

Q&A on the laundry business

When you buy Wascomat laundry equipment, you are truly investing in the future of your business.



A Wascomat-equipped coin laundry is a smart investment.

Should I invest in a Wascomat-equipped coin/card laundry?

Yes. According to industry research and statistics, a professional coin laundry (also known as a self-service laundry, coin-op laundry, or laundromat) is a smart investment in a vital, mature industry. Coin laundries continue to grow—whether the economy is weak or strong. Clothing must be washed, and many times customers find it easier and less expensive to go to the laundromat than to fix or replace an old washer and dryer. In addition to being a self-service business with no inventory or accounts receivable problems to worry about (you are paid up-front in cash), it's a low labor, recession-resistant business that can provide a high return on investment. According to the Coin Laundry Association, most coin laundries occupy retail space with long-term leases (10-25 years) and generate steady cash flow over the life of the lease.

Why Wascomat?

That's simple. With more than 100 years of experience behind every machine, laundry owners know they

can rely on Wascomat for superior engineering and design, long-lasting equipment and parts, and exceptional profitability. Wascomat owners see immediate savings in water, energy, and operating costs.

How much can I expect to earn on my investment?

Location, demographics, store size, mix of equipment, advertising and marketing, and good management all play an important role in the earnings potential of your store. The Coin Laundry Association reports that coin laundries range in value from \$50,000 to more than \$1 million, and can generate cash flow between \$15,000 and \$200,000 per year. Additional services such as wash-dry-fold and drop-off drycleaning can generate even more income and increase your clientele.

With about 35,000 coin laundries in the U.S. generating nearly \$5 billion in gross revenue annually, self-service laundries should continue to grow throughout the 21st century and provide an enormous business opportunity.

What is a good location for a coin laundry?

Your laundry should be located in a high-traffic, densely populated, predominately renter-occupied, middle- to low-income area with parking next to or within a neighborhood shopping area. Coin laundries have also performed well in middle- to high-income areas when located near condominiums, co-ops, and apartment buildings. Many two income families find it faster, safer, and more convenient to use the local laundromat which provides bigger, more efficient, and better washers and dryers than found in the home or in a building laundry room.

Can Wascomat help me find a good location?

Yes! Wascomat has a knowledgeable and seasoned dealer network located throughout the United States, Mexico, and Canada. Finding and recommending good locations is among the many invaluable services provided by Wascomat dealers. Your local dealer can also provide store design and layout, equipment size and model recommendations, service, and business planning support. They can also help identify and supply ancilliary products such as water heaters, folding tables, and more.

Does it require any special skills to own and operate a coin laundry?

No. A coin laundry is a self-service business. In addition to a good location and a well-equipped store with the right mix and models, the most important factors in your success include your business management skills, desire, and perseverance. It's your business—your work ethic and enthusiasm can make all the difference! Wascomat and your local dealer are ready to assist you with ongoing marketing guidance and promotional recommendations. We are there, every step of the way, to help your business flourish and grow.

How much does it cost to build a Wascomat-equipped professional coin laundry?

The cost depends on the store size, equipment mix, lease, and necessary lease improvements (plumbing, electric, carpentry, gas lines, etc.). Today's professional coin laundries range in size from 1,000 to 5,000 square feet with the average around 2,300 sq. ft. Costs also vary greatly if buying an existing store or building from the ground up.

How much of a cash investment is required?

The actual cash investment depends on the size of your store, amount of lease improvements, equipment and whether you are buying an existing laundry or building a new store.

Wascomat dealers are an invaluable resource. They know their local markets and can advise you on average costs and expenses in your area. They can also provide you with a detailed cost analysis that reflects your specific situation.

Wascomat machines are designed for water and energy savings, lower operating costs, and exceptional results.

They are also built to last. You'll appreciate the durability and low-maintenance engineering.



100 years of experience goes into every Wascomat

Can I obtain financing?

Yes. Wascomat works hand-in-hand with long-term partner Viking Financial Services to assist qualified customers in obtaining low-interest rate financing. More than 25,000 self-service laundries, drycleaners/wetcleaners, and on-premises operations have financed their laundry equipment through Viking. They know this industry inside and out and are experts at making the whole process run smoothly. Credit decisions are usually made within five working days from the date they receive the necessary credit information.

Has new technology changed the way coin laundries operate?

Absolutely. Wascomat has always been an industry pioneer and continues to develop new ways for laundry owners to grow and improve their business. In addition to the many features only available on a Wascomat (unique hydraulic drain valve, control of water levels and program structure, quality door and lock, and 4-compartment soap box to name a few), Wascomat's riveted frame construction permits the machine to flex in response to stress, just like the wing of an airplane. Wascomats are famous for reliability and superior performance under all kinds of conditions.

The high-extraction SU Compass Control washer, a major innovation from Wascomat, has literally changed the way laundries set up, manage, and operate their store. Here are some features and benefits of Compass Control:

- Customize your washers for greater flexibility, higher efficiency and lower operating costs.
- Create custom wash programs with Wash Program Manager software.
- Control the exact amount of water usage.
- Numerous programming and language options including variable pricing. Easily set higher prices for any cycle (for example hot washes, extra rinse and heavy soil) and program discount prices for slow periods of the day or week (optional hardware required).
- Large display and multi-purpose knob for program selection.
- After payment, the display counts down and the washer starts automatically. No delay.

A tremendous industry innovation is the card system. It lets you change your vend prices in penny increments (vend price changes in a regular coin meter system are in quarter increments). The card system allows you to change your prices for different times and days of the week, so, for example, you can run specials on slow days. You can also easily determine which machines are getting the most use and when they are most busy. The card system saves owners hours of collecting coins from each machine – it's all computerized with a paper trail for easy accounting.

