

Planet Laundry[®]

Magazine of the Coin Laundry Association

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THE FUTURE OF WASH-DRY-FOLD



A Look at
the Evolving
Full-Service
Laundry
Business
Model

The Laundry Doctor: Examining the Profitability of a Wash-Dry-Fold Business

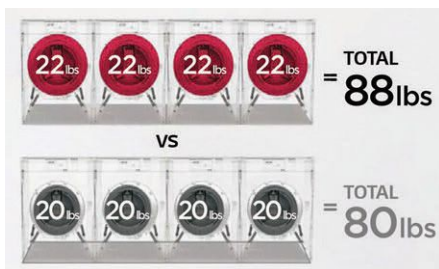
Digital Marketing: Four Steps to Promoting Your Full-Service Laundry Offerings

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CLA Chairman Daryl Johnson is the owner of the Giant Wash laundromat chain, headquartered in St. Ansgar, Iowa.

What a Difference a Year Makes

As we quickly approach the mid-point of 2021, the country seems to be slowly and finally emerging from the COVID-19 pandemic that has placed a stranglehold on our lives and businesses since this time last year.

Although the toll the virus has taken cannot be underestimated, as laundromat owners, our job is to roll up our sleeves, move forward and serve our communities to the best of our ability.

Today, more and more states are starting to cautiously open up for business. More and more people are receiving some version of the vaccine every week. And a sense of normalcy seems to be returning to the U.S. – and, more specifically, to the laundromat industry.

What's more, the Centers for Disease Control and Prevention recently stated that fully vaccinated adults can safely resume activities indoors or outdoors without masks or distancing, in gatherings large or small – marking a major milestone in the effort to fully emerge from the pandemic.

In talking with other store owners across the country, it seems like business is going well in many markets. In addition – thanks to the work of the Coin Laundry Association in getting the vended laundry business designated as an “essential service” during the pandemic's darkest days – laundromats have been placed in the spotlight as a viable business option.

This has attracted a host of new

owners and potential investors to our industry. There's more interest in the laundry business than ever before – as well as more competition – and that's great to see. It just makes all of us better.

Moreover, the industry has never been more visible to the general public than right now.

Due to the heightened awareness of the virus and people's increased desire to keep their personal items clean and sanitized, many customers are washing their clothes and linens more than ever. In fact, I've seen more blankets, sheets, comforters, dog beds and similar large items coming through my stores than at any other time since I've been in this business.

Today's consumers are looking for the best ways to keep their garments and household items clean and fully sanitized. And, increasingly, laundromats are that solution.

Free Laundry Days Are Back!

Clearly, one of the pandemic's most obvious impacts on the industry was the postponement of such high-profile, in-person events as the Clean Show, the CLA's Excellence in Laundry Conference and the LaundryCares Foundation's free laundry days.

Therefore, I'm extremely excited and proud to announce the relaunch of the LCF free laundry program – with three events already in the works and more in the planning stages.

The first post-pandemic free laundry day is slated for June 10 in Indianapolis, (<https://laundrycares.org/upcoming-event/free-laundry-day-indianapolis-in/>), with the second one in August in Denver and the third set for this fall in South Carolina.

Of course, the CLA Board of Directors has implemented new standards and protocols for these events to ensure maximum sanitization, as well as safety for all involved.

After the 12 months or so that we've all endured, this is a big deal. It's an opportunity to reach out with a huge “thank you” to those communities that have supported their local laundromats. Additionally, LaundryCares' new math and literacy offerings are probably one of the best ways you can serve your customers – in light of the fact that most children have been out of the classroom and learning remotely, and thus many of them may have fallen behind academically. To me, this entire LaundryCares relaunch may be the most exciting news of the year... so far.

There's certainly more to come in the second half of 2021 and beyond. I see a stronger laundromat industry than ever before – with a more resilient, battle-tested group of store owners for having survived these past several months.

What a difference a year makes!

[Editor's Note: In last month's "Viewpoint" column, it was incorrectly stated that laundromat owners may qualify for COVID-19 funding at 3.5 times their average monthly payroll during the second round of government funding, rather than 2.5 times their average payroll as during the first round. In fact, laundromats do not qualify for funding beyond 2.5 times their defined monthly payroll. At PlanetLaundry, we regret this error and apologize for any confusion it may have caused.]

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Laundrylux Partners with CLS of the Rockies

Laundrylux has announced a new distributor partnership with Commercial Laundry Systems of the Rockies.

The partnership “will build on the distributor’s prominence as a leading provider of laundry solutions for coin and OPL operators in the Rocky Mountain region” and allow Laundrylux to expand its presence in this growing area, according to Laundrylux. Laundry professionals in the region now have access to Laundrylux’s full suite of Electrolux Professional equipment.

“Electrolux Professional delivers game-changing results when it comes to efficiency, profitability and customer satisfaction,” said Andy Northup, regional business development manager at Laundrylux. “CLS of the Rockies has built a strong reputation as an expert commercial laundry distributor in the Rocky Mountain region, and this partnership will enable us to take laundry in the region to the next level. Owner

Pete Valconesi and his team put customer service at the heart of their operation, and we are delighted to be partnering with such a pillar in the industry.”

“Here at Commercial Laundry Systems of the Rockies, we pride ourselves in partnering with the industry’s top manufacturers, and our decision to partner with Laundrylux is very exciting,” Valconesi explained. “They not only have a superior product in Electrolux Professional, but they have outstanding customer service and post-sales support. We look forward to a long and successful partnership with Laundrylux, and we are incredibly excited to support the Electrolux Professional community in the Colorado, Wyoming and Nebraska region.”

According to Laundrylux, this new partnership provides laundromat owners and OPL operators in the Rocky Mountain region with “best-in-class commercial laundry equipment;”

Laundrylux



allows laundry businesses in the area to access the full range of Laundrylux’s services, such as financing, marketing, business development and real estate; and enables Laundrylux to expand its customer base and share its resources and expertise in the region.

Established by Valconesi in 2015, CLS of the Rockies distributes laundry equipment and offers technical support to laundromat owners and OPL operators in Montana, Colorado, Wyoming and western Nebraska.

HappyNest Partners with New York’s CleanFresh Laundromat

Laundry pickup-and-delivery service HappyNest has expanded into New York’s south Westchester County market, through the company’s recent partnership with CleanFresh Laundromat in Yonkers.

“We’re proud to be partnering with CleanFresh Laundromat with its new, beautiful, spotless facility and energy-efficient washers and dryers that are raising the standard in laundry services,” said John MacKrell, CEO and founder of HappyNest. “Residents in the south Westchester area can rest assured that their laundry is in excellent hands with the HappyNest and CleanFresh team.”

CleanFresh, which opened for business last year, is a 5,500-square-foot facility boasting 60 washers and 70 dryers. The store’s owner, Stephen

Gramaglia, is no stranger to the laundromat industry, having previously served as chief operating officer for laundry equipment finance company Eastern Funding.

“Pickup-and-delivery services are a natural progression for us as we continue to expand and successfully service the Westchester County area,” Gramaglia explained. “We look forward to a long, prosperous partnership with HappyNest, to offload the chore of laundry for residents who would rather spend their valuable time otherwise.”

In a related item, HappyNest – based in East Greenwich, R.I. – has been named a recipient in *Rhode Island Inno*’s 4th annual Inno on Fire awards program, which recognize companies sparking innovation to help drive the tech ecosystem within the region.

“We are thrilled to be boosting business for our 51 – and growing – laundromat partners who have added or enhanced pickup-and-delivery laundry services through HappyNest,” said MacKrell, whose company has expanded into 23 states and Washington, D.C. “It’s exciting times as we continue to expand and support our partners’ busy residential and business customers who simply do not have time for laundry. Our thanks to *Rhode Island Inno* for recognizing HappyNest as heating up the local economy.”

HappyNest has seen a 400 percent increase in customer signups for its pickup-and-delivery laundry service and a 200 percent increase in laundromat partner agreements over this time last year.

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*Based on 2021 Coin Laundry Association survey of 149 laundromat owners, sponsored by Maytag.
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Loomis Brothers Equipment Added to Laundrylux Distributor Network

Laundrylux has announced a partnership with Loomis Brothers Equipment Company – headquartered in Fenton, Mo. – to distribute Electrolux Professional laundry equipment.

This partnership will expand on Loomis' experience with serving vended laundries and OPL facilities, while providing Laundrylux with the opportunity to expand its presence in the region.

"Laundrylux is excited to begin our partnership with Loomis Brothers Equipment Company," said Chris Brick, director of national sales development at Laundrylux. "Established in 1949, Loomis Brothers is a third-generation, family-owned business that has built a tremendous reputation throughout the Midwest. We look forward to providing our support and seeing Loomis Brothers take its business to the next level."

"Loomis Brothers and Laundrylux make a perfect partnership with our customer-first approach," noted Matt Lamons, president of Loomis Brothers. "We're excited to equip our customers with Electrolux Professional equipment for greater utility savings, faster throughput and higher revenue in their stores. I look forward to many years of working together to provide solutions and profits for the vended laundry market."



According to Laundrylux, this new partnership will provide laundromat owners and OPL operators in the Midwest with Electrolux Professional laundry equipment, as well as access to Laundrylux's broad range of services, such as financing, marketing, business development, real estate and construction.

Loomis Brothers Equipment Company is a full-service distributor of commercial laundry and drycleaning equipment serving laundry professionals throughout Missouri, Kansas, Illinois and Indiana.

Curbside Laundries Celebrates Milestone

Curbside Laundries recently announced that it's now providing wash and fold POS systems and pickup-and-delivery solutions to 350 laundromats throughout the United States.

"It has been quite a journey," said Aaron Simmons, a Curbside Laundries co-founder. "Just over five years ago, we were looking for POS software for our laundromat that could handle the wash and fold process. We couldn't find a viable solution for us, so we built it ourselves."

"We thought software development was going to be a one-year project; however, now we realize the software will never be done," added company co-founder Matthew Simmons. "We are always releasing new features to help laundromats make more money with their pickup-and-delivery businesses."

The company, with customers from Hawaii to New York, regularly releases software updates and offers online

workshops to help its clients grow their laundry businesses.

Curbside's 350th client is San Diego-based Freshly Folded, which is owned by Steve and Elizabeth Carlin. Freshly Folded boasts a fleet of six vehicles, services more than 2,000 customers and processes more than 30,000 pounds of laundry per month.

"We needed a company that was

not only able to meet our complicated routing needs and store detailed notes for each customers' preferences, but also a company open to hearing what their clients want and need in the software," explained Elizabeth Carlin. "We found this blend of technical expertise, laundry know-how and open communication with Curbside Laundries."



ASSOCIATION UPDATE

Danielle Bauer

CLA Announces Virtual Programs for Summer

As summer approaches, use the time to increase your knowledge and learn best practices from industry experts through CLA webinars. The Coin Laundry Association will offer two programs per month this summer – one for new investors and a second for laundromat owners, which will focus on such topics as operations, wash-dry-fold service, pickup and delivery, and commercial accounts.

The CLA has the following programs planned for June and July:

- **"Scaling Up: From One to Multiple Stores"**
June 17, 2:00-3:00 p.m. CDT
- **"Equipment Maintenance 101: Troubleshooting and Simple Repairs"**
June 29, 2:00-3:30 p.m. CDT
- **"Getting the Most Out of Your WDF & Commercial Accounts Employees"**
July 20, 2:00-3:00 p.m. CDT
Sponsored by HappyNest and Curbside Laundries
- **"Trends in Payment Options: Transitioning from the Quarter"**
July 29, 2:00-3:30 p.m. CDT
Sponsored by Card Concepts Inc. and KioSoft Technologies

You also can find videos from previous 2021 programs, as well as all 2020 virtual programs on such topics as delivery routes, retooling, business plans, commercial accounts, attendant training and more at our CLA Laundry TV site at www.coinlaundry.org/laundrytv. Browse our library of videos to find information on how to start, operate and grow a laundry business.

