

THE LAUNDRY TUB — A SMALL STORE POWERING HIGH REVENUE



SEPTEMBER 2016 • By Haley Jorgensen

General contractor Joe Basile, who's developed vended laundries on behalf of clients for years, recently opened one for himself — The Laundry Tub, in Lantana, Fla. He's glad he did! The 2,400-square-foot store features high-speed Continental ExpressWash Washers and ExpressDry Dryers, card operation, free WIFI, video games, vending machines, and full-service wash-dry-fold. "It produces a continuous source of revenue, which helps smooth the highs and lows of construction development," said Basile

JFB Construction and Development (JFB) — his family's business — owns and develops properties on a national scale. "We build for some of the biggest corporations in the world," said Basile. The Laundry Tub is its perfect complement.

Recession Resistant, High Speed & Card Operated

Designed for energy efficiency and ease of management, The Laundry Tub is a recession-resistant investment, according to Basile, delivering consistent income, low overhead costs and remote management via the internet. Despite local competition, the fully attended laundry out-performed projections its first opening week (June 2015). Revenue quickly doubled, and a year later, the laundry touts an average 5-7 turns per day. The national average shrivels by comparison, with just 3-4 turns per day, according to the Coin Laundry Association (CLA). Thanks to solid revenue and low utility costs, Basile expects a 3-year return on his investment.

Partnering with an Expert

"I spent the money to do it the right way the first time," he said. "There's not much overhead or babysitting. I love the Continental equipment and cleanliness of the laundry. It's a good investment and has been profitable since the second month."

George Rionda, a 30-year laundry development veteran, assisted Basile with the laundry's design, flow, equipment, and more. Rionda specializes in laundry development at The Laundry Shop, a full-service laundry equipment distributor serving south Florida, the Bahamas and the Caribbean. "George walked me through the laundry's development from day one," said Basile. "He treats me like family."

ExpressWash/ExpressDry Equipment

Rionda recommended a mix of freestanding Continental ExpressWash Washers, including



Joe Basile, Owner of the Laundry Tub

12 20s, eight 40s, eight 55s and two 90s; and 23 30-pound capacity, dual-pocket ExpressDry stack dryers. The freestanding washers, which slide into place without bolts and need for reinforced concrete foundations, reach extract speeds up to 387 G-force for greater moisture removal and lower dry times. "They significantly reduce dry time when compared with hard-mount washers and machines with lower extract speeds," said Rionda, "so customers complete laundry in less than 60 minutes."

"Laundry comes out after the spin cycle really dry and this gets people in and out in an hour," added Basile. "They love the time-savings and it keeps them coming back."

Meanwhile, dryers operate less often, conserving natural gas and electricity. Water-sipping Continental ExpressWash Washers and LED lighting contribute to lower water, sewer and electricity bills.

The Laundry Tub's total utility costs are

approximately half the national average for a vended laundry — just 13-15 percent of revenue.

Simplifying Store Management

Basile enjoys total owner control over his equipment, as well, thanks to highly programmable controls and a Card Concepts Card System. The card system allows Basile to quickly and remotely alter equipment programs or vend prices; execute pricing specials or promotions; see when a machine is down; build customer loyalty; and run a variety of operational reports detailing turns per day, revenue by machine, and more. The remote capabilities of the card system allow him to manage the store from his smartphone while either fishing in the Bahamas or vacationing with his wife and four children.

"I adjust pricing and run monthly specials to show appreciation and create customer loyalty,"



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The 40-pound ExpressWash washers are the most popular.

he added. Every December, The Laundry Tub offers a dollar-for-dollar promotion on underutilized machines. “Anytime customers spend a dollar, they get a dollar credit on their loyalty cards,” he said. “I still make a profit and it keeps them coming back. Even though my final sales are usually down after that special, my profits are up.”

Regular specials serve another purpose as well. “Customers use the bottom dryers a third as often as the top dryers,” he said. “When I run specials that are just on the bottom dryers, it pushes customers to use them, which evens out dryer wear.”

It’s simple to determine which machines are most popular, as well. “The 40s produce more income than anything else,” said Basile. “But, I have people waiting in line to use the 90s for big, bulky loads. The 90s are my second-best revenue producers.”

Customers Enjoy More Wash Options with ProfitPlus®

Meanwhile, customers relish the store’s flexibility. All of the ExpressWash Washers feature the ProfitPlus® Control, which allows them to add a SUPERWASH, EXTRA WASH, EXTRA RINSE and/or DELICATE

CYCLE to any one of the three primary cycle options: HOT, for whites; WARM for colorfast and permanent press items; and COLD for colors. Customers gain more control over how their laundry is cleaned, while Basile enjoys additional revenue for each “extra” selected.

Open from 7:30 a.m.-9:30 p.m. daily, the Laundry Tub offers ample parking and full-service wash-dry-fold, as well. A steadily growing segment, wash-dry-fold is completely owned and operated by attendants. “I let them take charge and they run it as a separate business,” said Basile. “I give them the incentive to bring in more customers and the opportunity to make more money.”

More Laundry Tubs to Come ...

Already on the hunt for new store locations, Basile expects to build more laundries mimicking The Laundry Tub model and name. “My goal is to maximize smaller spaces and produce more income,” he said. “At some point, you get too much space and go backwards.”

Learn more about The Laundry Tub at www.laundrytublantana.com, or call 561-249-3220.

Discover more about Continental laundry products — backed by industry-leading warranties — at www.cgilaundry.com or call 800-256-1073.



The Laundry Tub touts a full mix of Continental laundry equipment, including big 90-pound capacity ExpressWash washers.