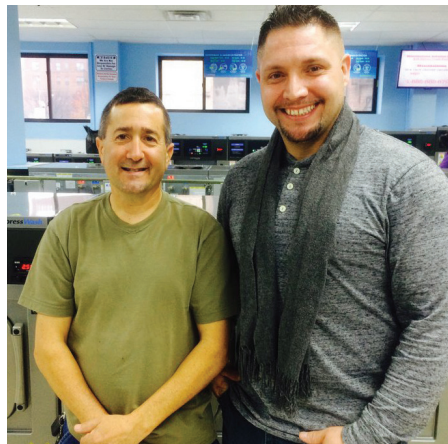


# BRONX LAUNDRY DELIVERS OWNER & CUSTOMER PERKS



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The customer- and Earth-friendly R&S Express Laundry Center (R&S), in Bronx, N.Y., transforms laundry day into laundry hour, according to co-owner Robert Danza. The 6,000-square-foot megastore is equipped to nurture customer loyalty, simplify management and stunt utility costs.



*R&S Express Laundry Center delivers unique services to the Bronx community. Co-owners Robert Danza, left, and Scott Sartory, right, created the laundry for convenience and efficiency.*

That's why it's lined with high-speed Continental ExpressWash® and ExpressDry® laundry equipment and features an ESD Synergy Wireless Card System (Synergy). "This is my second vended laundry,"

said Danza, "and it completely outperforms my first laundry, which is half the size. I wanted to bring something new to the public. Customers save a lot of money and time here."

Simultaneously, Danza cuts utility costs and promotes customer loyalty and turnover. "Customers love the washers' high-extract speeds and the fact that their clothes come out almost dry," he said. "Compared to my other laundry, I spend 25 percent less in utility costs and this store is twice the size. I'm so happy with the equipment, I'm dying to change out the hard-mount equipment in my other store."

## High-Speed Equipment & Wireless Card System

The laundry – developed with assistance from Fowler Laundry Equipment Co., in Union, N.J. – features a robust lineup of nearly 50 ExpressWash Washers; several 75-pound capacity Continental

PowerLoads Washers; and 50 ExpressDry Dryers.

The washers are engineered to reach extract speeds of up to 400 G-force, according to Danza. In doing so, they remove more water from laundry loads and shorten resulting dryer time by up to 50 percent. Several benefits surface as a result. Customers wash, dry and fold laundry in less than an hour, which is the central theme of Danza's advertising efforts; the laundry serves more customers per day thanks to lower dry times; dryers run less often, which reduces dryer wear and tear and cuts natural gas and electrical usage; and R&S enjoys minimal utility costs when compared with laundries with lower-speed washers.

"Laundry dries in 20 minutes instead of 45 minutes," said Danza. "Customers love it because they complete laundry really quickly and spend less by saving on drying."



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## Unique in the Area

This sets R&S apart from its competition, according to Danza. "It preserves the life of people's clothes by drying in less time."

It's also one of the first vended laundries in the country to use the new wireless Synergy System, which was just introduced to the market. Synergy features wireless card slide readers, which are mounted to washers and dryers, an on-site server, and Value Transfer Machines (VTM). Customers use loyalty cards to operate equipment and Danza gains remote access to MyLaundryLink – a cloud-based reporting suite accessible via the Internet – to facilitate store management.



The Synergy Wireless Card System works seamlessly with Continental laundry equipment and helps nurture customer loyalty.

## Cashless & Convenient

Synergy is configurable to accept loyalty cards alone or loyalty cards and quarters. At R&S, only loyalty cards are accepted at washers, dryers, vending machines and registers. Customers access VTMs to load value onto their cards.

"There is no cash in the store," said Danza. "That's the main reason I went with

this system. I don't have to watch what employees are doing with cash and I get access to an incredibly powerful management tool."

Through this tool – MyLaundryLink – Danza controls washers and dryers; programs time-of-day pricing and in-store specials/promotions; tracks employee hours; monitors turns per day, revenue and wash/dry/fold activity; re-issues lost customer loyalty cards; and tracks and verifies customer card usage and balances. "I'm a contractor, so I'm not always present at the laundry," he said. "I can use my smartphone to see exactly what's going on at any time."

MyLaundryLink assists with payroll by tracking employee hours and pay rates, according to Danza. "Attendants clock in and out at the VTM or register using their employee cards," he said. "They have their own cards so there are no mistakes. I check their hours when it's time for payroll, which streamlines that process."

Moreover, Danza schedules promotions through Synergy, replaces or revalues loyalty cards, and views customer transactional histories. All this can be accomplished remotely from his smartphone or computer. In the same manner, Danza monitors the wash/dry/fold operation—a revenue stream that makes up 25 percent of R&S's business.

Attendants, who provide personal service 24 hours a day, assist customers and handle full-service wash/dry/fold and drop-off drycleaning. They utilize available

equipment to process full-wash/dry/fold – capturing business from area professionals and businesses. "Our wash/dry/fold is far superior to our competition's," said Danza. "We started in August 2014 and it has steadily increased every month since then."

## Satisfying Customers

Open all day, everyday, R&S draws customers looking for faster, cleaner, better. It touts personal customer care, a spacious children's play area, full-service wash/dry/fold, card operation, flat-screen televisions, and snack and detergent vending machines. Customers, according to Danza, relish the store's personal service, cleanliness, card operation and quick self-service wash/dry/fold. At R&S, customers "Never Wait to Wash" and successfully "Turn Laundry Day into Laundry Hour!"

## Designed for Excellent Profit Potential

Meanwhile, rock-bottom utility costs, a growing full-service wash/dry/fold business, impressive customer turnover, and simplified management contribute to a business touting low overhead, bolstered profit potential and a promising future.

Contact R&S Express Laundry Center at 718-220-1005. To find out more about Continental Girbau vended laundry equipment, or the Express Laundry Center brand, visit [www.continentalgirbau.com](http://www.continentalgirbau.com) or call 800-256-1073.



R&S Express Laundry Center provides customers with a mix of high-speed Continental ExpressWash Washers and 75-pound capacity PowerLoad Washers.