For more details and to register for upcoming virtual events, visit the CLA's events calendar at www.coinlaundry.org/events/calendar.



Danielle Bauer is the director of membership & education for the Coin Laundry Association. She can be reached at danielle@coinlaundry.org.

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Create Enthusiasm for Your Wash-Dry-Fold Business

Four Basic Steps to Marketing Your Full-Service Offerings

Wash-dry-fold services can be an incredible boon to your customers. You're offering them a time-saving, hassle-free way to get their laundry done. You're helping today's customers stay on top of their busy schedules with little inconvenience, minimal wait times and a fair price tag.

When executed correctly, a wash-dry-fold service should allow you to increase customer satisfaction by providing clean clothes without much work from the customer's point of view. In addition, industry estimates have shown that wash-dry-fold operations can increase a laundromat's revenue by anywhere from 5 percent to 30 percent.

It's a serious win-win.

However, excellent services don't sell themselves, and competition can be fierce at times in this industry. Even the smallest towns likely have multiple laundromats, while large cities often feel like there's a laundromat on every street corner.

Competing in any environment requires a particular set of tools alongside a thought-out process that reaches potential customers in an engaging way. I want to share the basics of how you can acquire the right tools and build a solid marketing

funnel to grow both an existing business and a wash-dry-fold addition.

STEP 1: Begin with an Updated Website

One of the fundamental pillars of digital marketing is your website. It's the central hub where visitors can learn about your business, what you have to offer, where you're located and more. Although the underlying messages may not vary much from one laundromat's website to another, it's still an essential aspect of your marketing. At the very least, you're telling a potential customer that you can provide them the service they need - and an updated design goes a long way in that effort.

But the effects go deeper still. Your website is the best place to be found online simply because it's yours. When someone is on your site, you're not competing for attention with other social posts or ads, and you have that visitor's total attention. A click to your website is a click toward your business, a vital engagement that displays interest in what you have to offer. No matter where that click comes from, it's crucial to have the correct information on

your website, coupled with a pleasant experience overall. When put together correctly, you stand a much better chance of pulling in a potential customer.

Boiled down: you need to set up your website to establish trust and credibility with new and returning visitors through effective design. From there, you can start to think a bit more about the audiences you want to reach.

STEP 2: Develop Your Audience

Once your website is created and optimized (for both your previously existing services and any new additions), it's time to start honing in on your audience. The idea behind audience-centered messages is to tailor what you're saying so that it's easy for the listeners. When preparing a message, marketers analyze their audience and adapt content or language usage accordingly.

Therefore, knowing your audience when approaching your wash-dry-fold marketing is an important step. You should know (with some degree of accuracy) your optimal customer's age range, gender, education level, language, neighborhoods, budget and more before trying to create content that

speaks to them. Knowing who you are talking to will make sure that they'll be able to understand what you're saying.

How do you get this information? By analyzing your current customer base. Start by talking to your current customers and find out what they like and dislike about your laundromat, its online presence and your current marketing. Ask them where they browse online and whether or not they'd like to see content that helps them with their laundry chore.

Believe it or not, people look for tips to help with stains, detergents, water temperature and hundreds of other laundry-centric topics. Finding out what interests your audience will help you find ways to connect with current customers and new prospects on a personal level – so, when you're creating content, the end result will feel natural.

When done correctly, knowing your audience can help you stay ahead of your competition, find new ideas for inspiring and exciting content, and improve your ability to connect for any service. To drive it home even more fully, knowing your audience will help you gauge whether or not adding a wash-dry-fold service will stand a chance of success to begin with.

STEP 3: Take on Search, Social and Email

By now, you have a solid website and an understanding of who your audience is and where they hang out online. Now it's time to create the content that helps increase your marketing's reach and enhance your new services' visibility.

This is, in practice, simply an exercise in growing the size and strength of your audience. You can take to social media and attack search engine rankings to generate traffic to your website and turn that traffic into new leads. From

there, you can continue to engage with those mediums, while adding on email marketing as a way to send personalized messages, offers and tips to your engaged audience members.

Which specific sites will work best for your business? It depends – and analyzing your audience is the key to this answer. Chances are, though, you'll be taking a closer look at Facebook and Instagram, with a chance at TikTok or Snapchat. Do your due diligence before committing your time and resources to your chosen engagement platform.

Here's the good news about these marketing efforts: they're all cost-effective. Everyone has email these days, and social media accounts are free to start and use. If you're paying for your website already, creating content in an effort to rank on search engines is a valuable use of your time. Even if you acquire tools to help with these (and it's generally recommended that you use at least a social media scheduling tool like Hootsuite), your costs will remain low, while the potential ROI is high.

Step 4: Develop a Way to Measure Marketing Success

The final crucial element when marketing is to understand how you define and measure success. Understanding conversion rates and traffic trends will allow for instant feedback on whether or not your campaign strategy is working, which can be vital in adjusting future efforts accordingly.

However, it can be challenging for small businesses to monitor and analyze their marketing efforts. Many laundromats can only guess how much business they get from online reviews or social media mentions. They don't know which customers came because of a Facebook ad or an Instagram post, so they end up throwing everything

against the wall in hopes something will stick.

This makes it difficult to determine which strategies are working best and how much of your budget should be allocated toward each type of marketing activity. What types of metrics are the most important and where can you start getting actionable insights?

- Email marketing efforts should track open rates, click-through rates and landing page conversions.
- Social media campaigns need to track engagement (likes and shares), as well as clicks and conversions.
- Paid ads need to pay close attention to cost-per-click metrics, cost per customer and retention rates.
- SEO focused efforts should track page ranks through a tool like Ahrefs or Moz and keep an eye on Google's algorithm updates

I can point to various solutions here – such as measuring your marketing efforts with Google Analytics or setting up promotions through a service like Hubspot to track redemptions and customer conversions. There are tons of software solutions out there. The key is to find one that works for the marketing campaigns you set up.

The marketing of a wash-dry-fold laundry service is not as straightforward as it may seem. There are several factors to consider, including the website, audience development, search engine optimization, social media strategy, email campaigns and tracking. But it's not impossible and can be incredibly powerful. By following these steps and doing some additional research into what will work best for your company goals, you can take control of just how successful your laundry business can become online.



A Change of Heart

The Laundry Doctor Reconsiders His Perspective on the Profitability of the Wash-Dry-Fold Business

For 20 years, I've warned laundromat owners against letting their wash-dry-fold operations interfere with and encroach upon the self-service end of their businesses. After all, that walk-in business is the "bread and butter" of this industry. Right?

Yes, of course, that's still the case.

However, a recent webinar on the topic of wash-dry-fold - hosted by the Coin Laundry Association and featuring stellar laundry operators Neal Shapiro, Daniel Sofranko and Bruce Walker - featured some interesting comments regarding the profitability of a wash-dry-fold business, versus a strictly self-service laundry operation.

It made me reconsider my perspective a bit.

For the last 20 years that I've been in this business, the industry has never quite been able to successfully push the value of the wash-dry-fold product beyond a national average of about \$1.10 per pound.

Although the industry has continued to attract greater numbers of consumers

All in all, I've had a change of heart with regard to the profitability of the wash-dry-fold business.

who covet this service (especially within the last year or so), there hasn't been enough to really push the price of wash-dry-fold up to where it probably should be.

Up until recently, that is.

Of course, a number of drycleaners have gotten into the wash-dry-fold business as an add-on service for their customers. In fact, many drycleaners for years have been charging in the range of \$3 to \$4 per pound for the convenience of their laundry services.

Additionally, although the national average for wash-dry-fold in the laundromat industry may still be languishing at about \$1.10 per pound, there are several store owners out there who are doing it right - and they're getting \$1.60, \$1.70 and even \$2 per pound for their wash-dry-fold services. They're delivering a superior product - and their customers aren't even blinking at the price.

The Labor Factor

The key factor that has always made wash-dry-fold less than attractive to some owners is the cost of labor. And, granted, we've seen a movement toward a minimum wage of \$15 an hour nationally. But let's look at that labor cost more closely.

First of all, we need to establish a wash-dry-fold production rate. In my experience, a well-trained laundromat employee should be able to produce, on average, 50 pounds of processed wash-dry-fold laundry per hour.

Next, let's figure out revenue. At 50 pounds per hour at the national average price of \$1.10 per pound, the revenue would be \$55 per hour.

Now, let's work the labor cost into this equation. Assuming you're paying your wash-dry-fold employee \$15 per hour, this will come to approximately \$18 per hour once all of the labor costs have been fully factored in and accounted for. That \$18 per hour represents 33 percent of your \$55 per hour revenue for a wash-dry-fold product priced at \$1.10.

However, what happens if we raise the cost of that wash-dry-fold service to \$2 per hour - keeping in mind that many laundromat owners are already getting this price and higher, not to mention the fact that drycleaners are currently in the wash-dry-fold space at \$3 or \$4 an hour?

At \$2 per pound, that 50-pound production rate will now get you \$100 of WDF revenue per hour. Factor in the same \$18 per hour labor cost, and labor has plummeted to represent just 18 percent of the equation.

THE LAUNDRY DOCTOR

At that point, with labor still by far the largest portion of your wash-dry-fold costs, you can begin to look at raising some of the other costs associated with full-service laundry, such as detergent and stain-treating chemicals.

Using more expensive soap doesn't cost very much in the grand scheme of things, yet it produces a much higher quality finished product. Even at \$1.10 per pound, soap costs represent about 3 percent revenue – and, at \$2 a pound, that figure inches closer to just 1 percent. So, why not use the very best detergent and chemicals available?

Even with paying your employees \$15 per hour and “splurging” on high-quality detergents, your overall cost of doing wash-dry-fold laundry at \$2 per pound will represent only about 25 percent of the total revenue. And, at a 75 percent gross margin, a wash-dry-fold service becomes an extremely attractive business model to many owners. Perhaps even more attractive than self-service laundry.

What's more, with a wash-dry-fold business, you have more control – you're not waiting around for customers to walk in. Plus, you can do the work in a much smaller space, and you can utilize your equipment much more efficiently.

Adding Pickup and Delivery

Next, let's consider adding another element to the mix – pickup and delivery.

If you're simply offering drop-off wash-dry-fold, you never know when those laundry loads may come in. When you operate a pickup and delivery business, now you're truly managing workflow and production. You'll know exactly how much labor you'll need and when you'll need it. You can make that labor the most efficient, and you can produce finished products as quickly as possible.

With pickup and delivery, it's important to watch your costs. Personally, I've always budgeted 10 percent of revenue per hour for my pickup and delivery service. At The Laundry Doctor, our costs per hour to operate a pickup and delivery service are about \$30 an hour – with labor, fuel, vehicle depreciation and so on. So, we try to keep the volume at \$300 per hour for that end of the business.

If you can keep your costs to 10 percent of the revenue per hour, a pickup and delivery service becomes quite an asset, because now you're controlling the production side within your facility.

But be careful. Pickup and delivery costs can kill you. When we initially got into the laundry locker business, we were driving all over town, and it was drowning us in pickup and delivery costs. At one point, those costs were

as high as 50 percent of our revenue. We quickly fixed that situation, but if you're not paying attention, this is a variable that will take you down.

All in all, I've had a change of heart with regard to the profitability of the wash-dry-fold business.

Yes, you must manage your costs. Yes, you must provide a high-quality service and an excellent finished product. And, definitely, you must price your full-service options at a reasonable rate – for both you and your customers.

But, given these factors, a wash-dry-fold business, especially with a pickup and delivery element, potentially can be better for your overall laundry operation than strictly being in the self-service laundry business.

Jeff Gardner is the president of The Laundry Doctor, based in St. Paul, Minn. He is also the president of the LaundryCares Foundation.

