

PROFESSIONAL
Self Service Laundry

 Electrolux

Thinking of you

 **Electrolux**

Maximize your return on investment. Grow your profits. Lower your expenses. Provide your customers with superior results.

We'll show you how.



Never stop thinking

When we say we are thinking of you, we really mean it. We do everything we can in order to understand market trends and to anticipate your needs and the problems you want solved. We do not design for design's sake, but for your sake. We devote our time, our know-how and our insight to developing products that will make you say, "This is exactly what I wanted! How did you know?" The answer is simple: because we were thinking of you when we made it.

People are concerned about climate change and keeping energy and water costs low, and so are we. Making a real difference is one of our top priorities. Electrolux has a broad approach to the environment that includes setting criteria for products in terms of low consumption of electricity, water, and gas – without compromising functionality and performance.



At Electrolux, we also maintain high environmental and ethical standards in our facilities and for our suppliers – no matter where in the world they are located.



We are recognized as being on the cutting-edge of developing energy and water efficient products and we have a long and outstanding reputation in environmental and corporate responsibility.

See more of our thinking at www.electrolux.com/sustainability

Electrolux. Thinking of you.

To us, it is natural to focus on environmental and safety considerations. Our production units are certified in accordance with the ISO 9001 (Quality) and ISO 14001 (Environmental Management) standards, and our products are CE-labeled.

An Electrolux Professional laundry is a unique business opportunity

A self-service laundry featuring Electrolux Professional equipment is a unique business and smart investment for the savvy entrepreneur. The laundry business is far more recession-proof than virtually any other business; a challenging economy has tested and proven that fact. In good times and bad, people must clean their clothing. Laundries provide a valuable service to communities everywhere.

The laundry business is also well-suited to multi-store ownership while not requiring a disproportionate amount of time to manage. It's a self-service business with minimal inventory, no receivables, and low labor costs.

The power of the Electrolux brand

The Electrolux brand is recognized immediately by consumers as representing high quality. It is trusted and preferred by consumers all over the world.

Electrolux Professional is the world-leader in developing long-lasting energy and water efficient products. It's a company you can rely on for the very best profit-generating products. With more than 100 years of experience designing commercial laundry equipment, we understand the laundry business and are dedicated to providing you with technologically-advanced, reliable washers and dryers.

Electrolux lets you focus on growing your business.


Experienced laundry owners know they can rely on Electrolux Professional Laundry for superior engineering and exceptional design. The long-lasting equipment and parts let you focus on marketing and growing your business.

Electrolux high-speed washers and energy-efficient dryers provide customers with the ultimate laundry experience. Easy to use machines with advanced technologies like Compass Control® and optional text messaging feature create customers for life and increase your profits.

“When we discovered that Electrolux Professional Laundry equipment was available in North America, we knew we had to have it for our new store!”

We are thrilled with the savings and reliability, the look of the machines, and the superior wash results. Our customers are also thrilled. They cannot say enough about the washers. They love the Compass Control® dial and the 200 G-force extraction is just phenomenal. The 45 lb. stack dryers are also a huge hit. The reversing cylinders are a great feature to promote to our customers. Their garments and bedding dry faster with less tangling.” – Billy Chang, Owner, Wheaton Laundromat, Maryland





“I knew I couldn’t go wrong with Electrolux.”

“The great thing about choosing Electrolux is that it’s a world-leading brand known for the highest quality... I knew I couldn’t go wrong with Electrolux.” – Roger Idler, owner of Plaza Coin Laundry, Colorado

Getting started in the self-service laundry business

Authorized Electrolux Professional Distributors

Authorized Electrolux Professional Laundry distributors participate in technical training and earn product knowledge certifications through Electrolux Professional University, an online training program designed to keep dealers up-to-date on products and functionality.

Authorized Electrolux Professional distributors can help you with proper equipment selection, store layout and design, installation, training, and service. Many can also assist you with site selection, construction, lease negotiations and other aspects of developing a turn-key self-service laundry operation.

