

WHY HIGH-SPEED EQUIPMENT MAKES GOOD SENSE

What's the value in investing in high-speed laundry equipment? Several self-service laundry owners attest that a mix of high-speed, energy-efficient washer-extractors can drastically slash utility costs and boost store profits. And that's just the beginning ...

Return on Investment

When it comes to resale value, a laundry equipped with high-speed washers should also glean a higher price than a traditional hard-mount only store, according to Art Jaeger, who has built, owned and managed four card-operated laundries in Southern California. He maintains that his fourth store, a high-speed laundry with 45 Continental E-Series Washers, not only out-profits his first three hard-mount stores, it will sell for considerably more. It all boils down to bottom-line profit, says Jaeger. And, high-speed equipment cuts utility costs and returns dollars to the bottom line. As profits increase, he says, so does resale value.

High-speed Technology Curbs Utilities

"Matching bills against revenue, I am below 15 percent for overall utility costs," says Jaeger of his new high-speed store. "I averaged 27 percent for utilities at my other stores."

Improving Customer Turnover

No wonder technologically advanced laundries offering high-speed equipment are springing up throughout the United States. But what's the difference between high-speed machines and traditional hard-mount washers? High-speed washers, like Continental's E-Series, are freestanding, easier to install and reach extract speeds up to 354 G-Force. Hard-mount washers must be bolted to concrete foundations and most only hit extract speeds between 70 and 140 G-force. A freestanding washer removes more water from each load – cutting dry-time and resulting gas usage. This translates to dollars saved and money earned ...

"When clothes come out of these washers nearly dry, customers are amazed," says Jaeger. Using the high-speed equipment, Jaeger's customers can 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.

Replacing Hard Mounts and Top Loads

Like Jaeger, Elvern Bootsma, owner of All Star Laundry in Phoenix, turned to E-Series to save utilities. He replaced a row of top-load washers with Energy Star-rated E-Series DoubleLoad Washer-Extractors. "I replaced them to save water and reduce utility bills," says Bootsma. "I'm also an environmentally conscious person and I wanted to do it for that reason." Per load, E-Series Washers use as little as 13.4 gallons of water compared with the 31-40 gallons used by a typical top load.

Easier Installation

Bootsma, who installed the new equipment, admits the process was simpler than he thought. "The installation was very easy," he says. Because the E-Series DoubleLoad was specifically designed to replace toploads. It shares a similar footprint and dimensions. And, since they are equipped with single-phase power,

they can be simply plugged into a typical appliance outlet.

In Scott Township, Wis., Dale Petersen owns the high-speed A & E Laundry. While he appreciates the energy-efficiency of his high-speed washer-extractors, he maintains he had no other choice but to install freestanding machines. A suspended floor with in-floor heat supports his store. Hard-mount washers were not an option because of their install requirements.

Selling Convenience

Getting customers in and out of the laundry in 60 minutes is how Express Laundry Center in Oshkosh, Wis., has capitalized on its mix of high-speed E-Series Washers, according to manager Roya Faraji. "We are selling time-saving convenience," she says. "In the process, we enjoy utility savings of 10 percent over the average coin laundry."

Through the use of high-speed technology, Jaeger, Bootsma, Faraji and Petersen benefit through lower utility bills, improved profitability, greater service to customers and ultimately, a greater store value.



High-Speed Continental E-Series Washer-Extractors at Express Laundry Center in Oshkosh, WI.