

IN THIS ISSUE

CASE STUDIES:

Donnington Grove
Country Club

Baker's Benevolent Society

The Buckreddan Care Centre

Stanley House Nursing Home

RAF Brize Norton

The Elms School

PLUS

New Mark 3 Horizon with
"Quantum" control

PW5 → SC65

New Primus high spin washers

Loadstar and Twinstar tumblers

The new Schulthess range

Express spares service

Who's who at Armstrong

Grow with us in 2011!

AFTER SOME OF THE TOUGHEST TIMES many of us can remember in the laundry industry - in fact after a full two years of recession, perhaps made worse than in past downturns by all the political and economic uncertainties in the public sector - at long last there are some encouraging signs that professional launderers and on-premise laundry operators alike are starting to think about equipment replacement programmes and upgrades.

After all, even the best commercial machines don't have an indefinite lifespan, and as parts wear out and demand on your equipment increases, who better to consult about replacements than Armstrong?

As industry leaders for over 130 years, we operate throughout the UK, France and

Ireland, combining financial strength with our very large Newbury & Glasgow based equipment and parts inventory and unmatched product knowledge - and you can be sure that if we don't know the answer to your question a member of our extensive local dealer network most certainly will!



Jeremy Lowes, Group Managing Director

As an independent supplier we have developed strong long term relationships with companies we consider the world's best manufacturers, such as Alliance, GMP, Lapauw, Primus and Schulthess: this is a winning combination and one which enables us to offer the very best equipment solution to every conceivable laundry need, so whatever your own particular requirement, we at Armstrong are delighted to offer you our services.

Machine range UPDATES



Horizon range

NOW AVAILABLE in its Mark 3 version with the sophisticated "Quantum" control, we are supplying these with the Speed Queen label on coin, and Huebsch label on OPL versions. The features and benefits of these machines are too long to list in full here, but they include variable pricing options by cycle & time of day, incredible energy efficiency, and with the re-designed drum and clothes guard, the washers offer very good reliability in high traffic sites.



PW5 → SC65

THESE POPULAR and highly reliable small machines will very shortly be replaced by new 6kg models with German style rotary controls. As with the PW5, these are high spin stackable machines that fit under worktops in a domestic sized footprint and offer super quick cycle times as well as excellent laundry quality, WRAS certification etc.

STOP PRESS

NEW PRIMUS HIGH SPIN WASHERS - during the course of this year our partners at Primus will be introducing the next generation of high spin machines to follow on from their already highly successful FS range.

We will be able to supply further details shortly.



HOSPITALITY

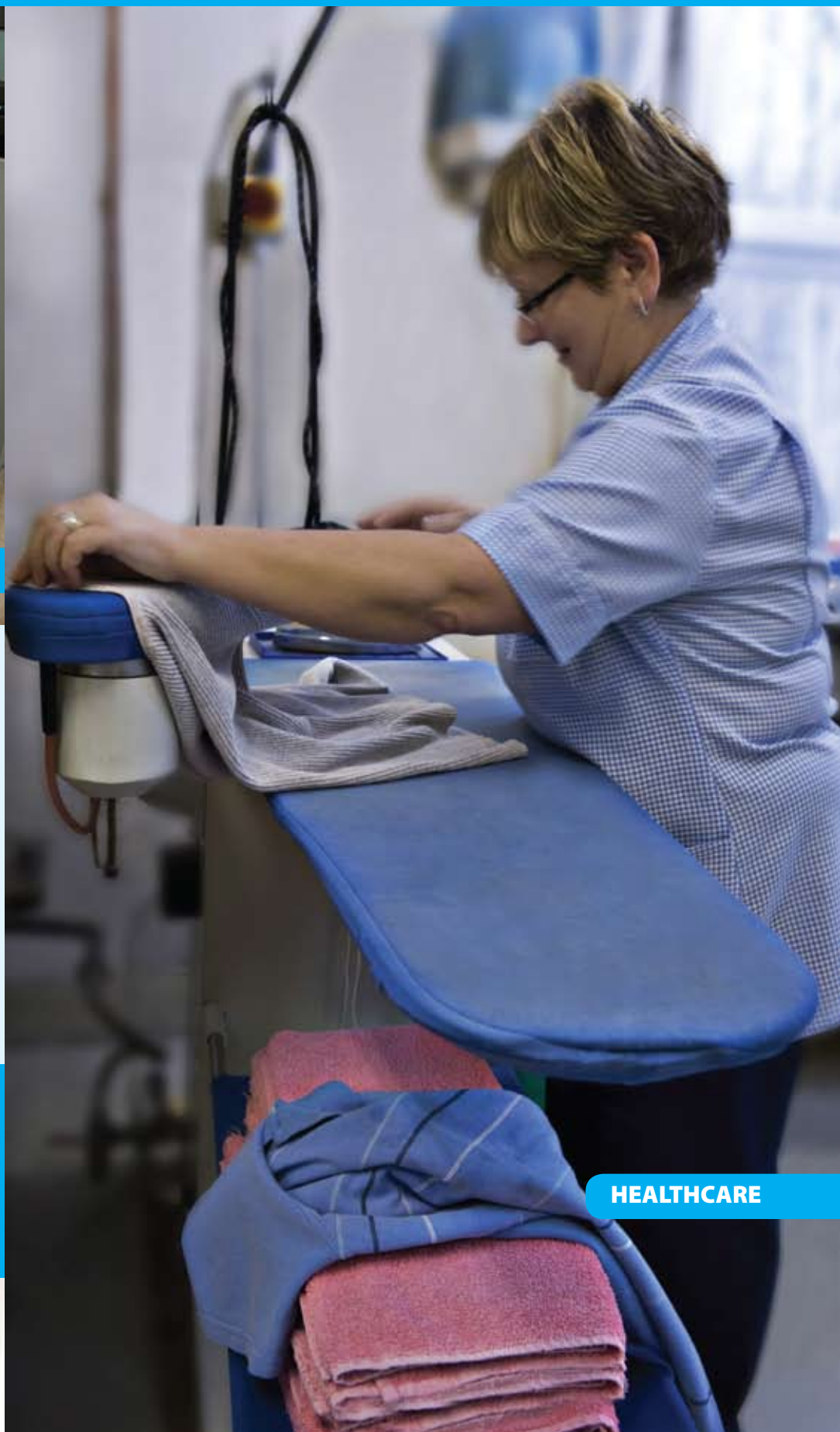
'Excellent results'

