



DEXTER.
LAUNDRY

DEXTER LAUNDRY **RETOOL & REFRESH**

**LOOK INSIDE...
YOUR NEW STORE IS WAITING.**



DEXTER.COM

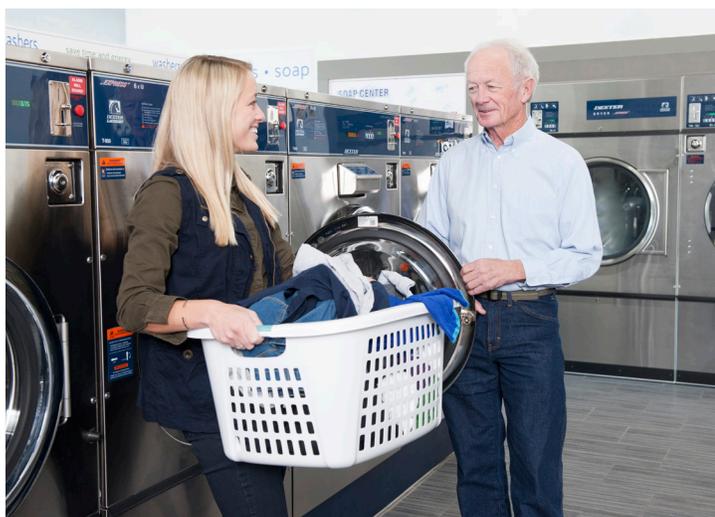


BUILDING BETTER LIVES TOGETHER

As employee-owners, our success depends on your success. Our focus in every product we build, and every service we provide, is to make you successful and satisfied. For over 125 years, we've helped owners just like you maximize their business potential. The tips and examples highlighted here are based on what we've learned by helping our customers build better businesses.

Every store is unique. While this guide can help you understand the potential, we recommend you work directly with your Dexter Authorized Distributor to help you make the best decisions for your business.

At Dexter Laundry, we believe we are building more than just washers and dryers... we believe we are **BUILDING BETTER LIVES TOGETHER.**



UPGRADE YOUR BUSINESS

Attract More Customers
Increase Profit Margin
Improve Customer Experience

IS IT TIME TO UPGRADE YOUR LAUNDRY?

TAKE AN HONEST LOOK AT YOUR BUSINESS PERFORMANCE

An underperforming laundry doesn't just erode your profits, it's an open invitation for competition. To continue to keep your business healthy and growing, it's important to regularly review your business to be sure you aren't missing opportunities for growth. Below are a few metrics you can use to understand your current business performance.

URNS PER DAY

A healthy store has a minimum of 3 turns per day, with a target of 4-5. Steady traffic of customers is key to creating a profitable revenue stream.

WASH TO DRY RATIO

Many laundries do not have enough dryer capacity. This leads to customers waiting for machines, or worse, leaving with wet loads. A good ratio to target is 1.2 lbs of dryer capacity for every 1 lb of washer capacity.

CAPACITY PER SQUARE FOOT

The right balance of equipment and open space creates an attractive and a profitable store. Equipment should occupy 20-25% of the space; any more appears crowded, any less limits revenue potential.

REPAIRS

Take a good look at the costs of maintaining your existing equipment. New equipment requires less maintenance and fewer repairs, saving you money and reducing downtime.

UTILITIES

Utilities are not getting any cheaper, and with prices on the rise, a good store needs to operate as efficiently as possible. Best-in-class laundries operate with utilities at approximately 15% of their gross income.

TAX BENEFITS

New equipment doesn't just help increase revenue, it can also reduce your tax bill. Review your finances and business plans with a certified tax professional to see how a capital purchase can lower your taxable income.

PERFORMANCE METRICS	EVALUATE YOUR STORE	REVIEW YOUR PERFORMANCE*		
		UNDER PERFORMING	AVERAGE	BEST IN CLASS
URNS PER DAY		<3	3-4	5+
UTILITY COSTS (% OF GROSS)		+ 21%	15% - 20%	< 15%
EQUIPMENT CAPACITY (PER SQ FT)		> 25% OR < 20%	20% - 22%	23% - 24%
WASH TO DRY RATIO		EQUAL WASH TO DRY	1 LB WASH TO 1.2 LB DRY	1 LB WASH TO 1.5 LB DRY
REPAIR COSTS (% OF GROSS)		+2%	1% - 2%	< 1%

* References from Coin Laundry Association and various industry sources.

