



# Jaeger Family Continually Improves Laundries Intros New Genius Washer for Impressive Results

By Haley Jorgensen



Vended  
Laundry Profile

Multi-store owner Art Jaeger arguably leads the industry in vended laundry firsts: He was the first to own a high-speed laundry, the first to offer ozone sanitization as a vended addition to the wash cycle, and the first to test and equip his stores with the new Continental Girbau (Continental) Genius Series soft-mount washers. He not only strives to provide customers with the ultimate laundry experience, he advances his stores with investments in innovative equipment, technologies and services. Recently, his son, Alex Jaeger, and daughter, Natalie Jaeger Rozen, got in on the game.

## Genius Washers — Engineering & Testing

In doing so, Jaeger is the first laundry owner to test and invest in Continental Girbau's new Genius Washer line — a high-speed, soft-mount line with the industry's largest 10-inch touchscreen user interface and exclusive 360 Vision corner status light.

"Art believes in the benefits of high-performance equipment and works closely with our people and engineers to help us innovate machines with features that set laundries apart," said Joel Jorgensen, vice president of sales at Girbau North America. "Then, he tests the machines in his laundries before they're introduced to the market. His feedback is invaluable."

"Aside from an excellent relationship with GNA staff, I became a major part of their reach out to customers to provide feedback on what operators and customers are looking for in equipment," said Jaeger. "I've had the privilege to talk with Girbau engineers over the years and have seen so many of my suggestions become reality."

Some of those suggestions helped craft the Genius line, which according to Jaeger, helps set his laundries apart from the competition.

## Genius Washers — A Snapshot

Genius Washers, in 23-, 30-, 45-, 60-, 70- and 80-pound capacities, reach extract speeds up to 450 G-force for more moisture removal during extract, reduced dry times and amped customer rotation rates, according to Jaeger. This means customers can complete laundry faster than ever before — keeping them coming back.

## Water, Impact & Scratch-Resistant Touchscreen User Interface

A 10-inch touchscreen allows for customized cycles and "Extras," which allow customers to better control how their laundry is washed.



Moreover, the Genius Control offers superior programmability and owner control over every variable of the wash process, including number of baths and rinses, water temperature and level, rotation action, time and extract speed. The touchscreen can display up to three languages and comes with four, six or eight pre-set cycle options, with each one being customizable.

There are also "Extras" — additional add-ons selected by customers to customize the wash process. Storeowners can design unique "Extras" to fit specific customer needs. The Jaeger family offers an "Extra Prewash" and "Extra Ozone," for example. When a customer selects an "Extra" the vend price elevates by \$.50. The "Extra Ozone" option automatically injects ozone into the washer at the end of the wash cycle. The ozone sanitizes the laundry by eradicating 99 percent



of viruses, bacteria and molds in the load. It also works to loosen fabric fibers for improved removal of dirt and stains. Each “Extra” generates more revenue opportunity and brings peace of mind to customers, according to Jaeger.

### 360 Vision Light

Genius Washers also feature an industry-exclusive 360 Vision light. Located on the top corner of the washer, it illuminates in different colors to indicate the status of the machine and load inside — green: machine available; steady blue: in-cycle; flashing blue: 2 minutes to end; flashing orange: unloading required; red: machine alarm. The lights were the brainchild of Jaeger.

“I wanted a way for customers to see from a distance when machines were available or in use,” he said. “The 360 Vision light idea came from the parking garage concept that displays a green light for empty spaces.”

Each of these offerings — ozone sanitization, the industry’s biggest touchscreen and the 360 Vision light — differentiates Jaeger’s laundries from the rest. That’s technology worth investing in, he maintains.

### Genius Phase-In and Results

Thus, the Jaeger family initiated a phased plan to replace existing 20- and 40-pound capacity ExpressWash Washers with 23- and 45-pound capacity Genius Washers. The 45s are in place in two stores — Santa Clarita Express Laundry Center and Simi Valley Laundry Center.

Results are impressive. Using the Genius Washers, customers enjoy a 25-minute wash and 20-minute dry, which saves them 5-10 minutes compared with the previous machines. “Customers immediately feel like their clothes are cleaner,” said Jaeger, “and line up waiting to use the new Genius Washers.”

At Simi Valley Laundry Center, the ExpressWash 40s were the preferred machine. “We took a leap of faith when replacing our customers’ favorite washer with the Genius,” said Jaeger. “I’m happy to report that the Genius Washers continue to be the driver of that store and have achieved a 31 percent increase in daily turns.” Meanwhile, Santa Clarita Express Laundry Center has jumped 22 percent in daily turns. Customers are moving through cycles faster for greater customer rotation rates and revenue per day.

“The number one comment from customers is that they wash better,” according to Jaeger. “The number two comment is how dry the extracted clothes are at the end of the spin. The number three comment is that the touchscreen is innovative and easy to use.”

The “Extras” are paying off also. Forty percent of customers choose an “Extra Prewash” or “Extra Ozone” compared with the 20-30 percent before the switch. This adds to the bottom line.

Yes, Jaeger increased the vend prices 15 percent on the Genius machines, but customers still flock to them. “Our weekend usage is over the top with 10-12 turns per day,” said Jaeger.

### Impact on Full-Service Work

Unlike any other washers on the market, Genius Washers can switch from a self-service user interface and programming to a full-service user interface and more sophisticated programming.

“There’s a tremendous upside to the touchscreen in terms of marketing,” he said.

The Jaeger family is executing their plan — one of continual improvement and bringing the best in everything to their customers. In coming months, they’ll phase in more Genius Washers, with 23-pound capacity washers already on order. They will replace the 20-pound capacity ExpressWash Washers at Simi Valley Laundry Center with minimal customer interruption.

“There’s no better<sup>®</sup> way to differentiate your laundry from the competition or set it up to process full-service work or pickup and delivery than by investing in advanced equipment,” said Jaeger. “Everything I’ve talked about ends at the Genius Series. It makes wash/dry/fold more functional and self-service easier.”

## A Family Legacy of Laundry — Jaeger’s Son and Daughter Jump Aboard

Multi-store owner Art Jaeger didn’t plan on his grown children jumping into the business. “They both had college degrees and several years of experience in the business world,” he said. Five years ago, they each approached him at different times with their desire to join the effort.

At the time, Jaeger was thinking of retirement. Now, he works alongside his son, Alex, whose career was in hospitality, and daughter, Natalie, whose career was in marketing. Alex is operations manager for the Jaeger family’s four laundries. Natalie is operations manager for Laundry Butler For You which provides premier laundry pickup and delivery services for residential and commercial customers.



Discover more about Jaeger family laundries, at [santaclaritalaundry.com](http://santaclaritalaundry.com) or [simivalleylaundry.com](http://simivalleylaundry.com). Find out more about Genius Washers — backed by a leading factory warranty — at [gnaundry.com](http://gnaundry.com) or call 800-256-1073.