



# Introducing the Coin Laundry Business

Put the powerful Wascomat brand to work for you!



**WASH**  
COMMERCIAL LAUNDRY



**“My vision was to build a store that was conveniently located, highly functional, and aesthetically pleasing. I’m happy to say that with Caffé Laundry, I think we achieved exactly that.”**

~ Jay Min  
Caffé Laundry, Los Angeles, CA

# Why a laundromat?

Long-term stability, higher traffic and repeat visitors are just the beginning.

The laundry business is stable and has been steadily growing for nearly 70 years. Owners of coin laundries range from white-collar professionals seeking an additional revenue stream to dedicated operators with multiple stores. Many successful coin laundries average a ROI of 20-35%, making it an attractive investment for a variety of entrepreneurs.

## **A proven business model – and NO Franchise Fees**

A Wascomat Commercial Laundry Center is a unique business opportunity. It's not a franchise, so there are no franchise fees. The failure rate and start-up costs are much lower than with many franchise investments and other small business ventures. It's a proven business model with positive upside.

The laundry business is far more recession-proof than virtually any other business — uncertain and challenging economies have tested and proven this fact. In good times and bad, people must clean their clothing and other household items. During periods of recession, when home ownership decreases, the market expands as more people are unable to afford to repair, replace or purchase in-home washers and dryers, or as they move into apartment and rental housing with inadequate or nonexistent laundry facilities.

Established in 1955, Laundrylux has helped thousands of entrepreneurs open successful vended laundries across North America. We provide our customers with world-renowned laundry equipment under the Wascomat brand, as well as financing solutions and marketing support.



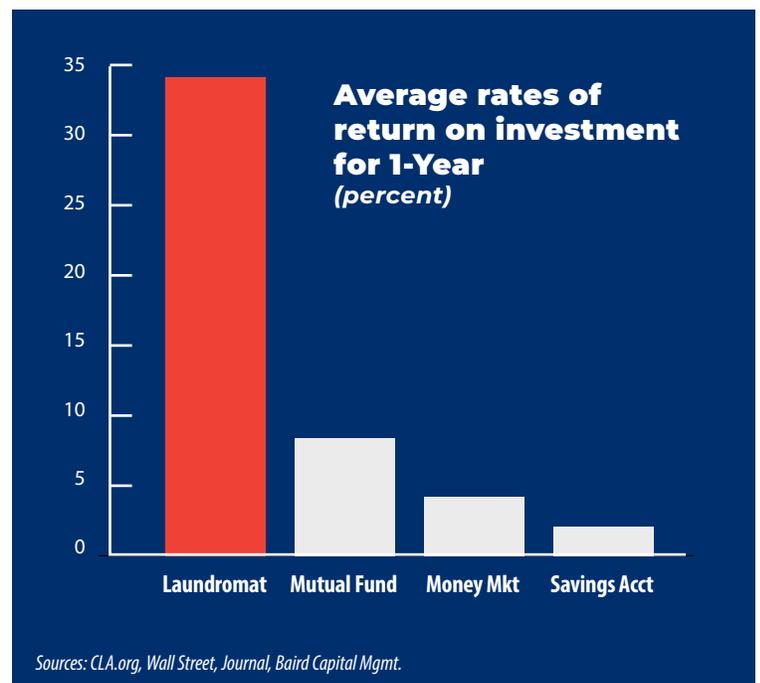
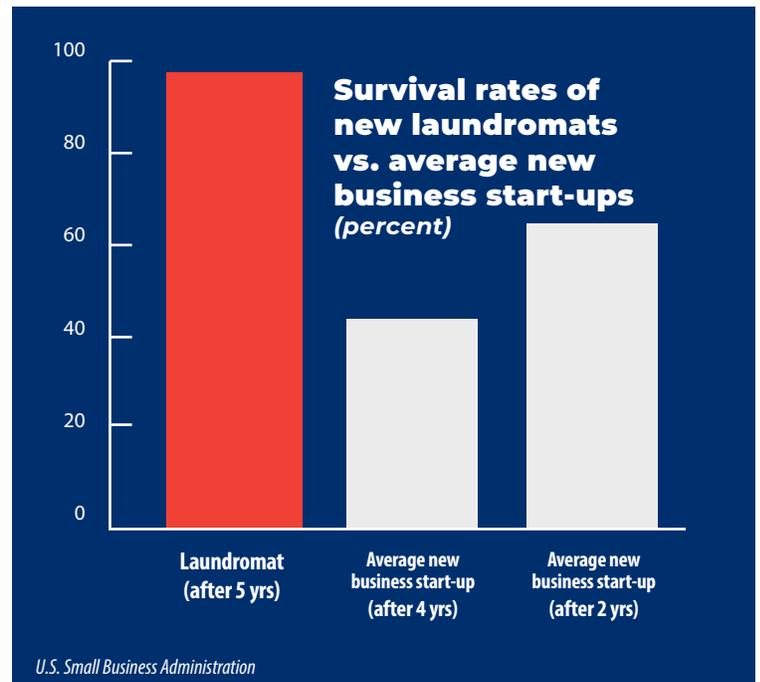
# FastTrack Program

Go from concept to completion in 90 days.

Do you own a building or shopping center? Accelerate your income with FastTrack, the exclusive Wascomat Commercial Laundry Center launch program, only from Laundrylux.

