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FOR IMMEDIATE RELEASE

A Fresh Take on Laundry Management
New Laundry Facility Management Company Hits the East Coast

BOSTON, July 29, 2009 — Goodbye traditional laundry outsourcing – hello to a customized and efficient way of thinking everything laundry. As a new laundry facility management company based in Boston, Mass., Turning Bridge is a managed services and outsourcing company sure to be recognized as a key player in the hospitality and health care industries by delivering innovative laundry processing solutions to their customers.

“We’re thrilled to embark on this new venture,” said Jonathan L. Benjamin, president of Turning Bridge. “At Turning Bridge, we’re proud of our experience serving the hospitality industry’s complete laundry supply chain along with our experiences effecting change at organizations large and small through our consulting practice. We look forward to delivering value to our customers in a time where tangible benefits are needed more than ever.”

Adding to their roster, Turning Bridge has appointed David Brigham as the director of business development. With 20 years experience at industry-leading companies such as Sodexo and Angelica, Brigham brings to the table a unique perspective of being able to look at each opportunity from both sides as a previous user and customer of laundry services and as a former service provider as well.

Recognizing the Need for Change

Turning Bridge was formed in 2009 due to a need for change in the \$10 billion industrial laundry market. After spending nearly five years in the industry as a service provider and consultant, Benjamin learned that linen-related outsourcing programs and in-house operations are often very inefficient causing challenges that expand far beyond the laundry. Such inefficiencies are becoming increasingly important to address. For example, the healthcare arena is struggling to keep up with demand despite uncertainty about government reimbursements and the hospitality arena is looking to weather the storm of lower demand due to the current economic environment.

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“Lowering expenses and minimizing the impact on the environment while improving effectiveness is crucial for both industries,” said Benjamin. “Current choices available often fall short of delivering real value to the laundry customer – we aim to change that.”

A Winning Solution

Turning Bridge delivers a comprehensive solution that addresses laundry-related problems plaguing the hospitality and healthcare industries. Often companies are forced to either build their own laundries or outsource to a laundry service or linen supply company. Traditionally, in-sourced operations are difficult to manage and tend to cost more to operate when compared to outsourcing. By outsourcing, customers often create new complexities and risk dependencies which can jeopardize quality and lower flexibility for their business.

“Deciding how to deal with the laundry becomes less about in-sourcing and outsourcing, rather about designing an optimal laundry solution regardless of where the laundry is processed or who owns the linen,” said Benjamin. “Our approach at Turning Bridge uses methods heavily influenced by our backgrounds and experience working with the Toyota Production System and Six Sigma. We’ve worked hard to perfect and streamline our processes and systems to deliver optimal results to our customers.”

The Turning Bridge managed service solution enables companies to retain a certain level of control over how the laundry is processed, yet still capitalize on the benefits of outsourcing. Each solution is unique, flexible and aligns perfectly with the customer’s objectives.

Recipe for Success

Turning Bridge finds pride in operating by four core values that guide all customer, employee and community interactions.

- Client Value Creation: Improve customers’ operating performance, create long-term relationships and focus on execution excellence.
- Integrity: Inspire trust by taking responsibility, providing complete visibility, acting ethically and encouraging honest and open communication.
- Respect for the Environment and Surroundings: Recycle, reuse and reduce waste to minimize impact on the environment and engage, employ and improve the community.
- Respect for the Individual and Their Well-Being: Provide a safe working environment to employees, contractors and customers.

For more information about Turning Bridge services visit www.turningbridge.com.

About Turning Bridge

Turning Bridge was formed in 2009 and is a managed service and outsourcing company that combines diverse experience, comprehensive capabilities and operational excellence in all that it provides to customers. Focusing on the hospitality and healthcare industries, Turning Bridge collaborates with clients to help them become more efficient and effective organizations. Learn more about Turning Bridge services at www.turningbridge.com.

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