



New Fargo Laundry Designed to Maximize Wash-Dry-Fold

By Haley Jorgensen

SmartWash, a new high-speed laundry in Fargo, N.D., was designed and equipped to maximize convenience, customer turnover and full- and self-service revenue. SmartWash features a 5,000-square-foot self-service laundry and a separate, 2,000-square-foot wash/dry/fold (WDF) space. Both harness soft-mount Continental Girbau Genius® Washers.

Anchored by a Hornbocher's grocery store, SmartWash is Fargo's first new laundry in 20 years, according to co-owners James McDonald and Casey Brovold. It draws from a middle income neighborhood dense with rentals, a higher income area about a mile away, and the student population of nearby North Dakota State University (NDSU). Moreover, it's the only high-speed, soft-mount laundry around ...

The Laundry Solution Inc., a laundry equipment distributor in Grand Forks, N.D., provided expert guidance during the laundry's development process — assisting with demographic studies, competitive analyses, store design, equipment mix and more.

The WDF Area

"Our building is an L shape," said Brovold, who also owns a successful laundry in Grand Forks. "The WDF section makes up the small part of the 'L' with room to pull a delivery vehicle inside. As we grow, there's also plenty of room to accommodate a flatwork ironer for pressing bed and table linens."

Designed to handle a large influx of full-service orders, the WDF area features an independent water heating system that raises water temperatures to 180° F, plus 23- and 45-pound capacity

Genius Washers and 30- and 55-pound capacity ExpressDry+ Dryers.

The Genius Washers, which are critical to the laundry's business model, can quickly switch from a self-service, customer-facing user interface and programming to an attendant-facing user interface with sophisticated commercial programming and chemical injection. When processing WDF orders, commercial programming is utilized.

Meanwhile, the high water temperatures work with the commercial chemistry to remove stains and oils from spa and restaurant linens, according to Brovold. "The chemistry, water temperatures, mechanical action and sophisticated Genius programming combine to help ensure the highest quality wash," he said.

Adding to customer convenience is free pickup and delivery, while behind-the-scenes, a Wash-Dry-Fold POS system tracks orders, automatically messages customers and delivers robust reporting.

The Self-Service Laundry Side

The adjoining 5,000-square-foot laundry consists of Genius Washers in 23, 45, and 80-pound capacities; ExpressDry+ 30- and 45-pound capacity stack dryers; and ExpressDry+ 75-pound capacity single-pocket dryers. The washers feature 360° Vision Corner Status Lights





that illuminate in different colors as load status changes. This keeps customers apprised to their laundry's status with a quick glance.

SmartWash amenities include free WIFI, 75-inch televisions, a kids' play space, an ATM, vending machines, extra-wide aisles and a spacious lounge area.

To operate machines, customers access their PayRange app, which allows them to pay with a credit card or Apple Pay. PayRange harnesses a secure PCI compliant processor to guarantee security and is the same system used at Brovold's other laundry in Grand Forks. "Customers love it," he said.

Catering to North Dakota's Favorite Sport

In North Dakota, customers also love Hockey. To capitalize on that, two Genius Washers on the laundry floor automatically inject chemistry and offer a "Hockey Wash" and "Jersey/Workout Gear Wash," according to McDonald. "These cycle offerings are unique in the area and we advertise them directly to sports complexes and arenas," he said. Using them commands a higher vend price, as a result.

Genius self-service cycle offerings also include, "Heavy Warm," "Heavy Cold," "Normal Hot," "Normal Warm" "Normal Cold", "Quick

Wash" and "Delicates." Customers choose their cycles from the industry's largest, 10-inch touchscreen user interface — helping SmartWash stand apart.

The Fastest Wash in Town

While area competitive laundries feature hard-mount washers that max out at 200 G-force, SmartWash's soft-mount Genius Washers generate sustained extract speeds of 450 G-force. In turn, they remove more moisture from laundry loads and cut dry times. This contributes to faster customer rotation rates — reducing congestion during busy hours of the day. Simultaneously, customers enjoy completing laundry in 60 minutes or less.

"I wasn't a true believer that high extract speeds would cut laundry completion time until I replaced my hard-mount washers with higher-speed softmounts at my laundry in Grand Forks," said Brovold. "The throughput is much quicker; the store is less congested and customers are in and out in an hour. By shaving 10 minutes off dry time six times a day, you get a lot more customers in an out."

It's a win-win. More paying customers equals greater revenue, while a shortened laundry process adds to a quality customer experience.

Aggressive Marketing

To spread the good word, McDonald and Brovold market aggressively. They advertise on 15 digital billboards across the city; invest in pay-per-click ads on Instagram, Google and Facebook; market their "Hockey Wash" at local hockey arenas; and place coupons in NDSU student welcome packets.

Their tactics are paying off ... Designed to impress with a spacious, modern vibe and top-notch customer service, SmartWash is exceeding expectations. "We tripled revenue from month one to month two and our drop-off service was impressively high," said McDonald. "Just two months after opening we hit breakeven, so we're on track for a full return on investment in just three years."

To learn more about SmartWash, visit smartwashfargo.com. To discover more about Genius Washers, gnalaundry.com or call 800-256-1073.