## The FastTrack Program offers:

- Immediate increase in pedestrian foot traffic and new revenue potential to all other businesses in your plaza.
- Financing package through Laundrylux Funding Services (LFS), a leader in the industry.
- Equipment mix recommendations, including washers and dryers, as well as other necessary equipment such as payment systems, changers, soap vendors, snack/soda vending machines, and more.
- Flexible design guidelines for the look and feel of the store, detailed floor plan, recommendations for wall colors, flooring material options, folding tables, seating units and bulkheads.
- Close coordination by your Wascomat Distributor with local construction trades during the build-out phase.
- Custom design of Wascomat exterior signs for maximum impact (within local ordinances).
- Interior instructional signs, decals, and more.
- Professional marketing support for pre-opening and grand opening activities, including direct mail postcards, flyers, posters, banners, public relations and social media.



## Wascomat Laundries deliver an exceptional branded value

- Smart investment with an average ROI between 20-35%
- High weekly repeat business
- Profitable in all economic cycles
- Cash business with no inventory or receivables
- Expert marketing assistance to help build your business
- Wascomat world-class products and reputation for quality
- Exceptional local distributor support

# Site Criteria:

## Premises Size:

1,500-6,000 sf

## Parking:

3-5 dedicated spaces

## Population:

12,000+ per sq mile, mixed ethnicity

## Average Household Income:

\$50,000 or below; \$75,000 or below in major metro areas

## Site Qualities:

- Freestanding, endcap, or inline
- Maximum glass exposure
- Highly visible to the street
- Easy ingress/egress

Strip centers anchored by a supermarket, drug store, convenience store, or family discount store. Other desirable tenants are check-cashing, dollar stores, drycleaners, auto parts, and similar businesses. Weekly destination shopping nearby is desirable.

## Terms & Options:

10-Year Primary Term with 3, 5-Year Options

## Laundrylux Creative Services

We provide marketing expertise and support to help make your laundry a success. This service is unique in the industry and available only to Wascomat store owners.



## Turn-Key Store Design



# Join the World of Successful Wascomat Commercial Laundry Owners



Wascomat Commercial Laundry Centers create customers for life by providing a unique experience with high tech features and best wash results.

A Wascomat Commercial Laundry Center is a complete turn-key package. It includes store layout, professional signage, expert marketing support, and superior equipment; ideal for attracting repeat visitors. Designed for today's hyper-busy lifestyles, Wascomat Commercial Laundry Centers draw from a broad spectrum of consumers. And laundromats are a great addition to strip / plaza centers. Laundry users become captive spenders for other tenants in a plaza because they have downtime while waiting for their wash and dry cycles to complete.

*"The laundry environment is a very demanding one. But thankfully year after year my Wascomat washers perform, giving my customers a superior wash experience — and saving me money on my utility bills."*

*-- Steve Mendez, Owner of Señor Bubbles Laundromat – Ocala, FL*

## Laundrylux Funding Services

Laundrylux Funding Services (LFS) has been financing coin laundry operations for more than 50 years. Our laundry finance programs provide easy and flexible terms, low interest rates and no pre-payment penalties (for qualified customers). We have a simple application process and make quick decisions. Businesses and individuals choose LFS for our personal service, dedicated support and laundry industry-specific expertise. Our in-house financing professionals will be with you every step of the way. Your success is our top priority.



### Specialized Solutions

When you are looking to gain a competitive edge by financing new laundry equipment, you need an experienced partner who knows the complexities of your business. LFS is focused only on the commercial laundry industry and is dedicated to providing the most flexible financing solutions available.



### Superior Service

From our simplified application process to quick approvals, LFS provides a seamless, hassle-free experience. With more than 60 years of experience, our financing professionals know the importance of building lasting relationships.



### Higher Standards

Quality, efficiency, and speed are the hallmarks that define LFS. We work with clients to secure financing on flexible terms without many of the constraints found through other funding providers. When you choose LFS, you will gain access to a full array of benefits – from potential tax advantages and capital preservation to the lowest fixed rates and terms.



 wascomat

# Frequently Asked Questions

## **Q. Is a laundromat a good tenant?**

A. Absolutely! A well-designed and professionally managed coin laundry delivers a steady flow of customers and activity to plaza or shopping center daily. Laundry users become captive spenders for the other Tenants in your center because they have “downtime” while waiting for their wash and dry cycles to complete. A majority of Wascomat Commercial Laundry Centers are fully attended with professional employees to assist customers and process drop-off laundry orders.

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## **Q. I thought laundries only attract lower income customers?**

A. Today’s coin laundries serve customers from across the socioeconomic spectrum. Many people find it easier and faster to use their local laundromat because it provides larger capacity, faster and more efficient washers and dryers than found in the home or in multi-family building laundry rooms. Higher income consumers often visit laundries to wash and dry large items such as bedspreads, comforters and other bulky household items. .

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## **Q. What kind of foot traffic does a laundry bring to a plaza?**

A. Laundries bring in a consistent flow of pedestrian traffic who are “captive spenders”. For the time it takes for customers to wash and dry their laundry, they tend to look for activities within the shopping center to spend their time and money. Other tenants such as grocery stores, restaurants, and retail stores, see as much as a 30% increase in revenues as a result of having a laundromat as a co-tenant.

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## **Q. I heard laundries go out of business quickly?**

A. The survival rate of coin laundries is higher than 95% after opening. When a Wascomat Commercial Laundry Center is located in a high-traffic area and contains the right equipment mix, it will flourish year after year, generating significant value to a shopping center and the adjacent tenants.

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**Ready to learn more?** Get in touch  
with a WASH Commercial Laundry  
Sales Representative today!

**Call 800.236.5599 or visit  
[wash.com/laundromats](http://wash.com/laundromats)**

Limited sales territory. Call for details.



You should conduct your own independent research and consult with your own professional advisors before making a decision about starting a Wascomat vended laundry operation. In making such a decision, you must rely on your own independent examination of the business opportunity, including the risks involved.