“Location, location, location”

The right location and lease is extremely important to your future success. Your authorized Electrolux Professional Laundry distributor is a terrific resource to you as they have experience in site location analysis and demographics. It's critical that your laundry be located in a high-traffic, densely populated, middle- to low-income area with ample parking.

Coin laundries have also performed well in middle- to high-income areas when located near condominiums, co-ops, and apartment buildings. Many people find it easier and faster to use their local laundromat which provides bigger, faster, and more efficient washers and dryers than found in the home or building laundry room.



Financing

Today's laundries require not only the right equipment, layout, and location – many require the right financing. The overall costs depend on store size, equipment mix, lease, and necessary improvements (such as plumbing, electric, gas lines, carpentry, etc.) and can vary greatly depending on whether you're buying an existing store or building from the ground up.

Working with an experienced professional can be critical to your success. Your authorized Electrolux Professional distributor can help you develop relationships with key financial institutions that offer unique financing programs with attractive financing and competitive rates.



“...in my Electrolux-equipped soft-mount store, my utilities are as low as 9%!”

“The utility savings are tremendous. For example, a typical store owner with 15-year old mixed solid-mount machines may spend 30% or more of their gross revenue on utilities – but in my Electrolux-equipped soft-mount store, my utilities are as low as 9%!” – Mike Kern, owner of Washboard Eco Laundry, Oregon



It all adds up to greater success



Store signage

We understand the hallmarks of smart laundry design – and signage plays a major role in marketing your store and making your customers feel safe and welcome. We understand the Electrolux name adds credibility and a level of sophistication that is unequaled in the market.

To help you incorporate the Electrolux reputation, look, and feel into your new store, we offer a complete sign kit showcasing product innovations and instructions on machine usage. These pieces develop a strong store theme and message geared toward saving the customer time with efficient energy and water saving machines.

Customers are impressed with the modern look and united design flowing through the store. It creates a complete pulled-together look and helps to develop store and brand loyalty.

Equipment mix and layout

The correct mix of washers and dryers based on location and demographics ensures maximum profitability per square foot. The national trend is to larger machines with higher vend prices, but different demographics and building layouts require different equipment solutions.

Electrolux Professional distributors have the laundry business experience you need to make sure that when you open your doors, you're ready to maximize income and return on investment. They will help you open your store with exactly the right mix of equipment and layout designed to keep your customers coming back to do their laundry week after week, year after year.



You have opportunity to partner with Laundrylux Creative Services (LCS)

Design Services

LCS, a division of Laundrylux®, was formed to better serve authorized Electrolux distributors – and you, the store owner. Its team of professionals have years of expertise, both in the laundry industry and creatively. They know what works and what doesn't – and they're ready to help you grow your business.

For store owners of full Electrolux-equipped laundries, LCS provides invaluable industry experience and top-notch design skills – all at a fraction of the cost of what an outside design firm would charge. LCS is positioned to partner with you, to help you be the best you can be. They can handle it all, from a small ad to a large multi-faceted marketing campaign.

- Advertising
- Articles and testimonials
- Banners and signs
- Branding
- Brochures and other print
- Corporate Identity
- Direct Mail
- Store Signage Kits

Thinking of you
Electrolux

"Your wash will be ready in 5 minutes"

Receive a text message minutes before your wash is done!

How to use our Text Messaging Information System (TMIS):
1. After you load your laundry, detergent, and pay.
2. When the machine starts, follow instructions on display; Text code will then say **TMIS Activated**.
3. Receive a text message 5 minutes before your laundry is done and again when the door is unlocked.

How to use Electrolux Professional Washers

- 1 Empty all clothing pockets and load washer.
- 2 Close and lock door.
- 3 Add powder or liquids. Use half the usual amount in our washers! 1/4 cup to 1/2 cup detergent is enough.
- 4 Turn knob to select wash cycle. Push buttons **LI** and/or **LS** for wash options. Price is on display.
- 5 Insert coins. Washer will start immediately.