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LAUNDRYCARES STORE SPOTLIGHT

Bob Nieman

'Like a Fine Gumbo'

A Literacy Theme Runs Throughout Famed New Orleans
Laundromat/Restaurant Combo



Jane and Scott Wolfe, who own Wash World laundromat in New Orleans, are not novices when it comes to incorporating a literacy theme into their business ventures.

In fact, the Wolfes also operate Melba's, a po' boy take-out restaurant located adjacent to their vended laundry business. And Melba's has become quite famous for more than just its food. The restaurant has initiated a community awareness literacy project that regularly features a "Gift of Literature Day," on which 100 free copies of a featured author's signed book are handed out to customers.

For the first hour of these events, the guest author is at Melba's either in person or via Zoom to greet those who come through the book line.

Therefore, when the couple learned about the LaundryCares Foundation and discovered they could add a literacy-rich, early childhood learning space to Wash World, they jumped at the opportunity.

Jane distinctly recalls one of her first interactions with a child in the laundromat's newly installed Family Read, Play and Learn Center.

"I'll always remember watching a child draw on the chalkboard, as he had X's and O's everywhere," said Jane, who also teaches world religions at the University of Holy Cross and the Tulane School of Professional Advancement. "Eventually, I asked him, 'What are you drawing?' Excitedly, he replied, 'I'm playing coach!'"

"That's the moment when I truly realized that this isn't just a reading center - it's an imaginative teaching ground as well."

Wolfe recently shared her thoughts on early childhood literacy, as well as the value of the LaundryCares' RPL Center, with PlanetLaundry:

How has installing a Family Read, Play and Learn Center impacted your store and its operations?



LAUNDRYCARES STORE SPOTLIGHT

It's been easy for our staff to incorporate the upkeep of this space into their day-to-day operation. Basically, you just need to keep the books straight and the table cleaned.

Approximately how many families and children benefit from this literacy- and learning-focused area?

Every month, 200 families benefit from our literacy/learning area. However, the tentacles of the space go much deeper. All customers benefit from the space, as the children are not running around the store doing nothing. The literacy space holds the kids' attention. Therefore, the entire laundromat is a more peaceful place.

How has the RPL Center helped your business - both tangibly and intangibly?

With regard to corporate social responsibility, I believe that, when you walk into a business, you should feel what it's doing. The special literacy space at Wash World fuels a human emotion that knows reading is important. I'm grateful to the LaundryCares Foundation for helping us to create the most beautiful feeling inside our laundromat business.

How has this early childhood literacy space affected the community's attitude toward your laundry business?

When a customer without children takes time to tell you how good the space is for kids and parents, you know you've hit a home run.

All these years I've been in business, and I've never had the academic world turn its head toward my business. But the academic community is especially pleased with this literacy space we've created. That's probably what I've noticed most of all - teachers, librarians, professors, social workers and psychologists have all voiced their



positive approval of what we're doing at Wash World.

How does Wash World's literacy space complement Melba's literary events?

The literacy initiative of the LaundryCares Foundation pushed me to look deeper into the aspects of our po' boy business, to think about how can I teach to the 30,000 customers walking through Melba's doors every month.

LaundryCares opened my eyes, and I'm wholeheartedly convinced that the book-signing events at Melba's and the RPL Center in Wash World work in concert with one another - just like a fine gumbo.

And this entire literacy format is opening the eyes of fellow business-people toward what a good business

is capable of doing for the community it serves.

What would you say to store owners who may still be on the fence about installing an RPL Center in their laundromats?

Over the last 41 years in the retail industry, we've bought and sold many locations. And, with every location, I've reflected on what we've learned. One thing I know for certain is that installing the LaundryCares' RPL Center has been one of the best business decisions I've ever made in my life.

Business is not all about the money. It's about what you're doing inside the community in which you serve. Adding the literacy space is a decision you will never regret. I only wish we had done it sooner.

[For more information about the LaundryCares Foundation, its programs for store owners and how to get involved, contact Dan Naumann at: dan@laundrycares.org; or visit the organization's website at: www.laundrycares.org.]



Forty Years in the Making

A Look at Laundry Payment Company Card Concepts Inc.



Card Concepts Inc. was established in 2000. However, the company actually was developed thanks to more than 40 years of experience in the laundromat industry.

CCI, headquartered in the Chicago suburbs, was founded by the Marcionetti family - Dion and his two sons, Steve and Andy - who were inspired to develop a laundromat payment system that would fully meet the needs of a today's progressive store owners.

The Marcionetti family was not new to the laundromat business. Prior to establishing CCI, Dion had been deeply involved in the vended laundry industry for 20 years.

The company's LaundryCard, FasCard and FLEX products allow laundromat operators to accept any combination of coins, credit and debit cards, mobile payments, and loyalty cards; reduce cash collections; manage employees; market their businesses; and more.

On a Mission

It's been Card Concept's mission to provide laundromat owners with all of the tools they need to succeed in one, integrated system.

"We are more than a payment system," explained CCI President Steve Marcionetti. "We are a business solution. Our systems facilitate all methods of modern-day payment and include real-time reporting, marketing tools, employee management, scheduling, loyalty programs, service repair management and countless other features that streamline and automate managing a laundromat."

In addition, CCI maintains an expert customer support staff, which works side by side with the company's development and quality assurance team to not only address issues as they arise, but also to proactively prevent issues before they occur.

During 2020, CCI expanded to an even larger tech support team, and



INDUSTRY LEADER

remote work has enabled the company to hire the best talent from all across the U.S., according to Marcionetti.

"Each member of our technical support staff is extensively trained in providing complete support across all CCI products," he said. "When we started CCI, we knew we had to be available when store owners needed us, so we have always provided 24/7 technical support, 365 days a year. Laundromats are weekend and evening businesses, so it only makes sense that we would have support available during these times."

All CCI products are engineered, manufactured and tested within the U.S. They're tested in-house by designated quality assurance specialists until all quality standards are met. Once this in-house testing is complete, Card Concepts hardware is installed in live, company-owned stores for field testing. If a product fails to reach the company's quality standards, it will be reengineered and retested to ensure that only the highest quality hardware and software reaches CCI customers, Marcionetti said.

Moreover, CCI maintains a motivated staff of professionals with diverse backgrounds and skills. Card Concepts' "open-door culture and cross-departmental collaboration" fuel innovation and creativity across all areas of company and aid the staff in staying up-to-date to provide the best possible service.

"Our close-knit family atmosphere has thrived in an environment of integrity, inclusiveness and cooperation, while embracing the journey both good and bad," Marcionetti said. "Our strategy for talent development has built a knowledgeable, driven staff with a passionate dedication to our customers and operations."

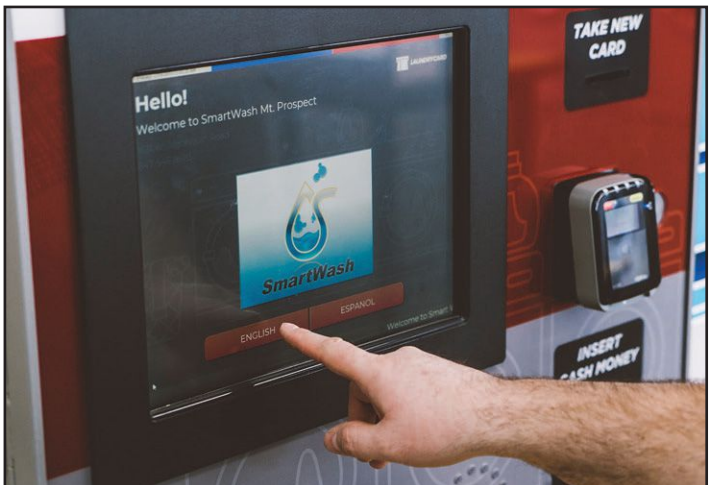
"Everyone at CCI has the same customer focus that I had when we first started the company, and it's our commitment to patience, availability, and reliability that has helped us form such a loyal distribution and customer base."

What's New at CCI?

During 2020 and continuing into this year, CCI has spent countless hours advancing its contactless and coinless payment options. It also has expanded to an even larger tech support team and started development on a software training program to coach laundromat owners on all of the marketing and management tools included in their CCI systems.

"We remain devoted to helping our current and future customers make the most of their laundromats through quality hardware and software that is engineered, manufactured and tested in the United States," Marcionetti pointed out.

In 2021, CCI has launched its new FasCard TouchKiosk with EMV and contactless payment integration. And the company continues to push forward to the launch of its F3 card reader, which also will feature EMV and contactless payment – accepting coins, cards, loyalty cards, chip credit/debit cards,



contactless credit/debit cards, and NFC payments such as ApplePay, GooglePay and SamsungPay.

The world of payment is constantly evolving, and CCI's Steve Marcionetti shared his thoughts on where that industry is headed, as well as on the future of the laundromat business:

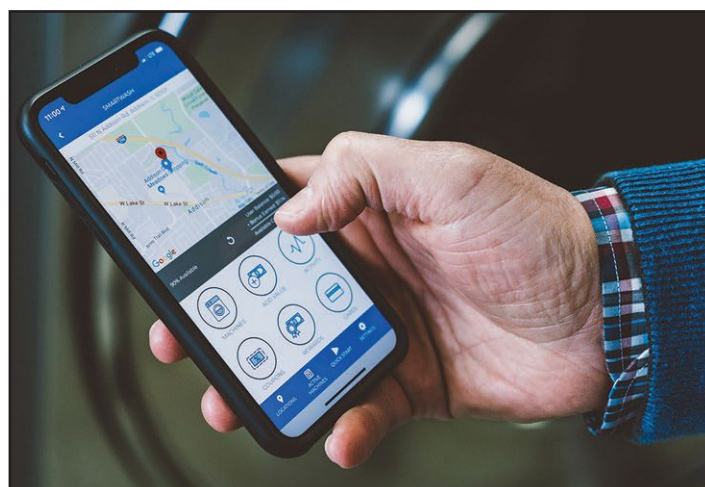
What is the most pronounced trend you're currently seeing in the payment industry?

There is a lot of focus around mobile payments. I understand the attraction to this "newer" option, and CCI has an array of mobile offerings. However, when we look closely at the usage of mobile adoption as a percentage of overall starts, it remains very low.

The trend that most successful laundromat operators I work with are trending toward is making sure to give retail customers several payment options in a simple way – whether coins are part of the equation or not. Loyalty card systems that don't accept coins can still accept credit cards and debit cards, along with mobile payments. This provides the most profit-focused offering to store owners, as well as the easiest experience for retail customers.

What would store owners be most surprised to learn about CCI?

I think we could surprise owners with a few things. First, all



of our products are designed, manufactured and supported locally. We take a lot of pride in the fact that we have been able to maintain a "Made in the USA" label for more than 20 years.

Secondly, we are laundromat owners. We own and operate laundromats, which gives us a unique perspective when designing our products. Many of our customers comment on how focused our products seem to be toward their business. This is no mistake. We develop features based on our own experiences and needs in our stores. Having our own stores also enables us to test products and new features on ourselves first, before deploying to customer stores, which minimizes early adopter issues.

Lastly, we have been a pioneer in the laundromat payment space from the beginning. We were the first company to introduce a touchscreen payment kiosk, as well as the first to introduce a touchscreen card reader directly on laundry machines. And we will continue to innovate for our customers in ways that are meaningful and that improve store owners' profitability.

What are you most excited about for 2021 and beyond?

When we first started CCI, we struggled to gain awareness, and many operators had a difficult time imagining their businesses without quarters. Those awareness challenges are over. You would be hard pressed to find a store owner who hasn't looked into or at least been exposed to the concept of eliminating coins.

This is exciting because it opens up the opportunity for CCI to offer solutions to more locations, which in turn will result in more profitable store ownership. The momentum around alternative payment systems continues to build, and I believe it's one of the major contributors to improving the image of our industry.

What key challenges lie ahead for store owners?

