



PRESS RELEASE

FOR IMMEDIATE RELEASE

BDS Laundry Systems honored with Red Carpet Service® Excellence Award by Maytag® Commercial Laundry

ST. JOSEPH, Mich. (April 5, 2013) — BDS Laundry Systems, St. Paul, Minn., recently received this year's Red Carpet Service® Excellence Award during Maytag® Commercial Laundry's 55th Annual Meeting in Amelia Island, Fla. A long-standing tradition, the award is presented to the company that best exemplifies the excellent service and dependability characterized by the Maytag® Commercial Laundry brand.

“For more than 50 years, BDS Laundry Systems has demonstrated exemplary service to its customers — far exceeding the Red Carpet Service® program requirements,” said Bob English, general manager of Maytag® Commercial Laundry. “We are honored to recognize BDS Laundry Systems with this award and look forward to continuing our long-standing partnership.”

Fred Maytag II, grandson of Maytag Corporation founder F.L. Maytag, wanted customers to feel as if a red carpet had been rolled out in their honor. He developed the award in the 1960s based on strict criteria, including service response time, customer comments, loyalty and service etiquette, and a commitment to the company by continually engaging in Red Carpet Service® training courses.

“We work around the clock to provide our customers with the best service in the business,” said David DeMarsh, president of BDS Laundry Systems. “Upholding the reputation of the Maytag® Commercial Laundry brand, which is built on unmatched service, is our top priority.”

Founded in 1961, BDS Laundry Systems provides top-quality laundry equipment, dependable parts and exceptional service for the coin store, on-premises and multi-housing laundry markets in Minnesota, Wisconsin, Iowa, North Dakota, South Dakota and upper Michigan.

In addition to BDS Laundry Systems' latest win, the company has previously earned the Fred Maytag Award and Maytag® Marketing Excellence Awards twice respectively.

For more information about BDS Laundry Systems, visit bdslaundry.com.

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