



How to Generate More Income Through Improved Demographic Penetration

The most successful vended laundries work to offer services and amenities designed to benefit people from all walks of life. In doing so, they better penetrate their unique demographic — appealing to renters, homeowners, professionals, small businesses, stay-at-home parents, retirees, vacationers and students alike. At the end of the day, through better demographic penetration, vended laundries maximize revenue while more efficiently utilizing equipment, square footage and staff. Read on for ways to strengthen demographic reach and sales.

Hybrid Washers

If you're looking into new equipment, investigate the market's new hybrid washers, like Genius Series Washers, which can switch from a self-service, customer-facing vended control and programming to a full-service, attendant-facing commercial control and programming. These machines allow you to harness advanced programming and chemical injection for processing full-service work for commercial customers. Many commercial customers need the advanced programming in order to remove oils, grease and food stains. It's essential for processing food and beverage and hospitality laundry. At the end of the day, these hybrid washers allow you to tap into a new commercial segment.

Large-Capacity Washer

Washers in 90- to 130-pound capacities are essential for processing big, bulky loads (comforters, sleeping bags, pillows, huge clothing loads), and as such, appeal to homeowners and renters who don't have access to large machines at home. By offering nine- to 13-load washers, you'll also appeal to small commercial businesses, including salons, moving companies and vacation rentals looking to clean towels, blankets and sheets. If you don't have a large-capacity washer in your laundry, consider removing up to four smaller machines to make room. Not only are large machines among a laundry's greatest revenue generators, they set your store apart from the competition and bring in new business.

Family Read, Play & Learn Space

A Family Read, Play & Learn Space (RPL) not only benefits families by occupying kids and working to improve their literacy, it distinguishes a laundry from its competitors. Parents with kids in tow appreciate a dedicated children's area, especially when it supports learning and reading. An RPL comes as a "kit" with literacy-rich materials.



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Your RPL Kit

Ozone Sanitization

Ozone sanitization, which works with a washer's automatic chemical injection system, eliminates nearly all viruses, bacteria and molds in laundry. It also cuts natural gas costs because it works best in cool water. By adding ozone to a few washers or your entire laundry, you'll likely draw new customers and businesses concerned with maximizing safety and hygiene. You might also qualify for significant incentives or rebates through your utility company. Remember to consult with your distributor as not all washers are compatible with ozone.

Wash/Dry/Fold (WDF)

Harness attendant labor and idle equipment by offering drop-off WDF. In doing so, your laundry will appeal to small businesses needing clean towels and linens, as well as higher income residents who don't have



the desire or time to do laundry themselves. WDF supports the full-service customer type, creates a new revenue stream and makes use of your current equipment and staff. It's a win-win.

Commercial Laundry Service

If your laundry offers WDF service and does it well, you should consider actively pursuing commercial accounts by investing in a flatwork ironer. By installing a flatwork ironer, you can pursue bigger commercial accounts that require high-quality linen finishing, including spas, vacation rentals, small hotels, catering companies, restaurants and more. To install one (either at the laundry or off-site), you'll need about a 200-square-foot space and one or two operators. This is a great way to maximize your demographic's potential.

Pickup & Delivery

By adding pickup and delivery commercial and residential service, you extend your demographic reach into new neighborhoods and business districts you couldn't otherwise serve. Moreover, pickup and delivery service makes it super convenient for customers to do business with you.

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