



# HK Laundry News

November 9, 2016

Dear Karl,

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.

## Digital Signs for Laundromats ???

**Digital signs are everywhere.** They are in our donut shops, our restaurants and any place where someone is trying to promote or educate the public. We see Digital Signs (DS) in McDonalds, Dunkin Donuts, airports, movie theaters, bill boards, taxi cabs, our schools and while pumping gas. Digital Signs are everywhere and so do they have a place in Laundromats?

**As a board member of the CLA, I am the chairman of the Digital Signage committee** tasked with looking into Digital Signs (DS) for Laundromats. The CLA is very interested in Digital Signs for Laundromats for several reasons. The most important reason would be to educate the public on the proper use of the laundry equipment.

**One of the problems we encounter in Laundromats is that our customers over soap their clothes** and we get blamed with their poor wash results. Modern front load washer manufacturers are constantly reducing the amount of water used in each cycle and the detergent manufacturers have been increasing the concentration of the detergents (making Ultra detergents). This means more and more concentrated soap is in the washer drum. The end result is too much soap in the clothes and poor wash quality along with upset customers. Should the customers read the detergent label? Yes. Should the customers use fabric softener? Yes. But in defense of the public, if a little soap cleans the clothes well, then why is more soap such a problem?

**Have you ever told a customer that they are washing their clothes wrong?** It is not be a pretty sight. I have been there and tried to help educate a customer. All you get is an angry customer and a frustrated Laundromat owner. Obviously we need to educate the public. Now if we could make a commercial which made fun of a clueless male customer, but also drive home the point that too much soap is not a good thing, then we might have a chance of changing behaviors. Un-biased and non-threatening commercials if done well can change laundry behaviors. This is where your CLA is trying to give you the tools to make a difference in your Laundromat. Education is the primary reason the CLA is looking into DS. The CLA DS committee has identified specific areas that we want to address such as Over Soaping, Pods in the Soap Box, un-safe behaviors in the Laundromats (like riding in Laundry Carts), and other safety messages.

**There is also an upside to having DS in Laundromats.** The DS would create a platform for in house advertising such as the ability to advertise their WD&F program and also market specific products or services that they offer in the Laundromat. The DS platform could also ask for positive social reviews on Yelp and Google and also Facebook likes. The DS could also be used to brand your store and your services. The possibilities are endless. If you have a message, DS can deliver that message inexpensively and consistently. With lower cots digital video cameras and easily

available editing software, the average business owner can easily create their own tailored messages to fit their specific needs.

**The other benefit of DS is that they can also be your entertainment platform.** Instead of just turning on a TV and having Jerry Springer degrading people, the DS can now be your family friendly entertainment platform. TV is quality customer engagement. It attracts and holds the viewer's attention for hours on end. If we now had a control of that environment, think of what your Laundromat could become. No more yelling TV programs. No more in-appropriate behavior on TV. Just family friendly programming. Below is just a sampling of potential program topics:

- Cooking shows (women are our major customer),
- House Hunters,
- Home Improvement shows (Flip this House),
- Local News & Weather,
- Home & Garden shows, and
- Travel shows,

**Earlier this year the CLA presented a short video on the possibilities of DS** in Laundromats at the Excellence in Laundry convention in Ojai, California. You can view the video at this link. If you watch the video, please also go to the link that will take you to a short survey. Please let us know your thoughts on the idea of DS in Laundromats. If you have other Laundromat behaviors that you would like to change, please let me know. Your thoughts and input are necessary for this project's success.



What would Digital Signs look like in Laundromats?

**Fun Stuff ...**



## HK Parts Specials:



### Overlay for Huebsch Stack Dryers

List Price \$ 37.19

HK Special Pricing \$ 17.99



### Rollers for Huebsch / Speed Queen Dryers

List Price \$ 31.51

HK Special Pricing \$ 16.98

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News from HK Laundry Equipment Inc.

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](mailto:karl@hklaundry.com).

Best Regards,

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