

HK Laundry News

January 11, 2017

Greetings!

HK offers a monthly, quick 5 minute Newsletters to inform our customers and prospective customers of important industry topics, up-coming events, industry news and HK Special Promotions. We have also changed the format of our newsletters to a single column for easier reading on all devices.

Want to Increase your Business ???

Do you want more money and more profit for your Laundromat? Do you want more cash paying customers in your store? If so, read on and put to good use the knowledge gain from below. Due to the limitation of the 5 minute reading time we will break this into 2 different newsletters.

The Coin Laundry Association (CLA) performed a study where they interview potential customers to get their opinions on what factors would they use in deciding which Laundromat to patronize.

This [study](#) was published on October 2014 and was added as a supplement in the Planet Laundry magazine. The study was a telephone survey conducted by Readex Research which is an independent research company based in Stillwater, Minnesota. The result of the survey from 2 years ago is still very valid today. The survey asked 21 questions to homeowners (100) and to Laundromats customers (300). The study asked many questions, but for me the "killer question" was #15 which asked "If you needed to use a self service Laundromat, how much of each of the following factors influence your decision about which one to use?"

The top answer with 85% was "Having enough machines available when you need them".

Obviously time is very important and even our lower social economic customers consider their time very valuable. Customers do not want to wait to do their laundry. Today's society has evolved into an immediate (I want it now) society. There is nothing wrong with this, but as Laundromat owners, we need to recognize this fact and make our stores as accommodating as possible. First we need to make sure that all of our equipment is operational and realize that the bigger Laundromats will have an advantage over the smaller stores. With a big store, the public knows that they can always get a machine to wash their clothes.

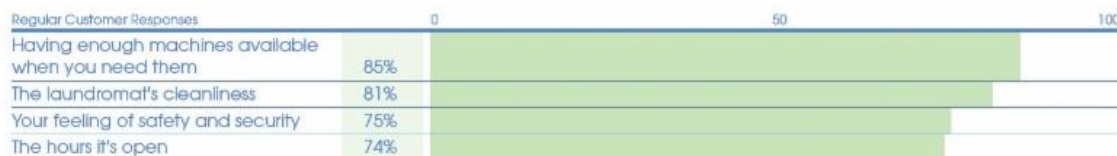
The 2nd most important factor was "The Laundromats Cleanliness" with 81%. If we think about it, customers are coming into our stores to washer their clothes. They are performing a cleaning process. If the store is dirty, has old run-down equipment, has poor lighting and has bounce sheets all over the floor, the Laundromats appearance does not support the idea of cleanliness. I contend that a Laundromat can never be too clean. All of our customer range from the white glove, germ-a-phobic to the college student who really doesn't care about laundry and our Laundromats end up somewhere in this range of cleanliness expectation. If your store is half way in-between the white glove lady and the clueless student, then you will appeal to only ½ of the potential customers and limit the earning capacity of your store by 50%. With a little more attention, training and extra cleaning hours a week you could substantially operate a cleaner Laundromat and boost the pool of potential customers. Repeat my mantra...you can never have too clean of a Laundromat...

The 3rd most important factor is "Safety & Security" at 75%. This survey shows it as #3 but I personally believe it is really number one. I believe that the people who answered this survey already discounted this question because there are no un-safe Laundromats in their area. Why would anybody go into a Laundromat where they did not feel safe? Why would anyone willingly put themselves in an environment for 1-2 hours where they did not feel safe? I believe that safety and security is the most important factor for Laundromats.

The 4th most important factor is "hours of operation" at 74%. This again shows that our customers want to dictate when they want to do their laundry. Many Fast Food restaurants are now open extra hours (like midnight) and some are open 24/7. The public is convenience driven. Between running out for a snack at all hours of the night to wanting to do their laundry on their schedule, the Laundromat of today needs to be accommodating. Maybe this is going back to 24/7 Laundromats, or maybe extending the hours to midnight on weekends. We all need to look at our Laundromat market and see if we are being as inclusive to our customers as possible.

Survey...

15. If you needed to use a self-service laundromat, how much would each of the following factors influence your decision about which one to use?



The rest of this article and survey results will be continued in the next HK newsletter. An interesting point to ponder is that not once in the Top 4 reasons was vend price even mentioned. To be continued...

Huebsch Replacement Tool:

The Huebsch Replacement Tool is a very easy way to determine what will be your net savings by replacing your old in-efficient washers or dryer with New Huebsch Laundry equipment. After inputting utility rates, activity of your Laundromat and the make & type of your existing equipment will show your savings and your PPM (payment per month) with Huebsch Financing. The program includes the flexibility to change vend prices and to activity and amount of your Extra Wash & Extra Rinse pricing.

WELCOME TO THE HUEBSCH REPLACEMENT ANALYSIS TOOL

GET STARTED

[CREATE NEW ANALYSIS](#)

DECREASE UTILITY EXPENSES
INCREASE DAILY REVENUES
DECREASE OVERALL MAINTENANCE COST: 3/10 YEAR WARRANTY
IMPROVE YOUR STORE AT NO ADDITIONAL COST

HK has been using this program for the last 2 years and have found this to be very accurate and an enlightening experience for most store owners. We have had several store owners replace their perfectly good 20 year old washers with brand new Huebsch energy efficient washers and the utility savings is more that paying for their loan payment. They are getting brand new washers with a 3/10 warranty and it has cost them nothing.

Sound too good to be true, give me a call so that we run the Huebsch Replacement Tool for your store. Call Karl at 1-800-229-4572.



HK Parts Specials:



Overlay for Huebsch Stack Dryers

List Price \$ 22.98

HK Special Pricing \$ 12.64



Rollers for Huebsch / Speed Queen Dryers

List Price \$ 35.27

HK Special Pricing \$ 19.39

Call **Michael** at **1-800-229-4572** or
email michael@hklaundry.com
to take advantage of these
Weekly Parts Specials.



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HK is a family run business that has been providing "Un-Compromising Quality since 1967". That is 48 years of trust, respect, and loyalty to our customers. HK Newsletters is our forum to help educate our customers on important topics in the Laundry Industry. HK is committed to educating newbies and veterans alike. Please let us know how we are doing and (obviously) if there is any topic or subject you would like to know more about, please email me at karl@hklaundry.com.

Best Regards,

[Karl Hinrichs](#)
[HK Laundry Equipment Inc.](#)

