



LAUNDROMAT INVESTMENT GUIDE

Designed to help owner-operators and investors make informed decisions about machinery, fit-out and technology

Our family-owned business launched in 1969 as a single laundromat in Adelaide. Since then, we've grown to become Australia's most trusted name in commercial laundry. We've poured all this experience into this step-by-step guide to opening a new laundromat or renovating an existing one.

WE KNOW LAUNDROMATS



During our 50 years in the laundry industry, Richard Jay has helped to establish and upgrade hundreds of laundromats across Australia – more than any other company in the country.

Not only do we offer Australia's largest range of commercial laundry equipment, we also provide nationwide servicing, a huge inventory of spare parts and flexible finance solutions.

What we offer:

- + 50+ years' industry experience
- + Australia's largest machinery range, including Electrolux Professional, Maytag and LG Commercial
- + Dedicated consultants who take you through the entire set-up process
- + National after sales support, servicing and breakdown repairs
- + Scheduled maintenance contracts
- + Flexible finance solutions
- + Australia's largest inventory of spare parts
- + Complimentary 2D and 3D plans
- + Feasibility audits

Installation and training included

All laundromat equipment you purchase through Richard Jay comes fully installed. Our friendly Operations Team will organise prompt on-site commissioning and training.

After hundreds of laundromat installations spanning 50+ years, at Richard Jay, *we know how.*



Deal with the 1 trusted provider for everything

Partnering with the right equipment provider is an important decision for any laundromat owner – one that contributes to the success of your business. Our entire range is built to last and performance driven.

We supply:

- + 6-200kg capacity washers and matching dryers
- + Full range of gas and electric dryers
- + Space-saving stacked washer + dryer and dryer + dryer combos
- + Full range of garment-finishing equipment
- + Manual or coin-operated models pre-programmed to your pricing and specifications
- + Card, coin and token vending options
- + Wet Cleaning systems
- + Auto detergent feed



Washers



Dryers



Stacked



Finishing

BUILDING LAUNDROMATS SINCE 1969

Once you have selected your premises, Richard Jay will guide you through the process of opening your laundromat step by step. Working with our team gives you:

<p>1</p> 	<p>2</p> 	<p>3</p> 
<p>COMPLIMENTARY 12-MONTH MEMBERSHIP TO DIA AND LAA</p>	<p>FREE DESIGN AND 2D & 3D LAYOUT PLAN</p>	<p>MARKETING, ADVERTISING AND PR ADVICE AVAILABLE FROM OUR EXPERT TEAM</p>

Visualise your new investment with our 2D & 3D drawings

Take the stress out of planning your new laundromat with Richard Jay's architecturally drafted 2D and 3D plans - prepared free of charge. When establishing a profitable laundry, the first things to consider are who your customers are, the machinery you require and the space you have available. Working with our experienced laundry consultants, you can visualise your laundromat's exterior facade design and interior layout before you finalise your machinery purchases.

We also offer laundromat makeovers at Richard Jay. This is where we go through your existing store and advise on replacing old machinery that's expensive to run with the latest energy efficient models.



LOOK TO THE FUTURE

The laundromat industry has undergone an evolution in recent years. Today's laundromats are modern, bright and airy multi-service centres where customers can have a cup of coffee, read the paper and tick off other things on their to-do lists.

In our experience, successful laundromats are those that combine laundry with other services. The traditional coin laundry may have been used primarily for laundering personal items, but today's laundromats with large commercial machines can handle household bedding, curtains and rugs. This is an added drawcard for customers and creates additional revenue streams for the business.

Bright idea offerings

 Pick up & delivery	 Garment repairs & alterations	 Pet only machines	 Free wifi	 Ironing services	 Dry cleaning
 Wash, dry, fold	 Shirt & uniform service	 Laundromat Facebook page	 TV & video games	 Kids corner	 Vending machines





LAUNDROMAT ESSENTIALS



DIGITISE YOUR BUSINESS

What customers want

The backbone of any business is repeat customers. Location is, of course, extremely important. A well-equipped and well-managed laundromat will not reach its full income potential unless the location is right. That said, you could have the best location in your area, but if you don't provide the services your customers are looking for, they won't be back.

A survey conducted in laundromats asked customers:

"If you could wash your clothes in any type of laundromat, what attributes would it have?"

