

WHAT'S THE KEY TO BOLSTERED PROFITS & CUSTOMER LOYALTY?

A HIGH-SPEED WASHER EQUIPMENT MIX

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What's the value in investing in high-speed laundry equipment? Several vended laundry owners believe a mix of high-speed, energy-efficient Continental ExpressWash Washers™ can drastically slash utility costs and boost store profits. But that's just the tip of the iceberg.

Return on Investment

When it comes to resale value, a laundry with high-speed washers should also glean a higher price than a traditional hard-mount only store, according to Art Jaeger, who has built, owned and managed six card-operated laundries in Southern California. He knows the difference between an ordinary laundry and one offering high-speed washer-extractors, because he's owned both. It all boils down to bottom-line profit, says Jaeger. And, high-speed technology delivers the efficiency to cut utility costs and return dollars to the bottom line. As profits increase, he says, so does resale value. Because his high-speed stores out-profit his other laundries, Jaeger attests they will sell for considerably more ...

High-speed Technology Curbs Water, Gas & Electricity Usage

No wonder surging utility costs remain a major concern of laundry owners. In a recent survey, the CLA reports that 66 percent of responding storeowners feel the biggest problem they face in the laundry business is high utility costs.

Additionally, the survey states that utility costs consume 26 percent of the average coin laundry's gross revenue.

Fair Oaks Laundry, near Old Town Pasadena, Calif., enjoys an average of 4.5 turns per day, with just 14 percent of revenue consumed by utilities. That's really good in any laundry, according to owner Gary Thompson, but especially one that's 4,500 square feet. Critical to these utility savings are his store's ExpressWash Washers, which he selected specifically to combat rising energy costs.

Utility savings are significant for laundries equipped with high-speed ExpressWash Washers. Those savings allow many owners to return 10 to 15 percent of revenue to profit, and simultaneously, improve customer turnover.

Maximizing Customer Turnover & Alleviating Dryer Bottlenecks

Laundries boasting high-speed equipment are on the rise across North America for a reason. Profit-bolstering, high-speed ExpressWash machines simply outperform traditional hard-mount washers. High-speed ExpressWash Washers save water, electricity and gas, when

compared with similarly sized hard-mount washers. Because they are freestanding, they are easier to install and reach extract speeds greater than 350 G-Force. Hard-mount washers must be bolted to concrete foundations and only hit extract speeds between 70 and 200 G-force. By remov-



Art Jaeger, owner-operator of six car-operated laundries in Southern California, attests that his high-speed stores out-profit his other laundries.

ing more water per load, ExpressWash Washers cut subsequent dry time by 40-50 percent, which not only allows customers to complete laundry in 60 minutes or less, it increases customer turnover, cuts natural gas usage, and helps eliminate dryer bottlenecks.

By simply processing more customers you have more overall turns on all the equipment, according to Jim Whitmore, of Sunshine Express Laundry Center, in Salem, Mass. "One of the larger by-products of the high-speed washers is that you can do more turns in the same amount of time," he says. "My store has roughly gone from a maximum potential of 12 turns per day to 20 turns per day—an increase in capacity of more than 60 percent. During peak times, turnover is critical. Nights and weekends are crunch time and the increased capacity pays off."



Fair Oaks Laundry, near Old Town Pasadena, Calif., equipped with high-speed ExpressWash Washers, enjoys significant utility savings.



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Replacing Hard Mounts and Toploads with Freestanding High Speeds

“Changing from low- to high-speed extract machines,” according to Whitmore, is like comparing night and day. He should know as he recently changed out his old hard-mount machines for ExpressWash freestanding, high-speed washers. “Whether the customers understand it or not, they clearly understand their clothes are getting done more quickly and drying faster. They think it’s the good dryers, but it’s really the washers. The bottom line is that they appreciate saving money and time.” Thanks to the introduction of the new, high-speed laundry equipment, customers can complete laundry in under an hour, which has bolstered customer turnover, satisfaction and volume. Moreover, the laundry consumes significantly less water, natural gas and electricity—contributing to a 300 percent leap in net profit.

Like Whitmore, Ron Kelley changed out several hard-mount washers with new EZ

Coin Op, in San Jose, Calif., high-speed ExpressWash models. His 28-year-old coin laundry, EZ Coin Op, in San Jose, Calif., is realizing positive results, including the elimination of dryer bottlenecks and bolstered customer turnover. Kelley replaced 16 toploads with seven 20- and six 40-pound capacity ExpressWash Washers. Compared to most top-load washers – which use 30 to 40 gallons of water per load – the 20-pound capacity ExpressWash machines use just 13.4 gallons. They slide into place easily, says Kelley, because ExpressWash Washers feature a simple-to-install, freestanding design, and use single-phase power—making the switch a snap.

“We switched from traditional hard-mount washers with 70 to 80 G-force extract speeds to the new freestanding design,” says Kelley. “I’ve always had problems in this store with a backup on dryers; the new Continental ExpressWash

Washers reduce dry time and have eliminated dryer bottlenecks—allowing more customers through per day.”

Easier Installation with Freestanding Design

Because the high-speed washers are also freestanding, they are simpler to install than most other washers—saving time and money. Hard-mount washers, which must be secured to a concrete foundation, can’t be installed in some locations. Danny Lee, owner of Super Clean Lavanderia, in Hyattsville, Md., knows this from experience. His second-story, 7,000-square-foot laundry is fully equipped with a robust line-up of freestanding ExpressWash Washers.

ExpressWash freestanding washers are simply less expensive and simpler to install than their hard-mount counterparts. This cuts installation costs and simplifies equipment replacements.



Spin Fresh Laundry, in Appleton, Wis. (top) and Super Clean Lavanderia, in Hyattsville, Md., (bottom) both boast of the convenience of a 60-minute wash & dry.



EZ Coin Op, in San Jose, Calif., (top) and Sunshine Express Laundry Center, in Salem, Mass. (bottom) recently changed out their old hard-mount machines for ExpressWash freestanding, high-speed washers.

Selling Convenience ‘Wash & Dry in 60 Minutes’

Super Clean Lavanderia draws and keeps clients with its 60-minute wash/dry promise, according to Lee. “Customers are looking for immediate service and can wash in 28 minutes and dry in 24 minutes,” he says. “Our customers are generally done with laundry in 52 minutes and can fold and go.”

And, there’s no doubt they appreciate that timesaving convenience, according to Greg Koehler, of Spin Fresh Laundry, in Appleton, Wis. “Clients notice loads take less time to dry, cost less to dry, and that they can finish laundry in an hour or less,” he adds. That, Koehler maintains, keeps bringing them back.

Through the use of high-speed ExpressWash Washers, owners across North America realize lower utility bills, boosted profits, greater service to customers, and ultimately, a higher store price tag.

Find out more about high-speed ExpressWash Washers and view videos of vended laundries at www.continentalgirbau.com, or call 800-256-1073.