

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 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

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

- 9-35 kg capacity washers and dryers for vend stores
- Full range of gas and electric dryers
- Space-saving stacked washer + dryer and dryer + dryer combos
- Full range of garment-finishing equipment
- Wet Cleaning systems
- Coin, token and cashless vending options
- Chemical dosing equipment with locally made chemicals & softeners



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.

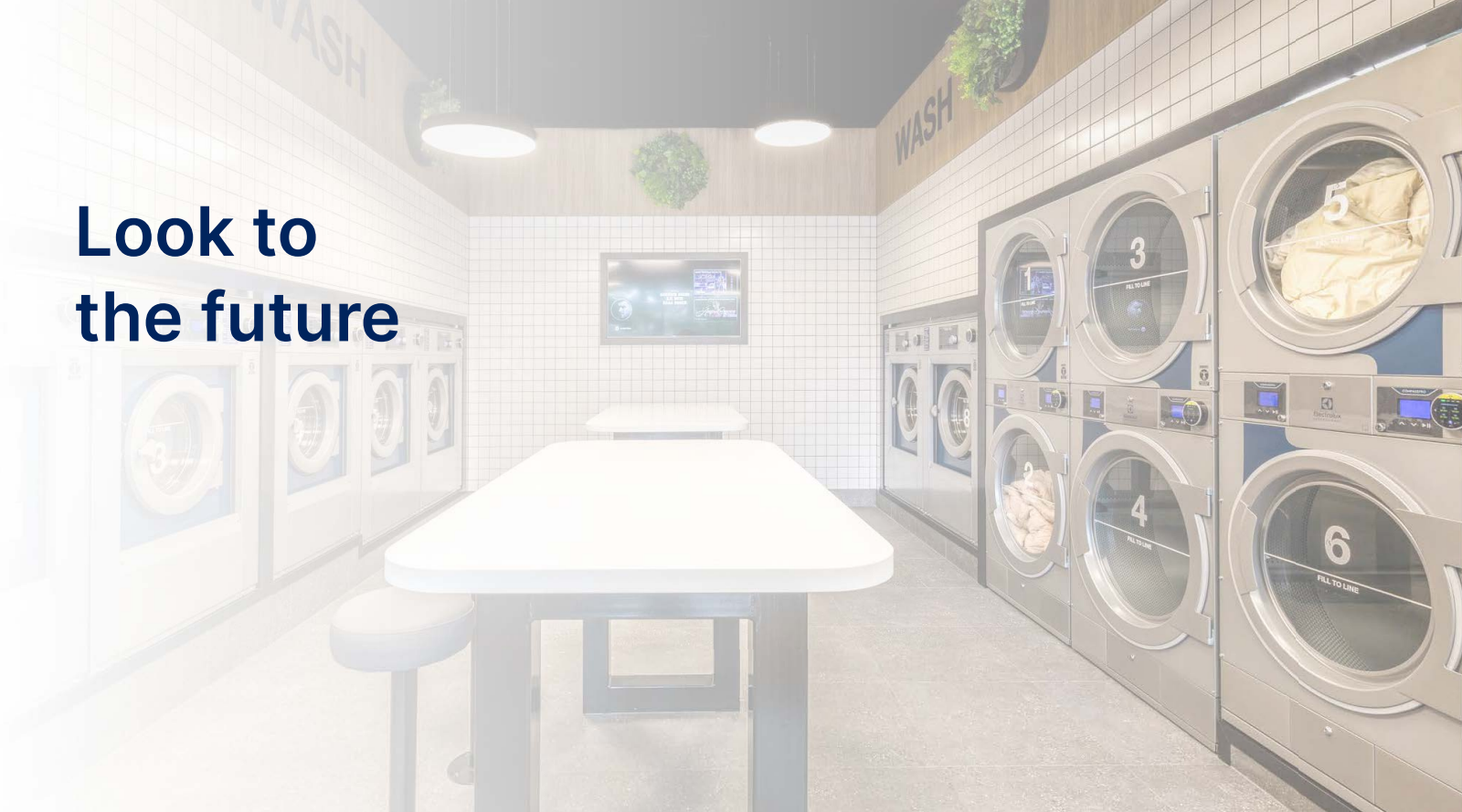


VISUALISE YOUR NEW INVESTMENT WITH OUR 2D & 3D DRAWINGS

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	 Free wifi
 Garment repairs & alterations	 Pet only machines
 Wash, dry, fold	 Wet-Cleaning
 Ironing services	 Shirt & uniform service
 TV & video games	 Kids corner
 Vending machines	 Laundromat Facebook page

Laundromat essentials



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.

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

Digitise your business

However your customers prefer to pay, today’s new payment technologies are designed to accommodate them.



NAYAX CASHLESS PAYMENT SOLUTION

This innovative tap payment solution offers a simple, ergonomic payment solution at the point of use. Having a tap payment terminal physically mounted next to the control of each machine streamlines the process and optimises the customer experience. Nayax also offers the lowest cost solution per transaction, driving profits up and costs down.

Nayax



TANGERPAY CASHLESS PAYMENT SOLUTION

An Australian payment solution which brings a new experience to vend stores. Offering Kiosk and mobile payment solutions, improving the customer experience and catering to all demographics. This payment solution is exclusively available to laundries and designed to make the transition from cash to cashless seamless, while catering to both Mobile & Kiosk payment.

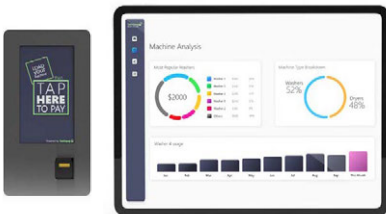
TANGERPAY
FRESH PAYMENT OPTIONS



BUBBLEPAY CASHLESS PAYMENT SOLUTION

Eliminate the need for cash by installing Bubblepay, an Australia Kiosk payment solution which can be used on both washer and dryers. Suitable for all card types and major payment options, Bubblepay offers laundromat customers the ease of navigating the payment process with just a few taps. Bubblepay offers the best in class analytics and low transaction costs.

Bubblepay



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.

CapitalPlus

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 potential 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:

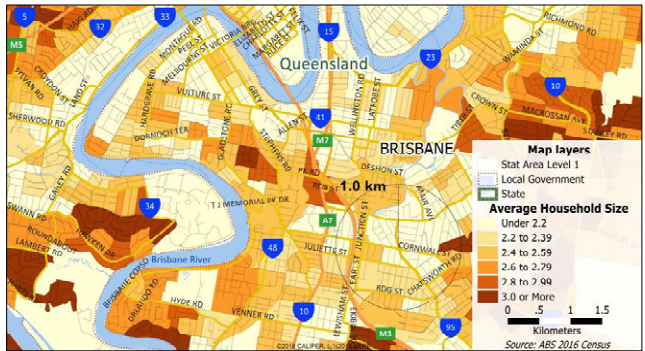
- Initial set-up costs
- Total machinery running costs
- Estimated revenue
- Estimated ROI
- P&L forecasting



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.





Ask your Richard Jay representative to walk you through the laundromats finance projections – 1300 742 427

What our customers say



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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.





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.



WHEN IT COMES TO LAUNDROMATS

We know how

Where finding the right solution for you is our priority.

CALL 1300 RICHARD (742 427)

richardjay.com.au