Thinking of you
Electrolux

GRAND OPENING!
Come see what everyone is talking about
Somerdale's newest and best laundry

LUCAS LAUNDRY

20 S. White Horse Pike
Somerdale, NJ 08083
(Formerly Sweet Eat's Bakery - across from Star Line Depot)

Store Hours
Mon-Thurs: 7:00am-10:00pm
Friday: 7:00am-11:00pm
Sat-Sun: 6:00am-11:00pm

Electrolux-equipped washers & dryers
Stop by for our Grand Opening!

Electrolux

BIG JOE'S LAUNDRY

*Big washers & dryers!
Wi-Fi! Kid friendly!
Electrolux-equipped!*

Grand Opening June 20th!

Electrolux



Electrolux Professional Laundry is the smart choice

When you invest in an Electrolux Professional self-service laundry solution, you are getting the very best equipment you can buy. Here are some of our unique features, only available from Electrolux:

Door and Lock for safety and reliability

- Durable in any environment, this slip-lock door handle simply spins around if someone tries to open it during the wash cycle.
- Stronger doors with widely separated hinges.
- Door lock control electronics are on top, away from water and suds.
- Door unlocks immediately at end of final extract. Electrolux washers are the only machines that have instant start and stop. No delays.

Hydraulic drain valve

Electrolux Professional's unique 3" water-operated hydraulic drain valve is not susceptible to water damage because there are no electrical components under the drum. Also, because there isn't a sump, there is no "dead water" which helps to make Electrolux the most water-efficient machine available.

Revolutionary Compass Control®

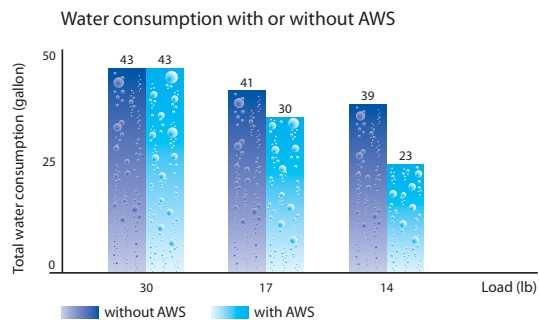
Compass Control® lets you easily customize and program your washers for greater flexibility, higher efficiency and lower costs. Control important functions such as exact water levels, wash times and number of rinses—with a simple turn of a dial.

4-Compartment soap box

- Load fabric softener, bleach, liquid or powder detergent—at one time, in advance.
- Greater flexibility in the choice of detergent.

Automatic Weighing System

Automatic Weighing System (AWS), standard on Electrolux washers, automatically calculates the precise amount of water based on load weight. With each wash cycle, AWS determines the weight of the load and adds precisely the right amount of water resulting in reduced water consumption and energy costs.



Example: 40% water savings at half load.

Text messaging option

This dynamic feature generates customer loyalty and is a valuable marketing tool. Customers can call your store and get a text message instantly telling them how many washers are available for use. They can also get a text message from the washer telling them when their wash will be done and ready for unloading.

It's a useful tool for owners as well. You can have your washer send you or your serviceman a text message for instant action, check the coin count on a money box, and receive automatic notifications for maintenance.

- *Access service menu*
- *Deactivate/Activate machines*
- *Access price programming menu*
- *Check coin count for coin boxes*
 - *Remote payment (free wash)*
- *Programmable welcome message*
 - *Retrieve statistics*
- *Retrieve ID numbers of machines in use*
 - *Error notification*
 - *Automatic notification for preventative maintenance*



Machines built for speed, performance, and long-life

200 G-force “S” Models

**Saves time, water, & energy.
They can even text message you!**

Built to last, the new Electrolux 200 G-Force high-speed extraction washers spin faster resulting in shorter drying time and significant electrical and gas savings. Self-service laundries benefit from faster throughput — freeing up dryers, folding tables and parking spots — which creates higher profits. Your customers can even receive a text message (optional feature) notifying them when their wash is done and ready for unloading! You’ll create life-long customers and increase your profits.