WHAT PRODUCT MIX SHOULD YOU HAVE?

DETERMINE THE RIGHT EQUIPMENT MIX

The right equipment mix can make all the difference. Review the factors below to help you choose the right equipment for your store.

DEMOGRAPHICS

The demographics of your surrounding area is more than just the number of potential customers, it also has a large impact on equipment mix. Research has shown that the frequency of laundromat visits varies based on income. Fully understanding your demographics will help to determine your demand.

LARGER CAPACITY

Bigger is better. Customers gravitate toward larger machines because of the perceived time and cost savings of running a lot of loads together. Plus, large machines can help attract non-traditional laundry customers who are interested in washing large items like bedding and rugs.

MANAGEMENT SYSTEM

DexterLive allows you to run your business anytime, anywhere, from any device. The DexterLive network connects your machines to the cloud to provide unprecedented analytics and control. Plus, it seamlessly integrates with the DexterPay app to allow you to accept mobile payments.

EFFICIENCY

With the rising costs of utilities, you should evaluate washers and dryers based on efficiency. For example, Dexter washers utilize a water saving pressure sensor which reduces water usage and helps you save on operating expenses.

PLUS CYCLES

Extended cycles and temperature based pricing offer customers more options. These options also provide you with revenue enhancing opportunities. Offering PLUS cycle options is an easy way to generate 10-20% more revenue.

EXTRACT SPEED

Customers want to finish their laundry as quickly as possible. High-extract washers with 200 g-force remove more water during the final spin. This reduces dry times, lowers utilities, and gives customers a dry-to-dry time of under one hour.



EXAMPLE

UPGRADE TOP-LOADERS TO COMMERCIAL-GRADE EQUIPMENT

Research has shown that customers will pay more for commercial-grade equipment. Since Dexter 20 lb washers fit in roughly the same footprint as most top load washers, this means you are able to increase your vend prices without losing capacity. By upgrading to commercial-grade equipment, you can also save on water and repair costs. Plus, every Dexter washer comes with an industry-leading 10-year warranty and lifetime technical support so you can be confident in your investment.

The information below shows an example of exchanging 8 top-load washers for 8 commercial-grade Dexter Washers.

	TOP LOADER	DEXTER T-300	DEXTER T-350 EXPRESS
AVERAGE VEND PRICE	\$1.50	\$2.50	\$2.75
TURNS PER DAY	4	4	4
MONTHLY REVENUE (All 8 Machines)	\$1,440	\$2,400	\$2,640
MONTHLY WATER / SEWER COST (National Average = \$0.003 / gallon)	\$70.85*	\$45.50	\$45.50
REPAIRS (% OF GROSS)	2% = \$28.80	0.5% = \$12.00	0.5% = \$13.20
TOTAL MONTHLY IMPACT	\$1,347.52	\$2,345.48	\$2,584.58

* Based on the leading top-load brand. Older models will have even higher water consumption.

UPGRADE TO LARGE CAPACITY WASHERS

Large capacity washers are a great way to attract more customers while increasing your revenue. Customers gravitate to larger machines. Plus, with excellent financing options available, a large capacity washer can increase your return on investment.

The example below shows the impact of retooling with larger equipment in approximately 10 feet of space.

	DEXTER T-400	DEXTER T-1450 EXPRESS
NUMBER OF MACHINES	4	3
TOTAL CAPACITY	120 LBS	270 LBS
VEND PRICE	\$4.00	\$11.50
TURNS PER DAY	4	4
TOTAL MONTHLY REVENUE	\$1,920	\$4,140
ESTIMATED FINANCE PAYMENT (0% down at 5.99% for 4-years)	\$587	\$1,481
TOTAL MONTHLY IMPACT	\$1,333	\$2,659



DO YOU NEED TO RETOOL OR JUST REFRESH?

