbau, Gómez-Pantoja stresses *"the excellent commercial and technical advice which Girbau's office in Valencia has provided for many years. Above and beyond the machines, which are sturdy and last for many years, the Girbau team has guided us in choosing what best suited us and has been to hand if we have needed maintenance"*.



The laundry contributes to projecting a good image of the centre and reinforcing the excellent treatment that customers receive.

#### **Quality and quantity are not at odds with each other**

The Atalanta Sport Club project is a sign that quantity and quality are not at odds with each other. Figures like the 60,000 plus people who have passed through the centres, or the 17,000 sq. metres of floor space, make it one of the largest sports centres in Europe.

In Atalanta Sport centres every customer feels unique. The laundry contributes to projecting a good image of the centre and reinforcing the excellent treatment that customers receive whenever they step inside.

Above and beyond the cost-effectiveness for the business which is achieved with an internal laundry, the Atalanta property is a demonstration that caring for linen is a key part in the positioning of the business in terms of service and quality.