Available in both 220/1-phase and 120/1-phase for easy installation.



350 G-force “H” Models

**High-speed performance and
soft mount for easy installation**

Electrolux 350G soft-mount washers spin ultra-fast resulting in minimum drying time and significant gas savings. Self-service laundries benefit from faster throughput which translates to greater profits. Your customers can even receive a text message (optional feature) notifying them when their wash is done and ready for unloading! You’ll generate customer loyalty with the quick turnaround time, easy to use controls, and exceptional results. Add a row of H-Series washers to your store to boost your profits and lower your energy costs.

Easy installation on wood floors, upper floors, and over basements.



Compass Control®

**Easily control your operations
and increase your profitability.**

With Compass Control® you choose the programs that best suit your needs. Modify standard wash programs to find the perfect balance between low water and energy consumption - or create your own programs to meet the specific needs of your market.



Option buttons

Heavy Soil and Extra Rinse increase store revenue and customer satisfaction.

Easy reading

Easy to see icons make program identification simple.

Search ease

The ergonomic knob makes program selection quick and simple.

Energy efficient Dryers

Electrolux dryers combine high performance with significant energy savings

Perfect for coin/card laundries, your customers will love the fast drying and user-friendly controls. You'll appreciate the "green" engineering, easy operation, and years of low maintenance.

- Increase your profits per square foot with Electrolux stack dryers.
- Optimal combination of gas consumption (Btu/hr) and airflow (CFM) provides the fastest drying with lowest energy consumption.
- Electrolux large dryers are the perfect match for big load Electrolux washers.
- Reversing cylinders standard on all Electrolux dryers even with single phase connection.
- Extra large doors make loading and unloading easy.
- Quiet operation. Our dryers are designed to keep noise level below 70 dB (A).
- Self-cleaning lint screen and large lint compartment for easy maintenance.



EcoPower™

This unique money-saving feature calculates when garments are dry and automatically turns the dryer heat down to the cool-down temperature. The dryer keeps turning so there is less wear-and-tear on clothing, less wrinkling of garments and sheets, and the machine uses less gas. We've documented up to 15% (sometimes more!) savings on gas usage.



Selecta Control®

User-friendly, accurate, and flexible, the Electrolux Selecta Control® provides the perfect results, every time.

- 4 temperature settings.
- Displays remaining drying time.
- Coin, token, debit card compatible.
- Complete diagnostics and service mode.
- Fully programmable.



Washers

Choose the machine that best meets your needs! Easy to use controls
- low water, low energy consumption - superior results - eco friendly.

- standard
- o option
- x available
- not available



Washers - H Range (High Spin)	W475H	W4105H	W4130H	W4180H	W4240H	W4300H
Drum volume, l / ft³	75 / 2.7	105 / 3.7	130 / 4.6	180 / 6.4	240 / 8.5	300 / 10.6
Dry weight capacity, kg / lb	8 / 18	11 / 25	14 / 30	20 / 45	27 / 60	33 / 75
Extraction, rpm	1100	1025	980	930	890	820
G-factor	350	350	350	350	350	300
Electric / Steam / Non-heated	x / x / x	x / x / x	x / x / x	x / x / x	x / x / x	x / x / x
Compass Control®	•	•	•	•	•	•
Voltage 208-240V 1AC 60Hz	•	•	•	•	•	•
Voltage 120V 1AC 60Hz	o	o	-	-	-	-
Voltage 440-480V 3AC 60Hz	o	o	o	o	o	o
Energy Star approved	•	•	-	-	-	-
Text messaging	o	o	o	o	o	o