Rising costs have been – and will continue to be – a challenge to laundromat owners. More specifically, our industry is ripe for a vend price increase to accommodate these challenges. Without an appropriate alignment in costs versus vend price, store owners will find themselves in a position where they

can't make the needed repairs and updates required to keep their businesses attractive to the retail customer.

Fortunately, many of the payment systems available today give store owners an effective tool to manage their vend prices easily and adjust them gradually as their costs fluctuate.

What's the best advice you would offer today's laundromat owners?


In my 20-plus years in the laundry payment space, there have never been so many options for owners to choose from when selecting a payment system for their laundromats. Some of these options are very new to our industry, some are very focused on mobile payments, and others are bringing solutions from other industries and adapting them to work in the laundromat space. Having all of these options can cause indecision and confusion for the store owner. It's easy to become enamored with the latest technology trend, but to be shortsighted on what's best for the business and the retail customers.

My advice to laundromat owners is to do their homework when researching a payment company. How long has it been in the laundromat industry? How many product installations does it have nationally? Where is its product made and supported? When is its support team available? Most importantly, talk with other store owners who have used the products you are considering – what were their experiences like?

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CHARGING FORWARD

BRUCE BITMAN

Alligator Laundry

Long Beach, Calif.



Before Getting into the Laundry Business...

Bitman has been in the laundromat industry for 11 years. Prior to that, he was in the vending machine business.

Store Opening

January 5, 2021

Business Hours

6:00 a.m. to 11:00 p.m. daily

Staff

Alligator Laundry employs three part-time attendants.

Total Square Footage

5,400 square feet

Parking Availability

The laundromat features 16 parking spaces, along with street parking.

Lease or Own?

Bitman owns the property.

The Construction Process

Alligator Laundry was built from the ground up. The entire project took two years to complete - due to permitting and other bureaucratic delays caused by the pandemic - and it cost more than \$1 million.

Marketplace Demographics

The laundromat is location in a heavily populated section of Long Beach, with a

strong and relatively equal mix of Hispanic, African American and white customers.

Competition

There are eight competing laundromats within Alligator's marketplace.

Payment Options

Loyalty cards, debit/credit cards, and Google/Apple Pay.

Washers and Dryers

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BUSINESS BIO

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7 Speed Queen 80-pound frontloaders	\$7.50
26 Speed Queen 30-pound stack dryers	25 cents for 11 minutes
10 Speed Queen 45-pound stack dryers	45 cents for 11 minutes
2 Speed Queen 75-pound dryers	\$1.00 for 11 minutes

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Lochinvar water heaters

Card System

ESD card system

Bill Changers

American Changer bill changers

Laundry Carts

R&B Wire Products laundry carts

Beverage Vending

Crane Merchandising Systems beverage vending machine

Snack Vending

Crane Merchandising Systems snack vending machine

Arcade/Video Games

- Foosball
- Pinball
- Street Fighter video game

Televisions

6 televisions

Wash-Dry-Fold Service

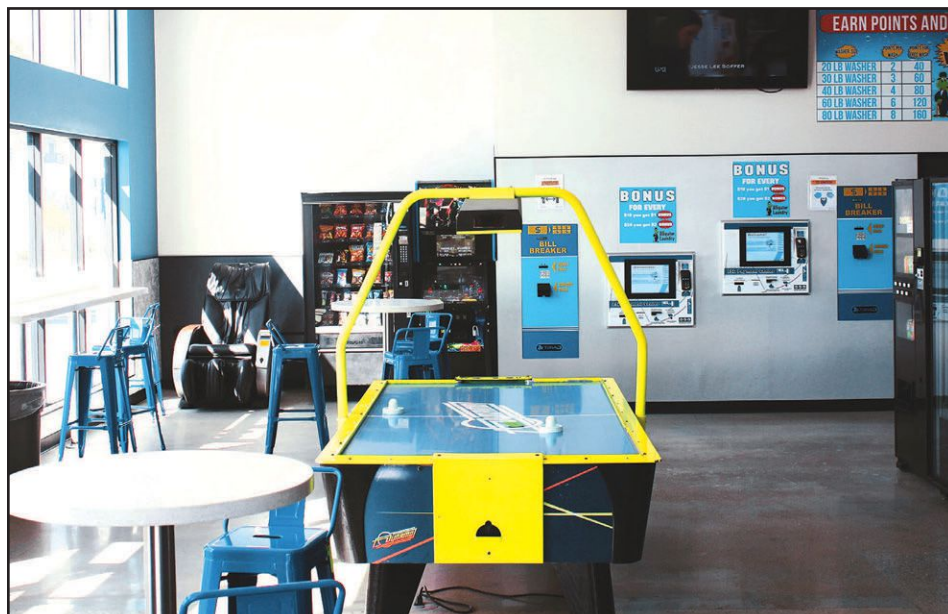
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The Future of Wash-Dry-Fold

A Look at the Evolving Full-Service Laundry Business Model



Long before COVID-19 turned many – at least for a while – into semi-reclusive shut-ins venturing out only as far as the front porch to retrieve their latest Amazon packages, numerous companies offering convenient home services had already been ingrained into the daily lives of most consumers.

Instacart for groceries, DoorDash for food delivery and Rover for pet care and dog walking are just a few of the many services helping to ease the burden of everyday chores. And who hasn't at least occasionally called upon a local lawn service to tidy up the backyard?

"Laundry is one of the few remaining opportunities to liberate consumers from a tedious, repetitive task," said

John MacKrell, CEO of pickup and delivery laundry service HappyNest. "Since wash-dry-fold services are affordable, the opportunities are far-reaching with any and all who are strapped for time – middle-aged suburban families, new families, single families, young professionals, married and unmarried individuals, middle-income households and others.

"And, if we all weren't busy enough, the pandemic further strapped us for time. Everyday chores became even more difficult to fit in, as we juggled at-home work and children's remote learning, switched many activities to the virtual world, and learned an entirely new way of living."

Given this scenario, wash-dry-fold operators have a tremendous opportunity to provide needed help and relief to overextended consumers.

"Laundry owners are collectively realizing that a wash-dry-fold service can sometimes earn more income than their self-service business, and they can have two successful businesses in one," said Matt Simmons of Curbside Laundries.

What's Trending in WDF?

According to Eli Aizenstat of Cents, more people these days are opting to pay for quality and convenience.

"Wash-dry-fold is a premium service, and customers want to feel that," he said. "As more and more customers of

all socioeconomic statuses are happily choosing to have their laundry done, as opposed to doing it themselves, a premium experience helps drive adoption. From text message alerts, live order tracking, dynamic delivery options and so on, the key to growing and retaining your customer base is by creating trust and transparency, which is expected along with the proper technology."

Consumers love the convenience of scheduling any service via an app on their phone and having automatic payments hit their credit card, MacKrell noted.

"Technology is playing a huge role in changing the way families and laundry-heavy businesses tend to the necessity of laundry," he said. "We are hearing from customers that the more they can do via a mobile app, the better. So, wash-dry-fold operators need to have a true mobile option for consumers."

Simply using software and spending a lot of money on paid ads is not an efficient or sustainable marketing strategy over the long term, according to MacKrell.

"We've learned that using pay-per-click works in the short term, but it becomes more expensive as more local operators start to compete for the same key words," he explained. "So, understanding your customer segments and building marketing programs that don't rely exclusively on paid search is necessary for long-term efficiency and growth. Operators need to differentiate themselves from other operators in the same market. Having a software platform used to be a differentiator, but it no longer is. Branding and content creation are becoming much more important for success."

Additionally, for consumers who are dropping off and picking up their laundry, the slick new look of machines and laundromats in general are changing the overall mindset of what a neighborhood laundromat is and should look like.

"Laundromats are being brought up-to-date, and consumers are feeling more confident leaving their laundry in a laundromat's capable hands and feeling comfortable spending time in these facilities," MacKrell said.

One of the most prominent trends has been a complete shift to cloud-based software to manage all aspects of a laundromat's operations, including its wash-dry-fold service, according to Brian Henderson of Wash-Dry-Fold POS.

"This has led to consistency in team building and managing multiple locations, as well as ease of reporting from a home office for laundromat owners," Henderson said. "Other advantages of this trend are automated customer text messaging notifications when their laundry orders are ready for pickup and storage of customers' credit card payment information on file in a secure encrypted manner for use with future purchases."

For Rick Rome of Wash Club, one of the biggest trends in the wash-dry-fold business are the different communication methods being used to reach existing and new customers.

"Offering multiple channels of communication enable laundry owners to reach a much wider audience, which allows them to introduce new or additional products that customers may not have known were being offered," Rome said.

Rohan Bedi of Clean Cloud indicated that the two main trends he has noticed in the wash-dry-fold segment are increased in-store efficiency and tracking, as well as online innovations with regard to pickup and delivery.

"It's no secret that collecting as much information as possible can help fuel data-driven decisions," Bedi stated. "With the latest systems innovations, now more than ever we're able to see what customers are doing and adjust our business to make the most of this information. After the pandemic, pickup and delivery services have taken off. Not only does it provide an easy way of

expanding one's business offerings, but it also can increase reach with less cost."

Technically Speaking...

More and more, today's full-service laundry operators are getting away from hand-written tickets, which naturally leads to a more professional operation and a higher quality service for which the store owners can demand a higher price.

Simmons sees many laundromat owners growing their wash-dry-fold businesses through their online presence. As a result of the increased business, these operators are upgrading from paper tickets to sophisticated point of sales systems designed specifically for laundromats.

"Technology helped build the wash-dry-fold business by steering web traffic to the laundromats, and technology is helping keep that increased business organized," Simmons said. "Wash-dry-fold is a service business, which is centered around convenience and customer experience. And technology makes this service more convenient for the customer, with regard to factors such as their laundry preferences and payment methods."

"It's hard to charge full price for your drop-off laundry services when you look like a pencil-and-paper operation with copious handwritten Post-it Notes and Sharpie markers on masking tape," Henderson pointed out.

Additionally, reporting is greatly simplified with a computerized point-of-sale system – especially a cloud-based POS system, which can make pulling reports from anywhere for any aspect of your sales and operations for any period of time a quick and simple matter.

"A computerized POS system also leads to more consistency in your team efforts for wash-dry-fold – storing customer notes regarding their laundry preferences on file and having those notes print right on the receipt at the time of drop-off helps ensure that the

customer's preferences are satisfied no matter who is processing the laundry that day," Henderson explained.

On a related note, automatic disclaimers printed on the receipt when certain "high risk" items are added to an order help to set realistic expectations for customers, Henderson said. An automatic disclaimer will remind the attendant to say something to the customer at drop-off about the potential risk of processing that specific item, as it might not survive the laundering process.

"If the customer agrees and signs the disclaimer, there's a world of difference in how situations are resolved in the unfortunate event that something gets damaged in the wash," Henderson said. "This leads to greater customer satisfaction."

For Rome, today's technology has had perhaps the biggest impact of wash-dry-fold efficiency and operational output.

"For example, you can drill down to which specific employee is producing the most poundage and determine bonuses based on that production," he noted. "Or, you can alert customers when their orders are complete, and ask them either to come in or if they want it delivered all with the push of a button."

"Wash-dry-fold is no longer an old school process," Bedi added. "If you're not utilizing modern systems in your stores or online, your customers will move to businesses that do. Convenience and a strong online brand are keys in today's market."

"Automated notifications when orders are ready, targeted discounting and all the retention tools a modern POS system provides will take your business to the next level. Furthermore, with reviews features and innovations in customer management, there are more ways than ever to promote yourself online and stand out."

Laundry is a margins business, Aizenstat noted, and technology should be used and leveraged to create

the best margins – for both single- and multi-store operators.

"By leveraging the best software systems, operators have the ability to track quality, employee process and the margins," he said. "Technology optimized to process varied volumes of laundry – across one or many locations – is turning wash-dry-fold into a revenue leader and profit center for operators of all sizes."

