

SOAK LAUNDRY CENTER OFFERS MULTIPLE SERVICES



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"I love technology and always look for ways to do things more efficiently," said Michael Shaffer, owner of the new Soak Laundry Center in Dorchester, Mass. "Efficiency is what this laundry represents."

In just three months, the 1,200-square-foot Soak Laundry Center has doubled business, significantly grown its customer base, and launched multiple services, including drop & lock, wash/dry/fold and concierge pickup and delivery.

It's a far cry from the worn out, 80's-style laundry it replaced. "Now it's a state-of-the-art laundry center that allows self-service customers to complete their laundry in less than 60 minutes," said Shaffer. "Customers like the quick turnaround," he added.

Designed and equipped with assistance from Daniels Equipment Co. Inc. (Daniels Equipment), in Auburn, N.H., Soak Laundry Center features a Continental ExpressWash® and ExpressDry® equipment mix. "When I first took it over, I brought in four different distributors, but I liked the concept of the Continental soft-mount equipment provided by Daniels Equipment."

The laundry, which sits above a basement, wasn't configured to support the laundry's new design as concrete support columns were not located in the right places. This is one of the reasons why Shaffer chose to install soft-mount laundry equipment, rather than traditional hard-mount laundry equipment. By choosing soft-mount washers and dryers, Shaffer avoided the added expense of prepping the basement with the new concrete columns required by hard-mount equipment. He also gained greater efficiency and customer turnover – boosting profit potential.

"The price for the soft-mount equipment is more, but I thought it would be offset with faster turnaround time and accommodating more volume," said Shaffer. "I made the right decision."

Thanks to high-speed extract reaching 400 G-force, the Continental soft-mount ExpressWash Washers remove more moisture from each load when compared to typical hard-mount washers, which only produce speeds of 75-200 G-force. Because the ExpressWash Washers extract more water, they also slash resulting dry time by as much

as 50 percent. Not only does this mean more potential turns per day, it equates to lower utility bills because dryers run less often.

"The equipment is super-efficient and Daniels Equipment did a great job fine tuning the wash programs," said Shaffer.

Meanwhile, customers enjoy more control over how they wash laundry. The washers feature the ProfitPlus® Control, which allows customers to add an EXTRA WASH, RINSE, SPIN or SUPERWASH to the standard Hot, Warm and Cold cycle selections. And with each "extra" selected, .25 to .75 cents is added to the vend price.

In order to operate the machines, customers utilize the laundry's FasCard payment system. They add value to their cards and then swipe them at the machines. They can also operate machines using the FasCard app on their smartphones.

Additionally, Shaffer easily tracks machine turns, store revenue, and more. "I have the ability to look at turn statistics anytime during the day," he said. "I like knowing how many customers use the laundry, as well."

While Soak Laundry Center's self-service business is booming, its wash/dry/fold business is also gaining strength and makes up 10 percent of revenue. A unique drop & lock service makes drop-off wash/dry/fold super convenient, he added. Customers are assigned storage lockers and an access code. They leave their laundry in their

locker anytime during business hours. When attendants complete the order, they place it back in the locker and alert the customer that it's ready. No waiting. No standing in lines.

Additionally, the laundry serves commercial accounts, such as nail salons, fitness centers, acupuncturists and medical clinics, with complete pickup and delivery services. Not wanting to turn anyone away, Soak Laundry Center also provides same-day rush wash/dry/fold.

To learn more about Soak Laundry Center, visit soaklaundrycenter.com or call 617-433-8747. Discover more about Continental at cgilaundry.com.



Top: Soak Laundry Center relies on a mix of Continental ExpressWash® Washers. Wash cycles generally take about 20 minutes. Bottom: The laundry offers quick drying times using ExpressDry® Dryers.



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