- standard
- o option
- x available
- not available



Washers - S Range (Super Spin)	W485S	W4105S	W4130S	W4180S	W4250S	W4330S
Drum volume, l / ft³	85 / 3	105 / 3.7	130 / 4.6	180 / 6.4	250 / 8.8	330 / 11.7
Dry weight capacity, kg / lb	9 / 20	11 / 25	14 / 30	20 / 45	28 / 62	35 / 77
Extraction, rpm	830	775	775	740	700	670
G-factor	200	200	200	200	200	200
Electric / Steam / Non-heated	x / x / x	x / x / x	x / x / x	x / x / x	x / x / x	x / x / x
Compass Control®	•	•	•	•	•	•
Voltage 208-240V 1AC 60Hz	•	•	•	•	•	•
Voltage 120V 1AC 60Hz	o	o	o	o	o	-
Voltage 440-480V 3AC 60Hz	o	o	o	o	o	o
Energy Star approved	•	•	-	-	-	-
Text messaging	o	o	o	o	o	o

- standard
- o option
- x available
- not available



Pronto - Wash-&-Dry	WD4130	WD4240
Drum volume, l / ft³	130 / 4.6	240 / 8.5
Capacity washing/drying, lbs.	18	35
Capacity washing only, lbs.	30	60
Extraction, rpm	980	980
G-factor	350	350
Non heated washer/ gas heated dryer	•	•
Compass Control®	•	•
Voltage 208-240V 1AC 60Hz	•	•
Voltage 440-480V 3AC 60Hz	o	o
Text messaging	o	o

Pronto™ combination washer/dryer, all-in-one machine

Differentiate yourself from the competition with the unique Electrolux Professional combination washer/dryer. Your customers will enjoy their laundry experience like never before! You'll earn higher profits and create life-long customers.

- **Pronto** washes & dries up to a 35 lb. load in less than half the space of a separate washer and dryer.
- **Pronto** is compatible with SMS text messaging, a dynamic new option. With text messaging, customers can leave the store to go shopping and run errands – and then receive a text message to return before the washed-and-dried load is finished! The door unlocks at the end of the cycle.
- **Pronto** can be installed on wood floors, upper floors, and over basements.

Dryers

- standard
- o option
- x available
- not available



Dryers	T4290	T4300S	T4420S	T4530	T4650
Drum volume, l / ft ³	286 / 10.1	2x300 / 2x10.6	2x414 / 2x94	528 / 18.7	650 / 23
Dry weight capacity, kg / lb.	13.5 / 30	2x13.6 / 2x30	2x20.4 / 2x45	27 / 60	35 / 77
Electric / Gas / Steam	x / x / x	x / x / -	- / x / -	x / x / x	x / x / x
Selecta Control®	•	•	•	•	•
Reversing drum	•	•	•	•	•
Voltage 120V or 208-240V 1AC 60Hz (Gas and Steam)	•	•	120V, no steam	•	•
Voltage 208-240V 3AC 60Hz (Gas, steam and electric)	•	•	220/240 no steam, no elec	•	•
Voltage 440-480V 3AC 60Hz	o	o	o	o	o



Safety & Standards

Electrolux S- and H-model washers, Pronto™ WD4240, dryers and ironers comply with International safety standards and product quality specifications for your complete peace of mind.



Energy Star program

Electrolux models W485S, W4105S, W475H and W4105H are Energy Star rated. They meet strict energy efficiency guidelines set by the EPA & US Department of Energy. Our larger machines are also designed to save water and energy and achieve impressive Modified Energy Factor (MEF) results.



Green range

Electrolux has a broad approach to the environment that includes setting criteria for products in terms of low consumption of electricity, water, and gas – without compromising functionality and performance. With new programming mechanisms, exclusive Electrolux systems, new designs and adaptations for 98% recycling, our “green” range of products is the ideal response to the requirements of sustainable development.

The Electrolux brand is your guarantee for high standards

Electrolux Professional Laundry Systems is part of the Electrolux Group.

With more than 57,000 employees, global leader Electrolux is renowned for quality, integrity, and customer satisfaction.

We set high standards for ourselves and our products, so you can be confident in choosing the Electrolux brand for your business.

Share more of our thinking at www.electrolux.com

Laundrylux

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