- + Machinery in excellent condition
- + Very clean with high-quality equipment
- + Close parking
- + Warm and comfortable atmosphere
- + Easy-to-read instructions
- + Cashless payment system

Associated set-up costs

As with all businesses, there are laundromat set-up costs to factor in when organising finance for your new business. Richard Jay will guide you through each consideration, including,

- + Council applications
- + Carpentry – floor coverings
- + Electrical requirements
- + Furnishings
- + Signage and advertising
- + Security and insurance
- + Trade waste application
- + Utility charges
- + Machinery purchase and finance options
- + Plumbing and gas supply (including cooling pit, lint trap, dryer ducting and make-up air)

Go cashless with eCleanPay

By removing cash from the equation, Richard Jay's e-CleanPay technology may assist with increasing revenue in the laundromat and improves the laundry experience for your customers. There are no lock-in contracts, no account set-up and no need to register. What's more, you are not required to collect confidential data to process payments.

Powered by Australian company Paypoint, e-CleanPay has a super-fast transaction processing time via smartphone using Visa, Mastercard, Amex and PayPal. Set-up is straightforward and there's no app to download.

e-CleanPay offers KIOSK – a simple, elegant PayWave reader that seamlessly guides your customer through the payment flow to credit any machine in store.

With KIOSK, there's no need to install multiple PayWave readers. It's a storewide solution that's seamless and easy to use. Funds are settled directly to your bank account with no need to set up a merchant account.



FLEXIBLE FINANCIAL SOLUTIONS

At Richard Jay, we understand that every business has a budget. To figure out what payment structure will suit you best, we look at the services you plan to offer and your requirements.



The new way to pay

JayWay is our all-inclusive subscription service that covers all your laundry requirements. Your package is always designed to maximise energy efficiency and performance. Over the term of the JayWay contract, you pay just the one monthly fee calculated per day and whichever itemised option is best suited to your facility. The choice is yours.



An agreement between partners

Our Capital Plus service is a cost-effective agreement that is also tax deductible. You receive access to brand new machinery as well as breakdown servicing for one regular monthly payment, for a fixed term. Capital Plus is 100% company-owned with no third-party financial institutions involved. Machine upgrade options are also available.

AFTER SALES CARE

The Richard Jay national after sales care centre is your first port of call for machinery, breakdown service.

We are the only truly national provider in the industry with a team of service technicians across Australia who can assist with your servicing requirements to maintain optimum performance and extend the life of your machinery.

Our experienced service coordinators will arrange for prompt visits from our expert technicians. These fully trained technicians operate nationwide to perform your new machinery installation, maintenance servicing and breakdown repairs.



PLANNING FOR SUCCESS

Designed to help investors make informed decisions, the Richard Jay Laundromat Calculator takes into account your laundromat's capacity and operating costs to assess the revenue ability for the business.

Calculate your return on investment

The Calculator can help you better understand whether it's more cost-effective to lease a vacant shop and build the internal fit-out or buy/lease an existing laundromat.

To determine the viability of your investment, the calculator will shed light on:

- + Initial set-up costs
- + Total machinery running costs
- + Estimated revenue
- + Estimated ROI
- + P&L forecasting

Ask your Richard Jay representative to walk you through the laundromats finance projections.

	working hours per day	_____
	working days per week	_____
	power cost per kW/h	_____
	water cost per L	_____
	gas cost per mj	_____
	chemical cost per Kg	_____
	capital costs	_____

IDENTIFY A PROFITABLE LOCATION

Richard Jay's demographics mapping program reveals the average household size and income of a particular area to determine where a laundromat is most likely to succeed.

By identifying prime market areas, investors can better assess their store placement and competition to capitalise on gaps in the market.