WAYS TO UPGRADE WITHOUT REPLACING EQUIPMENT

At Dexter, we pride ourselves in building products that show up for work, cycle after cycle, year after year, in even the harshest environments. Our industry-leading warranties and lifetime technical support are a testament to that commitment. We also believe that you shouldn't miss out on our latest innovations just because your older Dexter products are still running fine. We consciously design new features and parts to be backwards compatible whenever possible. That means you can upgrade to some of our latest technologies without replacing your entire store. The items below are a few of our recent innovations that can be installed as upgrades on some prior models.

C-SERIES CONTROLS

Get all the benefits of C-Series controls on your A-Series products. This includes additional PLUS cycles, improved customer prompts, access to DexterLive.com for easy programming, and the ability to network with DexterLive.

WATER SAVING PRESSURE SENSOR

Save on water expenses with our electronic pressure sensor. Available to be installed on all V or A-Series washers, this pressure sensor can be set to 40 different levels.

DEXTERLIVE

With features like remote customer service, email notifications and seamless integration with the DexterPay app which accepts mobile payments, you can solve problems and manage your business, anytime, anywhere.

CHROME DRYER DOORS

Chrome doors make old machines look new, allowing you to increase vend prices without retooling an entire store.



"I enjoy the GOOD LIFE that I have because of the products from Dexter."

- Dioniso D'Aguilar, Superwash Limited

READY TO GET STARTED?

SELECT THE RIGHT PARTNERS

Making the decision to reinvest in your business can feel overwhelming, but having the right partners to guide you along the way makes all the difference.



EQUIPMENT MANUFACTURER

Partnering with the right equipment manufacturer helps ensure success. Equipment purchases should be evaluated based on the total cost of ownership; from the initial purchase price to revenue enhancing features, management systems, quality, warranties, parts and repair costs, and even resale value.

DISTRIBUTOR

Choosing the right distributor is key to a successful laundry experience. Your distributor will do more than just help you select, purchase, and install equipment. They will also help you understand the industry and your location's potential and growth opportunities.

FINANCING

The right financing partner can help make the upgrade process smoother. By using manufacturer financing you get industry experts to help you throughout the process. They will be able to provide valuable information and financing options designed to ensure maximum success.

BEFORE AND AFTER

Here is a real life example of how retooling or refreshing your store can change your business. This store was retooled with larger equipment and upgraded to C-Series Express. After the upgrade, the store attracted new customers and significantly reduced their utility expenses.



BEFORE

1,500 sq ft

Gross Revenue \$105,000

Utilities 31%

AFTER

1,500 sq ft

Gross Revenue \$184,000

Utilities 18%



THE DEXTER ADVANTAGE

We want to enable you to live the life you want to, not the life you have to.

Investing in laundry equipment is an investment in your future. Whether you're new to the industry or a seasoned owner we can help you achieve your dreams. As an employee-owned company our success depends on your success. Our team is passionate about the laundry industry and helping customers just like you build successful businesses.

Our Company

Since 1894, Dexter Laundry has been helping people around the world process laundry faster and more efficiently. We design, build, and support all of our products from our advanced manufacturing facility located in Fairfield, IA, USA.

Our Products

Every product is engineered, manufactured and tested thoroughly to ensure that it will show up for work, cycle after cycle, year after year, in even the harshest laundry environments. We believe that every Dexter-branded product should be made by us and we refuse to compromise on the quality of the materials used to build every machine.

Our Distributors and Customers

Dexter products can be found in an assortment of laundry locations serving a wide variety of industries. Our products are currently sold and supported by Dexter Authorized Distributors in more than 40 countries around the world with more distributors being added every year.

Our Promise

As an employee owned-company, we are committed to helping our customers achieve long-term success by providing them with laundry solutions they can depend on. With lifetime technical support and industry-leading warranties, you can be confident that we stand behind every machine you invest in.

Visit DEXTER.COM today to find your local Dexter Authorized Distributor.

DEXTER.COM EMPLOYEE OWNED | MADE IN THE USA | SINCE 1894 **1.800.524.2954**

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