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GBS LINENS

In the table linen business, there are many specialists. Some companies manufacture, some sell, some rent and others perform laundry and restoration services.

Then, there is a company that does it all: GBS Linens.

GBS is a full-service linen provider that offers an unparalleled catalog of both everyday and upscale table linen options. The family-owned business was founded by Pravin Mody. Today, Mody's daughter, Sujata Kamdar and her husband, Ashesh Kamdar lead the organization. Sujata serves as the company president and manages sales and marketing, while Ashesh, the CEO, focuses on finance, operations, and human resources.

By doing it all, GBS Linens is prepared for economic booms and busts ... and everything in between. When the hospitality business is booming, GBS's manufacturing, sales and laundry divisions expand. When hospitality budgets are tight, GBS's rental and restoration capabilities step up. The formula seems to work. With eight facilities throughout the United States, GBS recently celebrated its 35th anniversary.

"A key reason for our longevity is operational excellence—it's in our DNA," Ashesh explains. Before working with GBS, Ashesh had a career in computer engineering, and he's applied that acumen to embed technology into every aspect of the business.

Case in point: Every piece of GBS's linen inventory is equipped with a radio frequency identification tag which provides detailed status on every item at any time. Supervisors not only know if a piece of linen is in their building or on location with a client—they also know if the piece of linen is dirty, clean or pressed. GBS was the first in its industry to implement this capability.

GBS leaders work hard to cultivate the values of integrity and respect into every aspect of their business. "We have a very diverse workforce, which makes us a better company," Ashesh says.

As a strong community supporter, GBS has been a primary sponsor of the Anaheim Health Fair for over a decade, providing free medical screenings and checkups for the local residents.

Both Ashesh and Sujata are second-generation Indian Americans who were taught the importance of education by their families. "Education is how our parents survived and succeeded, so we give back to educational causes both in America and in India," Ashesh explains.

They strive for continuous learning at work as well, particularly as it pertains to risk management.

In a three-month period of 2017, GBS had to contend with three of the four costliest hurricanes in history—Harvey, Irma and Maria—which affected the company's Texas and Florida facilities. Fortunately, the company's buildings suffered minimal damage. But it was a wakeup call. "We learned a lot. We now have disaster recovery plans and checklists in place, and we prepare our team with evacuation drills," Ashesh says.

Workplace safety, California wildfires and cyber security risks are also top of mind for GBS leaders. They have successfully implemented several risk management practices, which have resulted in a significant decrease in workers' compensation claims over the past three years.

In addition, they have taken steps to make their Anaheim facility more fire resistant and their systems more resistant to cyberattacks. They are particularly concerned about ransomware, a threat that is gaining momentum.

Operational excellence. Diversity. Continuous learning. Resilience and readiness. These are the fabrics of GBS Linens' culture.