WHAT OUR CUSTOMERS SAY



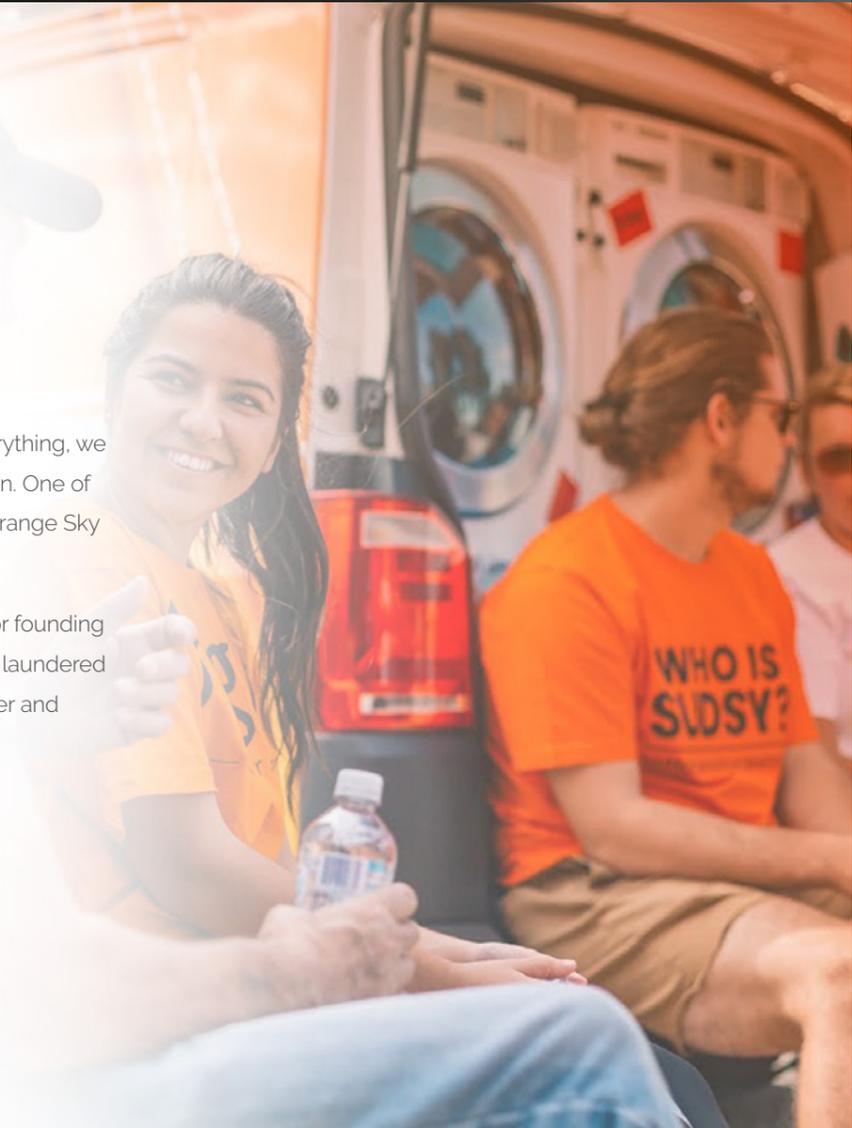
OrangeSky — Australia —

The power of giving

As a family business where relationships are everything, we have strong ties to the communities we operate in. One of our proudest community collaborations is with Orange Sky - the world's first free mobile laundry in a van.

Richard Jay partnered with Orange Sky as a major founding sponsor in 2014, knowing all too well how freshly laundered clothes can make a person feel that little bit better and brighter about the future.

The concept fitted with our core belief that all Australians deserve clean clothes to wear.



“ With three locations across South Australia, Adelaide Laundromats has a long association with Richard Jay. From location and machinery advice, to consulting on launch events and website development, Adelaide Laundromats “highly recommends” Richard Jay for laundromat set-ups and upgrades. “Richard Jay takes ownership of my problems and aspirations, is engaged with my business and provides fast, reliable service. ”

— **Cosimo Coscia, SA**
owner Adelaide Laundromats.

“ My laundry consultant's expertise, advice and support were pivotal in getting The Laundry Station up and running. His understanding of the industry was immensely helpful to me. From shop layout, to machine numbers and sizes, to vending prices and even down to advice on name and logo designs. ”

— **Sheridan Flint, VIC**
owner of The Laundry Station.

View video testimonials at  **YouTube**

When it comes to laundromats,

We know how

Where finding the right solution
for you is our priority.

Call 1300 RICHARD (742 427)

www.richardjay.com.au

Our family-owned Australian business launched in 1969 as a
single laundromat in Adelaide.

Since then, we've grown into an internationally recognised
corporation providing commercial and industrial laundry,
warewashing and chemical dispensing solutions.

BRISBANE - SYDNEY - MELBOURNE - ADELAIDE - PERTH

 **Richard Jay**
We know how



A family
owned
Australian
business
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