

Laundries Going Green for More Profit with High-speed Washers

As environmentally conscious customers are emerging and rising utility costs are sapping profits at vended laundries across North America, laundry owners are looking for alternatives. That's why experienced laundry owners—many with multiple stores—are replacing less efficient hard-mount washers with freestanding, high-speed Continental washer-extractors. Storeowners are reporting a savings in their utilities of up to 35 percent, as a result, and offering customers a 60 minute wash and dry; improving customer turnover and retention; becoming more environmentally friendly; and drastically boosting profits.

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How High-speed Technology Works to Cut Utilities

Continental ExpressWash washer-extractors are engineered to deliver a better wash using less water, superior programmability and higher extract speeds than traditional hard-mount washers. ExpressWash extract at speeds up to 381 G-force—removing more water from each load and cutting dryer gas consumption by up to 65 percent when compared with slower extract (75-200 G-force), hard-mount machines. By decreasing the amount of moisture to be dried, customers can complete their laundry faster. Simultaneously, laundries eliminate dryer bottlenecks, increase store capacity and save a considerable amount of gas and electricity. Additionally, the single-phase power and freestanding design of ExpressWash allows for installation without concrete foundations.

Boosting Profits with High-speed Technology

Art Jaeger invested in Continental's ExpressWash high-speed washer-extractors when outfitting his fourth vended laundry, Santa Clarita Laundry, in Southern California. He owned and operated three vended hard-mount laundries before developing the high-speed Santa Clarita Laundry. In the first year, the high-speed store used 22.5 percent less electricity (kilowatts), 25 percent less gas (therms) and 8 percent less water (hundred cubic feet, or CCF) when compared with Jaeger's similarly sized hard-mount store. "This is monstrous because it all goes to the bottom line," he says.

In Nebraska, John Stuckey reports similar savings. He owned three vended hard-mount

laundries before gutting one to create the high-speed WashWorld. "My high-speed laundry not only offers 450 pounds more capacity than it did as a hard-mount store, utilities consume just 12-13 percent of its gross revenue," he says. "As a hard-mount laundry, utilities consumed 19-20 percent. The mere 7 percent drop in utilities to gross revenue means a 35 percent utility savings to my bottom line."

In North Carolina, Steve Grissom, who owns two vended laundries, says his new high-speed store significantly outperforms his hard-mount store. "My high-speed laundry is doing more volume than my hard-mount store, but utility bills are 15-18 percent less," says Grissom. Not only is Grissom constructing a third high-speed laundry, he's steadily replacing the hard-mount washers at his first store with Continental ExpressWash high-speed washers.

Replacing Hardmounts and Toploads with High Speeds

Stuckey plans to do the same—beginning by replacing toploads with high-speed 20-pound capacity ExpressWash.

"Our customers absolutely love the high-speed washers," says Stuckey.

"Revenues went up and utilities are lower. That's why we want to convert the other stores in the next two years."

In Missoula, Mont., Geoff Easton just opened South Campus Laundry, his first high-speed coin laundry. Easton, who is an experienced storeowner, has two other hard-mount washer stores where utilities digest 20-25 percent of his gross profit. He's so impressed with his ExpressWash Washers, that he plans to replace the hard-mount washers in his other laundries.

"I want to change out the equipment on a five-machines-per-year rotation," he says.

The logical first step, these storeowners maintain, is the replacement of water-guzzling top-load washers, which consume up to 40 gallons of water per load. The similarly sized Continental 20-pound capacity ExpressWash Washer, which uses as little as 13.4* gallons of water per load, can cut water, sewer and gas costs significantly over top-load washers. Installation is easy because the ExpressWash 20-pound has a similar footprint to most



top-load washers and plugs into a regular appliance outlet.

A 60-minute Wash & Dry! Wow!

"When clothes come out of these washers nearly dry, customers are amazed," says Jaeger. Using the high-speed equipment, Jaeger's customers wash and dry laundry in just 60 minutes—improving customer turnover. "By simply processing more customers you have more overall turns on all the equipment," he says.

High-speed laundries provide unique benefits to customers, according to these storeowners. Customers save time—bringing them back again and again. Additionally, high-speeds give storeowners a means to market to the growing numbers of environmentally-savvy customer.

Better Resale Due to Higher Profits!

Jaeger maintains that his high-speed store not only out-profits his hard-mount stores, it will sell for considerably more when the time comes. The same holds true for Stuckey's high-speed laundry, which dramatically out-profits his hard-mount laundries.

Resale value boils down to bottom-line profit, they agree. And, high-speed technology delivers the efficiency to cut utility costs and return dollars to the bottom line. To discover more about Continental high-speed ExpressWash Washer-Extractors—available in 20-, 30-, 40-, 55- and 90-pound capacities—visit www.continentalgirbau.com or call 800-256-1073!



* According to DOE test results report by Intertek, an independent testing laboratory, dated Dec. 19, 2006.

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(800) 256-1073

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