Additionally, today's highly efficient machines that use less water and energy than home washers or even older commercial appliances are making it possible for laundromats to get laundry done more quickly and cost effectively, while also producing much better results.

"Technology is enabling wash-dry-fold operators to get into commercial services much easier as well," MacKrell explained. "The laundry needs of the hospitality industry in particular are tremendous. There are significant operations and associated cost with continuous laundering of bedding, towels and table linens – and technology is allowing laundromats to grab some of this business."

"With highly efficient machines, operators can get laundry done within a day – and not combined with others' clothes and bedding. This is an important point when cleanliness is a top priority today. Laundry is personal and should be treated as such."

The Growth of Pickup and Delivery

As consumers continue to outsource more of the mundane, time-consuming tasks in their lives, the demand for laundry pickup and delivery continues to grow.

"Customers want convenience and affordability, and they like being eco-friendly," MacKrell said. "Utilizing pickup and delivery enables them to do that. And technology is allowing us to identify untapped supply and match it with increasing consumer demand, allowing us to reach more geographic areas."

Additionally, MacKrell noted that his company's mobile app enables laundry customers to select exactly how they want their laundry processed and packaged – such as on hangers or folded, specific detergent preferences, stain-treatment instructions, etc.

"Our partner operators also appreciate features such as optimized driving routes, estimated arrival times and proof of delivery through photos," MacKrell explained. "They are looking to track and process laundry end-to-end from pickup through delivery, so we are providing that."

Clearly, a pickup and delivery service has a lot of moving parts.

"Every customer has his or her own laundry preferences, payment information, unique address and specific notes to the driver – and pickup and delivery dates and times are always subject to change," Simmons explained. "With the right technology, all of these moving parts are handled by software. In addition to technology helping out with logistics, having the right software makes it easier for customers to place orders online."

Simmons shared that, in 2016, his company's own pickup and delivery service grew by 32 percent after customers were given the option to schedule their own pickups online.

"Today, many customers have the expectation that they can place orders themselves, without having to call the laundromat," he said.

Of course, technology can dramatically impact the possibilities around mobile ordering and logistics for pickup and delivery.

"Through universally accessible mobile ordering, operators can leverage a system that supports the on-the-go customer, while eliminating the friction of order creation," Aizenstat explained. "When mobile ordering becomes centralized with your in-store operating system, operators can leverage technology to establish new operating

models for their stores, such as using the gig economy for their pickup and delivery logistics."

"Pickup and delivery has been able to scale immensely in the past year, thanks to the automation of communication that technology affords," Henderson explained. "The primary hurdle to overcome with delivery, aside from actually processing the laundry, is the exponential increase in communication needed to coordinate with the customer, the delivery driver and the team at the store. A computerized system allows that communication to be automated to a large degree, allowing a laundromat to accomplish more with a smaller team."

The pickup and delivery business is now easier to start than ever, according to Bedi.

"There are a number of offerings you can provide your customers now, from a standard per-pound offering to subscription services," he said. "In addition, driver management tools have come a long way toward helping operate the business' backend to make the process as efficient and easy as possible."

"After the pandemic, pickup and delivery services have become more popular than ever and will continue to grow over time."

"Consumer habits have changed dramatically, and technology is what has helped push that change," Rome said. "Who ever thought we could get our laundry done while sitting on the couch and ordering it on an app like we would a pizza? In turn, wash-dry-fold operators don't need 'location, location location' as much today, because customers want their laundry brought directly to their doorstep."

What the Future Holds

Bedi predicted that more laundry owners will begin to utilize services that can expand their businesses with low recurring costs, such as drop-off lockers for laundry.

"Such services can expand your physical presence without much extra overhead, such as staff," he explained. "If these are well-placed with a convenient offering to customers, they can provide easy revenue streams for a wash-dry-fold business."

"Investment in computerizing laundromat systems and operations, particularly with cloud-based solutions, allows for easier duplication of those processes across multiple locations," Henderson explained. "It's been posited that past efforts at major chains of laundromats failed largely due to a lack of central control, with major pitfalls in communications and local team management. Assuming regional differences are accounted for with pricing and general store setup, there's no reason that wash-dry-fold operators couldn't continue to expand their region of influence with more locations, if they continue to invest in technology tools that help keep their team consistent and unified."

Simmons views pickup and delivery as the biggest wash-dry-fold opportunity going forward.

"Wash-dry-fold customers value convenience, and it's more convenient to schedule a laundry pickup from their phone than to lug their laundry to the laundromat and then have to go back there to pick it up," he said. "In fact, in 2016, we had 455 pickup and delivery orders; this year we are slated to pick up more than 10,500 orders. Every year for the last five years, our market for pickup and delivery has grown. We have more competition than ever, but we also are bringing in more customers than ever before."

Rome concurred.

"The biggest opportunity in the foreseeable future is pickup and delivery," he agreed. "The world has turned more and more to service businesses to handle mindless tasks like laundry. Life is short, and laundry can become an afterthought when someone else is doing it for you."



Doing Other People's Laundry

Here's what some of those business-people who are actually doing a *lot* of other people's laundry have to say about the future of the wash-dry-fold business:

Cary Lipman

Roswell Coin Laundry, Roswell, Ga.

Last November, I was brought in to help Roswell Coin Laundry rebuild its wash-dry-fold business, which had fallen off dramatically due to various reasons.

At that time, the store was taking in about \$800 per month in drop-off laundry. By the end of this past March, our monthly book was up to just under \$6,000 and growing. Currently, this profit center represents about one-third of our overall monthly revenue.

More than ever, it seems laundromat owners are recognizing the fact that many self-service customers are no longer interested in spending two hours in a laundromat on a Saturday morning. During the pandemic, many people were forced to reduce their time in the laundromat to two minutes for dropping off their clothes and two minutes to pick up. The owners of several existing and new stores are now looking to build first-class WDF operations to accommodate these new customers.

One of the most important technological improvements for wash-dry-fold businesses in recent years no doubt has been the modern POS system. Customers place their laundry onto the scale, which is connected to

the credit card acceptor, the monitor and the cash drawer. Operators can pull up the customer's name, showing any special instructions or allergies, as well as his or her WDF history. A ticket is printed with the weight, price and pickup time/date. Moreover, owners are able to send out mass mailings to these customers, offering specials and promotions, as well as birthday and anniversary wishes.

A sophisticated POS system is definitely in the future for all successful wash-dry-fold services, especially if the owner is planning to add additional services, such as drop-off drycleaning or pickup and delivery.

In addition, today's washers and dryers are larger, faster and more efficient than those of yesteryear. Thus, WDF attendants can process more orders during their shifts.

Going forward, I envision laundry owners installing full front desk control areas to take in, professionally process and display WDF orders – all completed, bagged and hung by the attendants exactly alike and in a first-class manner. These operators will be fully staffing and establishing a huge business within their businesses.

I believe that opportunities will continue to grow on the pickup and delivery side of the business, where operators can venture outside of the standard three- to five-mile radius

to attract additional residential and commercial business.

Art Jaeger

Santa Clarita Laundry, Beverly Hills, Calif.

At my business, in-store drop-off WDF services had, at best, remained stable or suffered a decline prior to the onset of the pandemic. During this pre-pandemic period, home delivery services were beginning to eat into that drop-off customer base.

Of course, after the pandemic hit, customers wanted to create as safe a situation for themselves as possible and, thus, switched to home delivery options in ever-increasing numbers – expanding that segment of the business and continuing the erosion of the drop-off WDF customer base.

Businesses already operating home delivery services or getting them up to speed during the pandemic have experienced a large influx of new customers – some being their own former drop-off customers and others being completely new to full-service laundry.

Although it's possible to provide wash-dry-fold services in-store by using handwritten logs and paper invoicing, most successful operators have been using POS systems for a while to ensure better manage and professionalization. And, of course, for those operators who want to offer home delivery, it's virtually impossible to perform this service without the backend, logistical technology available to onboard the customers, take in orders, track processing, create the manifest, maximize driver routes, and communicate with and invoice customers. Without investing in today's new technology, owners would never be able to scale their operations.

In many aspects, operators offering home delivery aren't in the laundromat business at all. Pickup and delivery requires an entirely different approach and disciplines than operating a self-service laundry or even a drop-off wash-dry-fold operation.

Pickup and delivery requires full-time

devotion to making it a success and a far greater use of technology and marketing. Aside from the attention required for customer onboarding to the eventual delivery, operators also must provide an interactive website and app, an intelligent marketing plan that encompasses all the most current features of social media, and an investment in customer service applications. None of these items have been previously required for running a local laundromat. Although the industry continues to make great efforts toward modernization, those tools pale in comparison to what is required to operate and scale a home delivery service.

I'm concerned that some will believe all they need is a van, and they'll be off and running – similar to how many first-time laundromat owners mistakenly think they simply need to show up at their stores once a week to collect quarters.

I anticipate a rush of new owners, franchises and national brands trying to enter the pickup and delivery space to take advantage of what they feel is an expanding market. Thereafter, you will see the same type of shake out that the industry previously experienced with laundromat franchises and new investors.

Bruce Walker

Wash It Kwik, Denton, Texas

My drop-off wash-dry-fold business represented 11 percent of our overall gross revenue for the first quarter of 2021, and it's up more than 24 percent. Meanwhile, my self-service business is at 38 percent, up 19 percent. The self-service business is the easy money, but it's been nearly impossible to grow that number.

However, the real story for us has been in pickup and delivery, which is 50 percent of our total business and has grown by 158 percent in the first quarter. I believe we've done more in pickup and delivery this year than my first year's overall gross revenue in 2002.

I love hearing other owners tell me how it won't work or that it costs too



much or that it's too much of a hassle, etc. I tell my team all the time that the reason we're so busy is because we are good at what we do.

The pandemic changed everything. People who never considered having products delivered to their houses now depend on delivery for products and services never before thought possible.

Given that, my pickup and delivery software is hands down the best investment I've made to grow my business. All of our vans have GPS trackers so that we can see where everyone is at all times.

Looking ahead, many owners will struggle to hire and maintain quality employees. This will be the deciding factor for success in 2021. The operators with the best staffs will win. Everyone else will struggle or quit.

My team is the best thing I have going for me. I trust them and challenge them to do things they never thought possible, and they consistently amaze me. I feel like I own a financial/spiritual counseling center that operates a part-time laundry business. The people matter. If I can make a difference in their lives, that will make me and Jesus happy. They need help in life, and so do I. We make a great team. We are equally important to each other's success.

Paul Hansen

Hanco Enterprises, Inc., Chicago

Our wash-dry-fold business last year represented about 13 percent of our gross, while in the first quarter this year, it has jumped to about 18 percent. I've only been doing WDF for about eight years now – prior to that it wasn't offered at any of my locations, but it has been steadily increasing each year.

The pandemic spurred more people to look into having their laundry done by someone else, rather than spending time in a laundromat. Also, the growth of home delivery for more and more products and services has certainly boosted wash-dry-fold pickup and delivery operations.

Today, there are more POS systems

tailored strictly for laundromat businesses than ever before, with more coming online all the time. Prior to this, the best an owner could hope for would be a drycleaning system, which typically was far too complicated for a basic WDF operation.

Also, there are a number of platforms that can be used to implement pickup and delivery now that enable customers to order online or through an app, which is making it easier for operators to break into that aspect of the business. Additionally, having a card-based laundromat allows much better and easier controls on employee usage of the machines.

Since we're trying to market wash-dry-fold as a premium service, I feel that it's important to treat it as such. Professional packaging and consistent folding are crucial in this regard.

The biggest opportunity for wash-dry-fold operators no doubt is in pickup and delivery, as society has really moved more toward this type of service, especially since the pandemic. However, this model may not be a good fit for some operators, because it requires a lot of time, effort and the management of several moving pieces. Many owners got into this business due to the self-service aspect, which typically requires little to no staff. So, pickup and delivery is not for everyone.

