

# CHOOSING YOUR LAUNDRY EQUIPMENT

Now that you've decided to open a coin laundry, you will undoubtedly have many questions about how to equip your business. Appearance and amenities are important, but so is the right equipment mix. You will need to equip your business with the best configuration of revenue generating machines in order to maximize your cash flow and ultimately the return on investment.

A GOOD RULE OF THUMB IS ONE OR ONE AND A QUARTER DRYER POCKETS FOR EACH WASHER. THIS MIGHT VARY DEPENDING ON YOUR MIX OF WASHER SIZES.

Most equipment distributors have dealt with a wide variety of floor plan layouts, so most will have good suggestions about what the right equipment mix will be for your particular location. However, here are some general tips we believe to be helpful when it comes to dryers.

Nowadays, floor space does not come cheap. Thus, you need to effectively maximize your usable space. The stack dryer does this by putting two machines in the place of one. This frees up space for other things like additional washers, snack vending machines, change machines, play areas, etc.

So, how many dryers do you need? The answer is, enough to satisfy every washer in your laundry. On your peak days, you want to make sure no one is waiting for machines, either washers or dryers.

A good rule of thumb is one or one and a quarter dryer pockets for each washer. This might vary depending on your mix of washer sizes. This raises the question, what about the larger capacity washers? We are seeing a trend toward a heavier mix of larger capacity dryers, along with the stack 30-lb units. This mix allows a more efficient flow of traffic between machines, providing a direct match for the larger washer extractors. In addition, this configuration allows you to accommodate larger articles like blankets and comforters. Normally these units are not as vend-price sensitive to the laundry patron and they allow you to generate more cash flow from them.

Easy access to machines is critical, and so is the availability of laundry carts and folding tables. Keep in mind a comfortable customer experience builds customer loyalty.

The Coin Laundry Association is a tremendous resource to tap for more information regarding the coin laundry industry.

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