DONNINGTON GROVE COUNTRY CLUB has become one of the top destinations for golfers in the UK.

Corporate and society events plus two and three day golf breaks generate a great deal of golfing activity - and a great deal of laundry from the shower room.

The Club recently installed PW5 washers teamed with a 201 litre Huebsch dryer from Armstrong Commercial Laundry Equipment

to handle all the towels. Laundry Manageress Pauline Westall says 'The new laundry produces excellent results. It is quiet, efficient and very easy to operate. It not only copes with all the towels, it also handles the staff's personal clothing.'



HEALTHCARE

'Very good after-sales service'

WHEN THE BAKERS' BENEVOLENT SOCIETY's sheltered housing project needed new washer-extractors, selecting Primus from Armstrong Commercial Laundry Systems was the obvious choice.



HEALTHCARE

'Our previous Armstrong equipment was still running after 13 years very hard work' said Manageress Suzanne Pitts. 'The decision to replace it was based on looking at the running costs of new machines against our existing ones.'

The Epping Charity selected two 7kg washer-extractors and two 5kg machines.

The laundry serves over 50 residents and 15 staff, handling all clothing, bed linen, towels, etc. Suzanne said 'Our Huebsch tumble dryers from Armstrong are still performing well. Armstrong have always given us very good after sales service and when it is time to replace the dryers, we shall know where to go.'

'High quality service support'

THE BUCKREDDAN CARE CENTRE in Kilwinning, Ayrshire underwent a very large expansion to satisfy demand for the centre's high standards.

Proprietor Andrew Fitzsimmons carried out a thorough market appraisal before settling on Armstrong Commercial laundry Systems, the supplier of the original equipment in 1986. 'We have always appreciated the high quality service support we received for our existing laundry' said Mr Fitzsimmons 'and we were delighted when the equipment they recommended proved the most competitive in capital and running costs.' Recently when an ironing table from the original laundry

needed to be replaced it was no surprise that Armstrong had again won the order.

The new machine is the Rotondi PVT 38 ironing table complete with electrically heated thermostatically controlled buck, vacuum unit, steam electric iron, silicone iron rest, whip spring and associated fittings, internal 8 litre / 4kw steam generator, with automatic water level control and feed pump.



Serving the armed forces

RAF BRIZE NORTON is the largest station in the Royal Air Force. It is the main airport for deploying UK troops worldwide and can handle the largest aircraft 24 hours a day.



The fire station is proportionately large and professional with a team of 80 fire fighters. Each fire fighter has two sets of protective clothing and Armstrong Commercial Laundry Equipment has just re-equipped the specialist laundry which serves them.

The new floor-secured 10kg washer extractor and complementary 347 litre Huebsch tumble dryer are programmed specifically for the high-tech fabrics used in the tunics and leggings. An RAF spokesman says 'Just as our

service must deliver world class reliability, so must our support - including the laundry. We have had Armstrong's equipment and service for seven years so we know we'll get the performance we need.'

RAF Brize Norton has approximately 4,500 aircrew and ground support staff. Armstrong provides equipment including washers and dryers in a number of locations around the base.

EDUCATION



'Energy and water efficient'

THE ELMS SCHOOL in Worcestershire, founded in 1614, is the oldest prep school in England.

The school numbers 200 people, approximately 85 boarders and 65 staff and has long operated a laundry equipped with washer-extractors and tumble dryers from Armstrong Commercial Laundry Systems. When the smaller washers, dedicated to the boarders' clothes and sports kit, needed to be replaced, the selection of Primus PW5 washer-extractors from Armstrong was easy.