Dan Sofranko

CleanDan, LLC, Newport Beach, Calif.

We have a modern, 1,800-square-foot facility with high-speed equipment that produces like a 2,500-square-foot store. We're high-volume for both self-service and WDF, which are an even split at this time.

Our growth potential lies on the wash-dry-fold side. We could increase our volume with more advertising; however, we aren't willing to sacrifice our self-service offering for more WDF volume – that will come in the form of expansion. For now, we manage the "turf war" within the store with great customer service.

For years, I've believed that the greatest competitor of a pickup and delivery WDF service was an uninformed customer. Once customers learn of this service, they can't believe they haven't been using it already. With the pandemic increasing the demand for contactless, on-demand residential services, laundry was bound to end up in the spotlight.

I would say that our full-service offerings lie somewhere between a friendly, mom-and-pop service with a personal touch and the mechanical, professional operations of an industrial laundry. With a great team, modern equipment, and a simple and effective system in place, our operation is both professional and personal. We are small enough to accommodate many requests, and productive enough to serve larger customers such as businesses and vacation rentals at the level of productivity and professionalism they demand.

The residential pickup and delivery segment has an amazing growth potential for the foreseeable future. But it's important to balance residential growth with the more consistent commercial segment.

Don't forget that residential pickup and delivery is more of a luxury than commercial laundry, which is often essential to a business' operations. When the economy inevitably experiences the next business cycle correction – in other words, recession – the residential segment is more likely to cut back on such "luxuries."

Technology will continue to play an increasingly larger role in the laundry industry. As we embrace it, we'll take a methodical approach to it, using it to improve on our customer service, which is provided by the best team in the country.

Ultimately, it's your staff that makes the difference. We use technology and software to allow them to provide the best customer service, while never allowing technology to come between us and our customers.

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- J H Stuckey Distributing Inc: (800) 405-8455 • www.stuckeydistributing.com
- Star Laundry Solutions: (508) 844-9394 • www.starlaundrysolutions.com
- The Minnesota Chemical Company: (800) 328-5689 • www.minnesotachemical.com

KANSAS

- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com
- CleanWash Laundry Systems: (888) 990-7191 • www.clslaundry.com
- Commercial Laundry Sales & Service: (800) 864-4593 • www.clsands.com
- John Morris Equipment & Supply Co: (800) 725-5055 • www.johnmorrisequipment.com
- Laundry Solutions Company: (800) 383-9274 • www.laundrysolutionscompany.com

KENTUCKY

- CSC ServiceWorks/Super Laundry: (888) 678-9274 • www.cscsw.com
- H-M Company: (800) 365-1900 • www.hmlaundryequipment.com

- Laundry One LLC: (800) 800-0322 • www.laundryone.com
- REM Company Inc: (800) 292-5070 • www.remlaundry.com
- Star Distributing Comm Eqt Inc: (800) 897-7570 • www.stardistributing.com
- Teeters Products Inc: (800) 521-9864 • www.tplaundry.com

LOUISIANA

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- Atlas International Laundry & Dry Cleaning Equipment Co: (214) 350-1234 • www.atlaslaundry.com
- CLEC Distribution LLC: (800) 366-4168 • www.clecco.com
- Gulf States Laundry Machinery Co: (800) 875-4756 • www.gslaundry.com
- Pierce Commercial Laundry Dist: (800) 254-9274 • www.piercecommercial.com
- SaveMore Commercial Laundry Equip LLC: (256) 485-1259 • www.laundryman.com
- Scott Equipment Inc: (800) 321-7268 • www.scott-equipment.com
- Wascomat Direct: (847) 772-8552 • www.laundrylux.com/wascomat

MAINE

- Aristo Craft Inc: (800) 875-0479 • www.aristocraftsupply.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com
- Daniels Equipment Company Inc: (800) 258-3570 • www.decequip.com
- Eastern Laundry Systems: (508) 828-9274 • www.elsequip.com
- Nelson & Small Commercial Equipment Co: (800) 341-0780 • www.nelsonandsmall.com
- Yankee Equipment Systems Inc: (800) 239-9265 • www.yankeeequipment.com

MARYLAND

- A C Power Company Inc: (800) 362-1900 • www.acpowerco.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com
- Equipment Marketers: (800) 223-1376 • www.equipmentmarketers.net
- Fowler Laundry Solutions: (800) 334-1824 • www.fowlercompanies.com
- Laundry Equipment Services Inc: (800) 866-6905 • www.leslaundry.com
- RICHCLEAN: (800) 237-5825 • www.richclean.com
- Superior Laundry Equipment: (718) 871-7545 • www.superior-laundry.com

MASSACHUSETTS

- American Laundry Equipment Corp: (781) 894-6600 • www.americanlaundryequipment.com
- Aristo Craft Inc: (800) 875-0479 • www.aristocraftsupply.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com
- Daniels Equipment Company Inc: (800) 258-3570 • www.decequip.com
- Eastern Laundry Systems: (508) 828-9274 • www.elsequip.com
- Fowler Laundry Solutions: (800) 334-1824 • www.fowlercompanies.com
- Gauch Distributing Inc: (518) 283-8302 • www.gauchdist.com
- Star Laundry Solutions: (508) 844-9394 • www.starlaundrysolutions.com
- Yankee Equipment Systems Inc: (800) 239-9265 • www.yankeeequipment.com

MICHIGAN

- Belson Company: (800) 242-6324 • www.belsonco.com
- BDS Laundry Systems Inc: (800) 688-0020 • www.bdslaundry.com
- CSC ServiceWorks/Super Laundry: (888) 678-9274 • www.cscsw.com
- Coin-O-Matic Equipment Inc: (800) 837-4466 • www.millerlaundry.com
- Commercial Laundry Sales: (800) 662-8356 • www.claundrysales.com
- Commercial Laundry Solutions: (888) 338-7468 • www.commerciallaundrysolutions.com
- Curtis Equipment Company: (616) 897-9810 • www.curtisequipmentco.com
- Gerrit's Appliance Inc: (888) 821-8846 • www.gerritsappliances.com
- Lakeside Laundry Equipment Co: (800) 628-2588 • www.lakesidelaudry.com
- OMNI Solutions: (888) 356-9111 • www.omnisaves.com
- Universal Laundry Machinery: (800) 825-7787 • www.univlaundry.com
- WASH Commercial Laundry: (800) 821-8846 • www.wash.com/commercial-laundry

MINNESOTA

- BDS Laundry Systems Inc: (800) 688-0020 • www.bdslaundry.com
- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com

- OMNI Solutions: (888) 356-9111 • www.omnisaves.com
- The Minnesota Chemical Company: (800) 328-5689 • www.minnesotachemical.com
- Weinberg Supply & Equipment: (800) 279-0888 • www.weinbergsupply.com

MISSISSIPPI

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- CLEC Distribution LLC: (800) 366-4168 • www.clecco.com
- Central Laundry Equipment: (800) 467-3194 • www.centrallaundryequipment.com
- Justin Laundry Systems Inc: (888) 403-9600 • www.justinlaundry.com
- Larry & Mike's Laundry Service: (901) 546-8151 • www.lmlaundryservices.com
- Laundry South Systems and Repair : (601) 420-9414 • www.laundrysouth.com
- Pierce Commercial Laundry Dist: (800) 254-9274 • www.piercecommercial.com
- SaveMore Commercial Laundry Equip LLC: (256) 485-1259 • www.laundryman.com
- Wholesale Comm'l Ldy Eqp Co SE: (866) 5-GIRBAU (544-7228) • www.alaundryman.com

MISSOURI

- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com
- CleanWash Laundry Systems: (888) 990-7191 • www.clslaundry.com
- John Morris Equipment & Supply Co: (800) 725-5055 • www.johnmorrisequipment.com
- Laundry Solutions Company: (800) 383-9274 • www.laundrysolutionscompany.com
- Sav-A-Day Laundry Machinery Inc: (800) 489-9274 • www.sav-a-day.com
- Star Laundry Solutions: (508) 844-9394 • www.starlaundrysolutions.com

MONTANA

- Century Laundry Distributing Inc: (800) 791-932 • www.centurylaundry.com
- Cozzetto Commercial Laundry Equipment: (509) 459-4300 • www.cozzettocommercial.com
- Dynamic Sales & Service: (800) 595-0253 • www.dynamicss.com
- Integrity Laundry Solutions: (800) 490-3989 • www.integritylaundrysolutions.com
- Northwest Laundry Supply Inc: (800) 487-4814 • www.northwestlaundry.com

NEBRASKA

- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com
- CleanWash Laundry Systems: (888) 990-7191 • www.clslaundry.com
- Horwath Laundry Equipment: (402) 342-1299 • www.aahorwath.com
- Hot Water Products Inc: (877) 377-0011 • www.hotwaterproducts.com
- J H Stuckey Distributing Inc: (800) 405-8455 • www.stuckeydistributing.com
- Star Laundry Solutions: (508) 844-9394 • www.starlaundrysolutions.com

NEVADA

- Alliance Laundry Equipment Co Inc: (800) 331-1136 • www.alliancelandryequip.com
- Automated Laundry Systems Inc: (888) 875-9556 • www.automated-laundry.com
- Best Laundry Brokers: (530) 559-5959 • www.bestlaundrybrokers.com
- PWS - The Laundry Company: (888) 979-7462 • www.pwslaundry.com
- Sudsy Vending Supplies LLC: (800) 640-7772 • www.sudsyonline.com
- Western Laundry Equipment LLC: (800) 750-1841 • www.westequip.com
- Western State Design Inc: (800) 633-7153 • www.westernstatedesign.com

NEW HAMPSHIRE

- American Laundry Equipment Corp: (781) 894-6600 • www.americanlaundryequipment.com
- Aristo Craft Inc: (800) 875-0479 • www.aristocraftsupply.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com
- Daniels Equipment Company Inc: (800) 258-3570 • www.decequip.com
- Eastern Laundry Systems: (508) 828-9274 • www.elsequip.com
- Yankee Equipment Systems Inc: (800) 239-9265 • www.yankeeequipment.com

NEW JERSEY

- A C Power Company Inc: (800) 362-1900 • www.acpowerco.com
- CSC ServiceWorks/Super Laundry: (516) 678-4404 • www.cscsw.com
- Direct Machinery Sales Corp: (800) 572-5573 • www.directmachinery.com
- Equipment Marketers: (800) 223-1376 • www.equipmentmarketers.net
- Fowler Laundry Solutions: (800) 334-1824 • www.fowlercompanies.com

- Gold Coin Laundry Equip Inc: (888) 658-2646 • www.goldcoinlaundry.com
- Masters Laundry Equipment: (888) 435-8552 • www.masterslaundry.com
- Metropolitan Laundry Machinery: (718) 441-4000 • www.metropolitanmachinery.com
- Professional Laundry Systems: (888) 637-0600 • www.plslaundry.com
- Sun Labs Group: (718) 439-0141 • www.sunlabsgroup.com
- Superior Laundry Equipment: (718) 871-7545 • www.superior-laundry.com
- UGI Energy: (800) 427-8545 • www.ugies.com

NEW MEXICO

- Advanced Laundry Systems LLC: (877) 432-2504 • www.advlaundry.com
- Martin Ray Laundry Systems Inc: (800) 279-6622 • www.martinray.com
- Scott Equipment Inc: (800) 321-7268 • www.scott-equipment.com
- Sudsy Vending Supplies LLC: (800) 640-7772 • www.sudsyonline.com
- Sunshine Sales: (800) 789-6412 • www.sunshinesalesaz.com
- Western Laundry Equipment LLC: (800) 750-1841 • www.westequip.com