With more than 100 years of experience behind every washer, laundry owners know they can rely on Wascomat for superior engineering and design, long-lasting equipment and parts, and exceptional profitability. Wascomat owners see immediate savings in water, energy, and operating costs.



Wascomat's high-speed extraction SU washers move customers in and out of your store faster. This frees up dryers, folding tables, and parking spaces—which results in greater profits.

Wascomat washers and dryers are available in coin meter or card system ready.



"I did a lot of research into equipment before deciding on Wascomat. I visited a lot of laundromats and spoke with owners, and Wascomat was recommended again and again. I wanted the equipment to be long-lasting, reliable, and energy efficient. I also wanted equipment that would be easy for our customers to use and give them great results. Wascomat gave me all this and more. From Wascomat's service and sales departments to our local dealer, the expertise and knowledge Wascomat brought to the table to help my business succeed was incredible. Today, four years later, business is terrific and the machines still look like brand new." — Garo Odabashian, Owner of Bubbles Laundromat in North Hollywood, California

Call today to learn more about Wascomat's ultimate washing and drying machines.

Wascomat • (800)645-2204

Wascomat gives your business a head start.

Is it important that I work with a professional dealer?

Wascomat dealers are experienced in every facet of this business. They can help you from start to finish and their years in the business can save you time, money, and aggravation. Your local Wascomat distributor can help you with site and equipment selection, design, construction, installation, support, and service.

Here's what store owners have to say about working with Wascomat dealers:

"We owe a lot to our Wascomat distributor. They were with us every step of the way, even now. They have a keen insight into this business and they know how to build a successful store." — Hershy Mayer, co-owner of Rock-A-Wash in Brooklyn, New York

"After a lot of research... we decided on Wascomat. There was no question it was the best product. I was very impressed with the machine quality and engineering, utility savings, easy maintenance—and especially the support and service provided by my local Wascomat dealer." —Eldridge Stephens, owner of Wash Depot in New Orleans, Louisiana

"I am extremely satisfied with my Wascomat dealer. He has helped me enormously and I continue to be impressed with his skills, knowledge, and most of all, his sincerity and genuineness. When I built my 3rd store from the ground up, I bought all Wascomat equipment and I'll do the same in my next store." —Danny Santini, owner of Incrediwash in Mississippi

The Wascomat difference.

When you choose Wascomat, you're investing in the number one money-making laundry equipment in the industry from a company that's known throughout the world for providing long-lasting, precision-engineered equipment. We are renowned for exceptional service and parts and technical support are available for virtually every machine ever sold in the United States and Canada through our extensive dealer network.

When you buy Wascomat laundry equipment, you're making a smart investment in an industry with a solid future.

For more information on how you can own a Wascomat coin laundry business, call Wascomat toll-free at 800.645.2204 or send an email to sales@wascomat.com.

We will be happy to answer all of your questions and put you in touch with a professional Wascomat dealer in your area.



Gas saving Wascomat commercial dryers are meticulously designed to meet the heavy demands of a self-service laundry environment— and with widths as narrow as 28 1/2", a 36" door is no problem! Precision-engineered for efficiency, ease of use, and superior drying results, your customers will love the fast drying and user-friendly controls.

We even have a 45 lb. stack available! Double your capacity and better serve your customers.



"When I built my brand new store, I compared all equipment, service and support before deciding on Wascomat. I had the property for some time and it's a great location, but I wanted to make sure I bought the best equipment. I talked to a lot of experienced store owners, did my research, and I can confidently say Wascomat is the superior product. The company is at the forefront of technology, they continually develop ways to improve their services and support, and the equipment can take the heavy use and abuse of a self-service coin laundry." —Phil Stratton, Owner of Snowflake Coin Laundry in Arizona



Your Wascomat dealer can:

- *Help you find the right location*
- *Assist in negotiating a favorable lease*
- *Recommend the correct equipment mix*
- *Arrange financing*
- *Layout, design, and build your store*
- *Show you how to promote your laundry and market your services*
- *Offer insight and experience - they know how to make your laundry a success*
- *Provide a turn-key laundry installation*

Call today to learn more about Wascomat's ultimate washing and drying machines.

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Testimonials

"Wascomats are the most well-built machines you can buy — ask any experienced laundry operator. They outperform other machines in every way and will save you time and money down the line. I originally got into this business by buying a coin laundry in New Jersey that already had Wascomat machines. When we moved to Florida and opened two more stores, I installed Wascomats in both. Before that, I had researched other brands and checked them out at shows, but I always came back to Wascomat. I appreciate the engineering and durability." — Rich Fleischer, co-owner of 24-Hour Laundry in Fernandina Beach and Yulee, Florida

"I had been researching the business and looking for the right location when I met my local Wascomat dealer. Their knowledge and experience was priceless. They helped me tremendously and I appreciated their honesty and work ethic. I talked to a lot of other store owners, too, and compared the equipment and services. Every other store owner recommended Wascomat. There's no competition in terms of engineering, durability, ease-of-use, technology, energy efficiency, and customer satisfaction." — Jeff Kuzma, owner of Ruby's Laundry in Compton, California

Call today for information on the full line of Wascomat washers, dryers, flatwork ironers and low-cost financing and leasing.

Wascomat Laundry Equipment

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En Mexico: Llame gratis a este numero 001-800-010-1010

Your Local Independent Authorized Wascomat Dealer:

