

Maytag Commercial Laundry Presents Red Carpet Service Excellence Award to Caldwell & Gregory, Inc.

NEWTON, Iowa (April 5, 2005) – Caldwell & Gregory, Inc., based in Manakin-Sabot, Va., was recently honored with the Maytag Commercial Laundry Red Carpet Service Excellence Award. Caldwell & Gregory, a Maytag Commercial Laundry equipment supplier, qualified for this honor not only by supporting the Red Carpet Service program but also by demonstrating the highest commitment to customer service in the industry. Caldwell & Gregory has won this award four times including 1992, 1999, 2000 and 2004.



Given on an annual basis, the Red Carpet Service Excellence Award is presented to the company that best exemplifies the service and dependability represented by the Maytag brand in the commercial laundry division. The award criteria are based upon service response time, service tracking, customer comments, customer loyalty, customer service etiquette and a commitment by the company to continually engage in Red Carpet Service refresher training

courses. Other factors include wearing Red Carpet Service uniforms on all service calls, posting Red Carpet Service decals on all service vehicles, having a full parts inventory on hand at all times, and conducting ongoing product and service training.

“Caldwell & Gregory carries the Maytag message to their customers through their excellence in service and support,” said Craig Kirchner, general manager, Maytag Commercial Laundry. “They truly believe that the Maytag Red Carpet Service Program will separate them from the competition and it does.”

Several members of the Caldwell & Gregory management team were on hand to receive the Red Carpet Service Excellence Award, including John Gregory, president; Bill Jensen, operations manager; and Carl Haffley, senior sales executive. The presentation took place during the Maytag Commercial Laundry annual meeting held in Palm Springs, Calif.

“This award is icing on the cake,” said Gregory. “It demonstrates to potential customers that we fulfill our promises and confirms what our current customers already know. Every decision is made with the customer in mind and we make sure that every customer from residents to decision makers are happy with our equipment and service.”