NEW YORK

- Brooks Waterburn Corp: (516) 997-9800 • www.brookswaterburn.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com
- CSC ServiceWorks/Super Laundry: (516) 678-4404 • www.cscsw.com
- Direct Machinery Sales Corp: (800) 572-5573 • www.directmachinery.com
- Eastern Laundry Systems: (508) 828-9274 • www.elsequip.com
- Empire Laundry Machinery Inc: (800) 359-6262 • www.empirelaundryny.com
- Fowler Laundry Solutions: (800) 334-1824 • www.fowlercompanies.com
- Gauch Distributing Inc: (518) 283-8302 • www.gauchdist.com
- Gold Coin Laundry Equip Inc: (888) 658-2646 • www.goldcoinlaundry.com
- H K Laundry Equipment Inc: (800) 229-4572 • www.hklaundry.com
- Masters Laundry Equipment: (888) 435-8552 • www.masterslaundry.com
- Metropolitan Laundry Machinery: (718) 441-4000 • www.metropolitanmachinery.com
- Professional Laundry Systems: (888) 637-0600 • www.plslaundry.com
- Statewide Machinery Inc: (800) 527-2219 • www.statewidemachinery.com
- Summit Laundry Equipment: (800) 367-6869 • www.summitlaundryequipment.com
- Sun Labs Group: (718) 439-0141 • www.sunlabsgroup.com
- Superior Laundry Equipment: (718) 871-7545 • www.superior-laundry.com
- UGI Energy: (800) 427-8545 • www.ugies.com
- Yankee Equipment Systems Inc: (800) 239-9265 • www.yankeeequipment.com

NORTH CAROLINA

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- Consolidated Laundry Equip Inc: (800) 227-6149 • www.consolidatedlaundry.com
- E C L Equipment Company: (803) 622-3877 • www.eclequipment.com
- Highland Equipment Company Inc: (828) 274-7343 • www.highlandequipment.com
- Laundry Systems of the Carolinas: (800) 327-4782 • www.laundrysystemscarolina.com
- SLE (Statewide Laundry Equipment) North Carolina: (984) 238-7430 • www.statewidelaundry.com
- Service Laundry Machinery Corp: (800) 845-2585 • www.slmcorp.net
- T & L Equipment Sales Inc: (800) 423-7937 • www.washcycle.com
- TLC TriState Laundry Companies: (800) 241-5459 • www.tlctrystate.com
- Wholesale Comm'l Ldy Eqp Co SE: (866) 5-GIRBAU (544-7228) • www.alaundryman.com

NORTH DAKOTA

- BDS Laundry Systems Inc: (800) 688-0020 • www.bdslaundry.com
- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com
- CleanWash Laundry Systems: (888) 990-7191 • www.clslaundry.com
- Horwath Laundry Equipment: (402) 342-1299 • www.aahorwath.com
- The Minnesota Chemical Company: (800) 328-5689 • www.minnesotachemical.com

OHIO

- Advantage Equipment Inc: (888) 676-5079 • www.aeilaundry.com
- Alco Washer Center: (724) 658-8808 • www.alcowasher.com

- Aristo Craft Inc: (800) 875-0479 • www.aristocraftsupply.com
- Char-Ann Equipment Company: (800) 679-9350 • www.charann.com
- CSC ServiceWorks/Super Laundry: (888) 678-9274 • www.cscsw.com
- E J Thomas Company: (800) 282-2748 • www.ejthomascompany.com
- H-M Company: (800) 365-1900 • www.hmlaundryequipment.com
- Lakeside Laundry Equipment: (800) 628-2588 • www.lakesidelaundry.com
- Laundry One LLC: (800) 800-0322 • www.laundryone.com
- Teeters Products Inc: (800) 521-9864 • www.tplaundry.com
- The M & L Equipment Company: (800) 328-6000 • www.mlequipco.com
- Triad Laundry Equipment LLC: (330) 752-1258 • www.triadlaundry.com
- WASH Commercial Laundry: (800) 821-8846 • www.wash.com/commercial-laundry

OKLAHOMA

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- Atlas International Laundry & Dry Cleaning Equipment Co: (214) 350-1234
www.atlaslaundry.com
- Arrow Machinery Company: (405) 424-4318 • www.arrowmachinery.org
- Clean Source Service Co: (877) 486-7627 • www.cleansourceservice.com
- CleanWash Laundry Systems: (888) 990-7191 • www.clslaundry.com
- Ed Brown Distributors: (800) 929-5520 • www.edbrowndistributors.com
- John Morris Equipment & Supply Co: (800) 725-5055 • www.johnmorrisequipment.com
- Laundry Solutions Company: (800) 383-9274 • www.laundrysolutionscompany.com
- Scott Equipment Inc: (800) 321-7268 • www.scott-equipment.com

OREGON

- Absolute Laundry Systems: (503) 534-3544 • www.absolutelaundry.com
- CESCO: (206) 824-9055 • www.cescoequipment.com
- Cleaning & Laundry Equipment: (800) 452-8508 • www.coinmeter.com
- Cozzetto Commercial Laundry Equipment: (509) 459-4300 • www.cozzettocommercial.com
- Dynamic Sales & Service: (800) 595-0253 • www.dynamics.com
- Integrity Laundry Solutions: (800) 490-3989 • www.integritylaundrysolutions.com
- Northwest Laundry Supply Inc: (800) 487-4814 • www.northwestlaundry.com
- Sudsy Vending Supplies LLC: (800) 640-7772 • www.sudsyonline.com
- Washington Automated Inc: (800) 422-0380 • www.washingtonautomated.com
- Western State Design: (800) 633-7153 • www.westernstatedesign.com

PENNSYLVANIA

- A C Power Company Inc: (800) 362-1900 • www.acpowerco.com
- Advantage Equipment Inc: (888) 676-5079 • www.aeilaundry.com
- Alco Washer Center: (724) 658-8808 • www.alcowasher.com
- CILS Inc: (888) 820-2457 • www.cils-inc.com
- CSC ServiceWorks/Super Laundry: (516) 678-4404 • www.cscsw.com
- Equipment Marketers: (800) 223-1376 • www.equipmentmarketers.net
- Fowler Laundry Solutions: (800) 334-1824 • www.fowlercompanies.com
- Gorman Distributors: (717) 299-6571 • www.gormandist.com
- Lakeside Laundry Equipment Co: (800) 628-2588 • www.lakesidelaundry.com
- Laundry Equipment Services Inc: (800) 866-6905 • www.leslaundry.com
- Long's Laundry Equipment LLC: (570) 675-6364 • www.longslaundryequipment.com
- Metropolitan Laundry Machinery: (718) 441-4000 • www.metropolitanmachinery.com
- PAC Industries Inc: (800) 692-6214 • www.pacindustries.com
- Professional Laundry Systems: (888) 637-0600 • www.plslaundry.com
- Statewide Machinery Inc: (800) 527-2219 • www.statewidemachinery.com
- Superior Laundry Equipment: (718) 871-7545 • www.superior-laundry.com
- The M & L Equipment Company: (800) 328-6000 • www.mlequipco.com

RHODE ISLAND

- American Laundry Equipment Corp: (781) 894-6600 • www.americanlaundryequipment.com
- Aristo Craft Inc: (800) 875-0479 • www.aristocraftsupply.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com

- Daniels Equipment Company Inc: (800) 258-3570 • www.decequip.com
- Eastern Laundry Systems: (508) 828-9274 • www.elsequip.com
- STN Laundry Systems LLC: (888) 786-5286 • www.stnlaundry.com
- Yankee Equipment Systems Inc: (800) 239-9265 • www.yankeeequipment.com

SOUTH CAROLINA

- Consolidated Laundry Equip Inc: (800) 227-6149 • www.consolidatedlaundry.com
- E C L Equipment Company: (803) 622-3877 • www.eclequipment.com
- Highland Equipment Company Inc: (828) 274-7343 • www.highlandequipment.com
- Laundry Systems of the Carolinas: (800) 327-4782 • www.laundrysystemscarolina.com
- SaveMore Commercial Laundry Equip LLC: (256) 485-1259 • www.laundryman.com
- SLE (Statewide Laundry Equipment) South Carolina: (404) 480-4083 • www.statewidelaundry.com
- Service Laundry Machinery Corp: (800) 845-2585 • www.slmcorp.net
- T & L Equipment Sales Inc: (800) 423-7937 • www.washcycle.com
- TLC TriState Laundry Companies: (800) 241-5459 • www.tlctristate.com
- Wholesale Comm'l Ldy Eqp Co SE: (866)-5-GIRBAU (544-7228) • www.alaundryman.com

SOUTH DAKOTA

- BDS Laundry Systems Inc: (800) 688-0020 • www.bdslaundry.com
- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com
- CleanWash Laundry Systems: (888) 990-7191 • www.clslaundry.com
- Horwath Laundry Equipment: (402) 342-1299 • www.aahorwath.com
- J H Stuckey Distributing Inc: (800) 405-8455 • www.stuckeydistributing.com

TENNESSEE

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- Central Laundry Equipment: (800) 467-3194 • www.centrallaundryequipment.com
- Highland Equipment Company Inc: (828) 274-7343 • www.highlandequipment.com
- Justin Laundry Systems Inc: (888) 403-9600 • www.justinlaundry.com
- Larry & Mike's Laundry Service: (901) 546-8151 • www.lmlaundryservices.com
- Laundry Systems of the Carolinas: (800) 327-4782 • www.laundrysystemscarolina.com
- REM Company Inc: (800) 292-5070 • www.remlaundry.com
- SaveMore Commercial Laundry Equip LLC: (256) 485-1259 • www.laundryman.com
- Southeastern Laundry Equipment: (800) 522-9274 • www.selaundry.com
- Star Distributing Comm Eqt Inc: (800) 897-7570 • www.stardistributing.com
- Wholesale Comm'l Ldy Eqp Co SE: (866)-5-GIRBAU (544-7228) • www.alaundryman.com

TEXAS

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- Astelco Inc: (210) 359-0016
- Atlas International Laundry & Dry Cleaning Equipment Co: (214) 350-1234
www.atlaslaundry.com
- CLEC Distribution LLC: (800) 366-4168 • www.clecco.com
- Ed Brown Distributors: (800) 929-5520 • www.edbrowndistributors.com
- Gulf States Laundry Machinery Co: (800) 875-4756 • www.gslaundry.com
- Martin Ray Laundry Systems Inc: (800) 279-6622 • www.martinray.com
- Professional Laundry Solutions: (210) 272-9300 • www.prolaundrysolutions.com
- Scott Equipment Inc: (800) 321-7268 • www.scott-equipment.com
- Skyline Equipment Inc: (888) 444-1227 • www.skylineequipmentco.com
- Sudsy Vending Supplies LLC: (800) 640-7772 • www.sudsyonline.com
- Texas Coin and Commercial Laundry: (800) 888-0254 • www.txcoinlaundry.com
- Wascomat Direct: (847) 772-8552 • www.laundrylux.com/wascomat
- Western Laundry Equipment LLC: (800) 750-1841 • www.westequip.com

UTAH

- AEC Ally Equipment Co Inc: (801) 255-9646 • www.allyequipment.com

VERMONT

- Aristo Craft Inc: (800) 875-0479 • www.aristocraftsupply.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com

- Daniels Equipment Company Inc: (800) 258-3570 • www.decequip.com
- Eastern Laundry Systems: (508) 828-9274 • www.elsequip.com
- Yankee Equipment Systems Inc: (800) 239-9265 • www.yankeeequipment.com

VIRGINIA

- AAdvantage Laundry Systems: (800) 880-2138 • www.aadvantagelaundry.com
- Commercial Laundry Equipment Company Inc: (804) 231-9668 • www.commlaundry.com
- Consolidated Laundry Equip Inc: (800) 227-6149 • www.consolidatedlaundry.com
- CSC ServiceWorks: (888) 678-9274 • www.cscsw.com
- Laundry Equipment Services Inc: (800) 866-6905 • www.leslaundry.com
- Laundry Systems of the Carolinas: (800) 327-4782 • www.laundrysystemscarolina.com
- RICHCLEAN: (800) 237-5825 • www.richclean.com
- SLE (Statewide Laundry Equipment) - Virginia: (804) 508-6534 • www.statewidelaundry.com
- Star Distributing Comm Eqt Inc: (800) 897-7570 • www.stardistributing.com
- TLC Tri State Laundry Companies: (800) 241-5459 • www.tlctrystate.com
- Valley Washers Inc: (800) 433-0506 • www.valleywashers.com