'We are very aware of our energy costs and our carbon footprint,' said headmaster

Clive Ashby. 'The new machines are more energy and water efficient in operation than the ones they replace. A large proportion of the lifetime carbon cost of a machine is in the manufacture and eventual disposal. Robust and reliable equipment is therefore very important.

We have been happy with Armstrong's equipment and support for many years. We are delighted with the new machines - they couldn't be better.'



Performance with high standards

WHEN THE LAUNDRY in Stanley House Nursing Home needed to be replaced, owner Mike Shepperson consulted Armstrong dealer Goodman Sparks.

The outcome was a laundry based on two 10kg washer-extractors teamed with two Huebsch tumble dryers. The new laundry performed so well that when the owner's other site, the Abbeydale Nursing Home, needed to be re-equipped, Mike had no hesitation in specifying the same equipment from by the same suppliers.

'Our laundry is one of the key factors in our Quality Assurance programme and

we demand very high standards' said Mr Shepperson. 'These machines work much faster than the ones they replaced but we are still running them for ten or twelve hours a day, seven days a week. We cannot afford any downtime and we know that if we do have a problem, Goodman Sparks will resolve it straight away.'

(Goodman Sparks may be contacted on 0114 258 9614).

primus

LOADSTAR™

ROTONDI group

SCHULTHESS

Speed Queen

TWINSTAR™

UniMac

More product **UPDATES**

Loadstar/Twinstar tumbler range

THE ORIGINAL Loadstar and Twinstar ranges are more desirable than ever with the recent arrival of the axial airflow Huebsch 55 and Twinstar 45 products, both of which offer excellent drying performance and installation advantages - for example the 55lb tumbler will go through a 36" door!



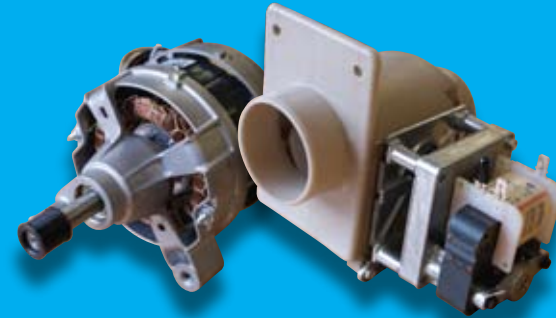
NEW Schulthess range

OVER THE LAST FEW YEARS the Schulthess 6.5kg range from this Swiss manufacturer has gained a reputation for build quality and excellent reliability, and this is being successfully taken forward by the new WS8120 model range in 7kg capacity with vented and air condenser dryer variants, available from us now.

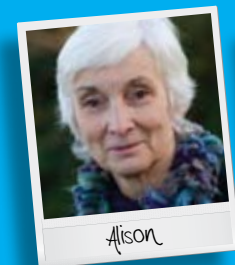


Express spares service

We hold thousands of spare parts for many different makes and models of commercial laundry equipment, and if we haven't got it, we will probably be able to source it for you quickly and economically.



To experience our friendly express delivery parts service, just call Alison, Jerome, Richard or Robert on 01635 263412 or email parts@armstrong-laundry.co.uk



Who's who

Some of your contacts at Armstrong

Sue Hitchcox - Reception

Sue and the two Carolynnes are front of house and impress us all with their unflappability!

Tel: 01635 33881
reception@armstrong-laundry.co.uk



Len Hazell - Industrial Sales Manager

Len's our expert on those big installations in commercial laundries, so if you want to talk to someone about a 300kg washer or large ironer or folder, he's the man.

Tel: 01635 33881
len.hazell@armstrong-laundry.co.uk



Di Morgan - Sales Office Manager

After 13 years with Armstrong Di has decided to retire later this year so she can spend more time with her grandchildren. Her many friends at Armstrong and in the trade will be very sorry to see her go, but we wish her every success and a very happy retirement - possibly ending up in west Wales!

Tel: 01635 263410
diana.morgan@armstrong-laundry.co.uk



Steve Lane - Trade Sales Manager

With more years of industry experience than he cares to remember, Steve is a walking encyclopedia of product knowledge. Give Steve a call for all the latest product info, prices, and, not least, industry news.

Tel: 01635 263410
steve.lane@armstrong-laundry.co.uk



Tony Giles and Jerry Baker - Technical help & support

Tony and Jerry have a wealth of experience - in fact probably more than 40 years between them! - across all sectors of the industry, and are always pleased to help with your technical queries.

Tel: 01635 33881
technical@armstrong-laundry.co.uk



Neil Gow and Jon Marshall

These two may look over-enthusiastic but believe us they do a super job organising machine transport and will always help out if you need that delivery at impossible notice.

Tel: 01635 33881
neil.gow@armstrong-laundry.co.uk
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Pauline Flitton and Jackie Walker - Accounts



Pauline and Jackie look after our busy accounts department and are on hand to help with any accounts query.

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