



# GIRBAU

LAUNDRY EQUIPMENT



## CLEANTOPIA (KOREA), AN OVERWHELMINGLY SUCCESSFUL BUSINESS MODEL

**With 2,100 stores and 111 processing plants across the country, Cleantopia combines dry cleaning with self-service laundering.**

There is no shadow of a doubt that Girbau's dealer in **Korea, Cleantopia**, can sell Girbau equipment backed by real know-how!

Established in Korea in 1992 as a dry laundering business franchise, their business model has gradually become more complete and enhanced, to the point where it has become a project that is unique and highly successful in the market.

Its main features are: a central office that coordinates all the divisions; the **Drop Stores** (points where customers can drop off their linen and pick it up after a few hours); the **Multishops** (collection points as well as self-service laundries); the logistics area that collects and delivers the processed linen, and a centralised production centre where all the linen is processed.

The incorporation of the self-service laundries (virtually all of them equipped with Girbau machinery) is recent and was established together with the commercial relationship with Girbau.

At the close of 2014, Cleantopia had **more than 200 self-service laundries in Korea**, although the company aims to reach 100 this year. In fact, it has set itself the challenge of

having 500 self-service establishments within 5 years. Thus, the business model based on dry washing and on a central laundry with many linen drop-off and pick-up points and a powerful logistics structure, has opened up

new possibilities with the arrival of self-service laundries.

The functioning of the drop-off and pick-up points is similar to that of a traditional establishment. During business hours, the owner of the establishment is always present to provide direct customer service.

In contrast, the self-service laundries are open 24 hours a day, 7 days a week.

Mr. Beom-Teak Lee, insists that they have placed their trust in Girbau as a result of the company's great reliability and its competitive prices, as well as its commercial and technical service.

### **245 self-service establishments with 1,500 Girbau washers and dryers**

The trust that Cleantopia has placed in Girbau for about 2,000 equipping its self-service laundries is complete; 245 self-service laundries, with a total of 1,500 Girbau washers and dryers.

The Chairman of Cleantopia, **Mr. Beom-Teak Lee**, insists that they have placed their trust in Girbau as a result of the company's great reliability and its competitive prices, as well as its commercial and technical service.





Cleantopia recognised from the start that in order to be successful the accessibility to its services had to be excellent.

In addition, he emphasises Girbau’s customer focus, with details such as providing the Korean translation of the instruction manuals for their machines in order to aid the learning and training of Cleantopia’s teams.



Their success is undeniable. The figures, the growth and the expansion are incredible.

According to **Mr. Beom-Teak Lee**, the key factors explaining the success of this business are:

**Price:** The high level of automation in all the processes makes it possible to have extremely competitive prices compared to other competitors in the market.

**Product / Service:** Cleantopia instructs and trains all franchisees in order to ensure the proper functioning of the business and a high-quality customer service.

**Advertising:** The investment in advertising is very considerable; advertisements on national television (especially during the broadcasting of high audience series), sponsorship of sporting events, advertising in the press and on radio, etc.

**Delivery:** 3 times a day the logistic service collects and delivers the processed linen, so the service is always Express to the customer. In this sense, the logistics created by Cleantopia are essential.

**Presence in the territory:** Cleantopia recognised from the start that in order to be successful the accessibility to its services had to be excellent. Therefore, in addition to having very extensive business hours, it is present in many parts of the country in order to get closer to the customer.

**Chronology of a success story**

- 1985 A linen dyeing and processing company
- 1992 Creation of Cleantopia
- 2008 1,000 franchise establishments opened
- 2012 111 central processing units
- 2013 2,000 stores and 60 Multishops (self-service)
- 2015 2,100 stores and 255 Multishops (self-service)