WASHINGTON

- CESCO: (206) 824-9055 • www.cescoequipment.com
- Cleaning & Laundry Equipment: (800) 452-8508 • www.coinmeter.com
- Cozzetto Commercial Laundry Equipment: (509) 459-4300 • www.cozzettocommercial.com
- Dynamic Sales & Service: (800) 595-0253 • www.dynamics.com
- Integrity Laundry Solutions: (800) 490-3989 • www.integritylaundrysolutions.com
- Northwest Laundry Supply Inc: (800) 487-4814 • www.northwestlaundry.com
- Sudsy Vending Supplies LLC: (800) 640-7772 • www.sudsyonline.com
- Washington Automated Inc: (800) 422-0380 • www.washingtonautomated.com
- Western State Design Inc: (800) 633-7153 • www.westernstatedesign.com

WEST VIRGINIA

- Advantage Equipment Inc: (888) 676-5079 • www.aeilaundry.com
- Alco Washer Center: (724) 658-8808 • www.alcowasher.com
- Char-Ann Equipment Company: (800) 679-9350 • www.charann.com
- CSC ServiceWorks/Super Laundry: (888) 678-9274 • www.cscsw.com
- Laundry Equipment Services Inc: (800) 866-6905 • www.leslaundry.com
- Teeters Products Inc: (800) 521-9864 • www.tplaundry.com
- The M & L Equipment Company: (800) 328-6000 • www.mlequipco.com

WISCONSIN

- BDS Laundry Systems Inc: (800) 688-0020 • www.bdslaundry.com
- Belson Company: (800) 242-6324 • www.belsonco.com
- Century Laundry Distributing Inc: (800) 791-9321 • www.centurylaundry.com
- Coin-O-Matic Equipment Inc: (800) 837-4466 • www.millerlaundry.com
- Commercial Laundry Sales: (800) 662-8356 • www.claundrysales.com
- D & M Equipment Company Inc: (800) 451-2676 • www.dandmequipment.speedqueen.com
- Hot Water Products Inc: (877) 377-0011 • www.hotwaterproducts.com
- Lipke-Kentex-Hesse Inc: (773) 376-8866 • www.walterhesse.com
- Midwest Laundries Inc: (773) 538-7892 • www.midwestlaundries.com
- OMNI Solutions: (888) 356-9111 • www.omnisaves.com
- The Minnesota Chemical Company: (800) 328-5689 • www.minnesotachemical.com
- WASH Commercial Laundry: (800) 821-8846 • www.wash.com/commercial-laundry

WYOMING

- Advanced Laundry Systems LLC: (877) 432-2504 • www.advlaundry.com
- AEC Ally Equipment Co Inc: (801) 255-9646 • www.allyequipment.com
- Martin Ray Laundry Systems Inc: (800) 279-6622 • www.martinray.com

BAHAMAS

- Axon Laundry Systems: (954) 772-7100 • www.axon.com
- Steiner-Atlantic LLC: (305) 754-4551 • www.steineratlantic.com

NEW BRUNSWICK

- Harco Co Ltd: (800) 387-9503 • www.harcoco.com

NEWFOUNDLAND

- Harco Co Ltd: (800) 387-9503 • www.harcoco.com

NOVA SCOTIA

- Harco Co Ltd: (800) 387-9503 • www.harcoco.com

ONTARIO

- Harco Co Ltd: (800) 387-9503 • www.harcoco.com

PRINCE EDWARD ISLAND

- Harco Co Ltd: (800) 387-9503 • www.harcoco.com

QUEBEC

- Harco Co Ltd: (800) 387-9503 • www.harcoco.com

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- Axon Laundry Systems: (954) 772-7100 • www.axon.com
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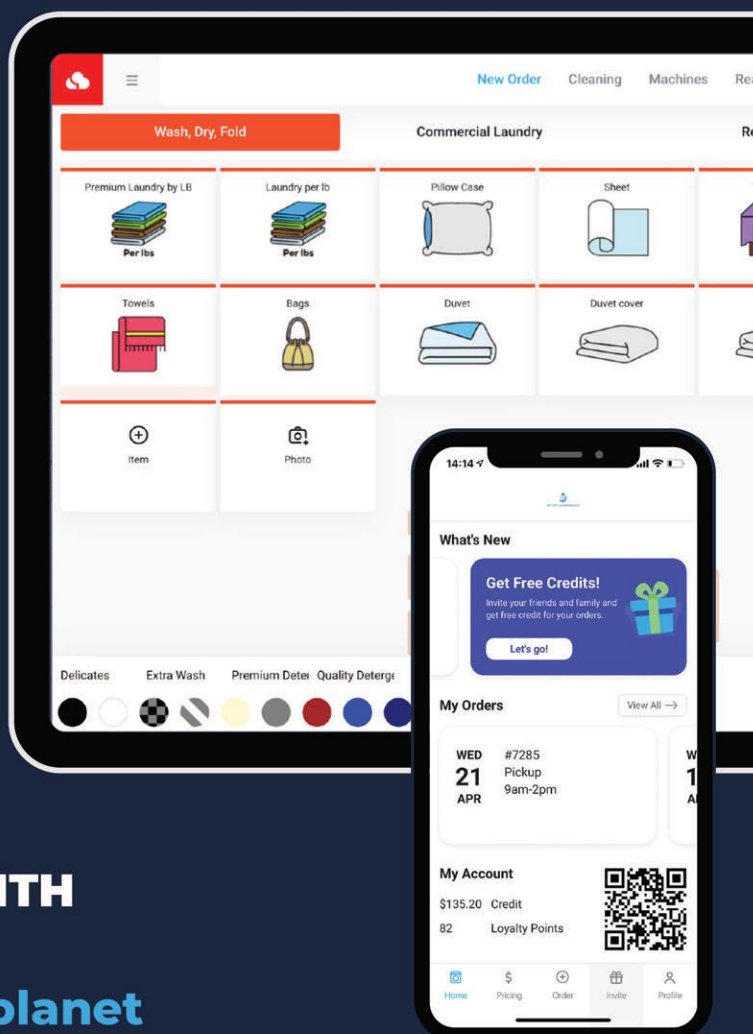
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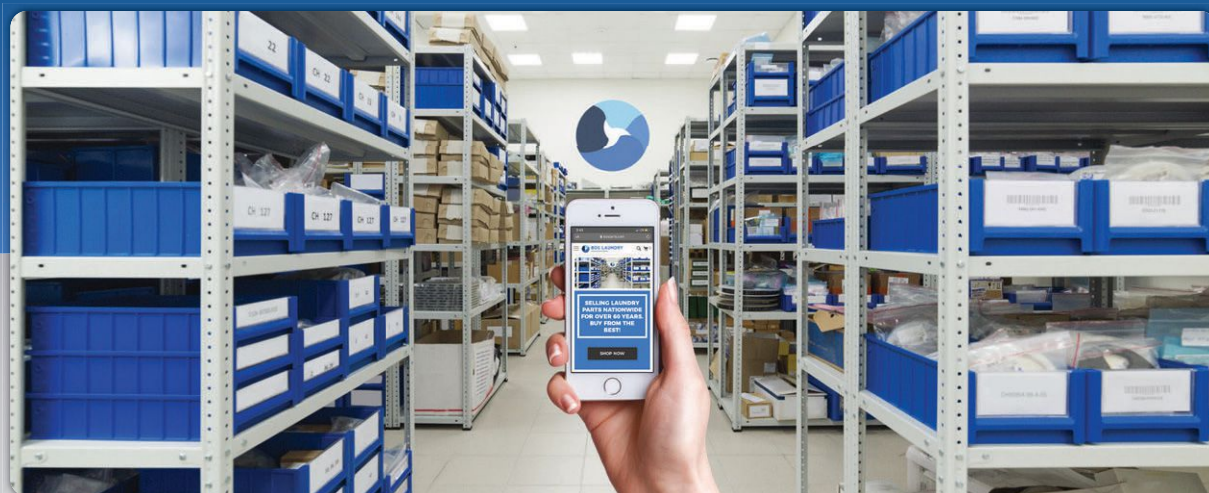
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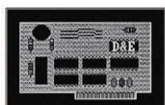
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WASH WITH WALLY

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QUESTION

I've recently been offered a commercial account from a nearby nursing home. However, before I accept this new business, I want to know what type of anti-bacterial chemical you'd suggest I use with this type of laundry during the washing process.

ANSWER

For this type of a commercial account, you have a choice of three different chemicals – ammonia, chlorine bleach and hydrogen peroxide. All three are most likely available from your local distributor, and all three will do the job.

Using any of these three products in conjunction with a quality detergent in a hot-water wash cycle should knock out any bacteria lurking within those laundry loads. Hot water is the key to this equation, because it will assure that whichever chemical you eventually choose will be able to work to the best of its ability.

QUESTION

I'm considering switching to a cold-water detergent for my wash-dry-fold business in order to save some money on my natural gas bill. Does this make sense? I don't want to sacrifice the quality of the wash I offer my full-service customers.

ANSWER

No, that does not make sense. It's a bad idea. Washing in cold water is OK for handling general stains or for those washing lightly soiled garment at home. But, for tackling tougher stains like oil or grease, you need warmer water.

The science behind this is quite simple. Warm or hot water expands the garments' fibers and allows the stains to be released from the material. By contrast, cold water will contract those fibers, thus hindering some of those more difficult-to-remove stains from being released.

Here's another way to look at it: try washing your hands with soap and cold water – you will notice that it will take longer to get them clean, and you still might not remove all of the dirt. On the flip side, wash your hands with soap and very warm water – this should remove all of the dirt in less time, and your skin will just feel cleaner afterward. It's the same concept with your customers' clothes and linens.

QUESTION

I've just built a brand new, very large laundromat that's more than 10,000 square feet. It's located in a busy, urban

area with an extremely dense Hispanic population. I need to know the best ways to advertise and promote this new business. Do I use direct mail, handbills, the local newspaper or what?

ANSWER

Due to your no doubt large amount of overhead, you need a quick response from your marketplace. Also, because of the size of your new laundromat, you may need to expand your marketing area – from the traditional half-mile to one-mile radius for an urban location to a much wider three- to four-mile radius.

Because you're trying to reach out to the Hispanic community, be sure that your interior and exterior signage is composed in Spanish, as well as English. Also, bilingual staffers will be critical to the success of your business.

As far as traditional advertising, perhaps the best way to reach out to your potential customers is through the local Spanish-language radio stations and any Spanish-language newspapers serving the area. I would suggest you look into both of these promotional vehicles.

Of course, don't neglect digital marketing. Create an easy-to-navigate, professional-looking website, along with engaging regularly on various social media platforms.

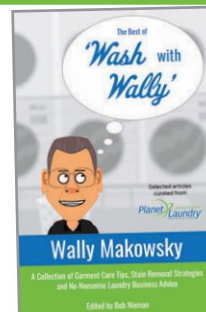
I'd also suggest joining the Coin Laundry Association's LaundryCares Network, which is a growing group of laundry owners who are serving their neighborhoods by providing free laundry events for those in need, as well as offering literacy resources for children and families. It's free to join, and it's a great way to give back to your community and distinguish your laundromat from the rest of the stores in town.

The opinions and views expressed within this article are those of the author and don't necessarily reflect those of the Coin Laundry Association.

Got a question relating to garment care, stain removal, drop-off service, etc.? Send it to:

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