

# WHAT SUCCESSFUL OPERATORS ARE SAYING ABOUT **IMONEX®**

Williford Family and friend/co-worker Will, Al, Rodney, Walt and Tony

*“Our family owns and operates **ten self-service laundries** throughout Eastern North Carolina with two more stores opening within the next*

*12 months. Although no business is truly 100 percent efficient and headache free, **Imonex® Coin Drops** have truly been our “Aspirin” so to speak. As I am sure many readers can appreciate, technological advances have truly revolutionized the way we live our daily lives, and the same is true for business. Technology in all its wonder has truly changed society as we know it along with the way we do business. Technology can; however, in solving certain problems, create new ones altogether.*

*You see, sometimes technology can in fact work against us. **Anyone can take something simple and make it complicated**, but in dealing with the public, and in an attempt to satisfy our customers, we had to take something complicated and revert **back to what works, REDUNDANCY!!!** Our stores are not all centrally located; and with the price of gas, not to mention time, energy, and aggravation involved with those infamous **late night “store down calls”** it was evident that we were not running our stores, they were running us. With stores 100 plus miles from our home, it is easy to see how that could get old fast. **This past year we decided we were through with the computer operated card systems** and decided to give Butch Bruner at Imonex® a call. We converted nine stores ourselves, and it was the best decision we could have made; both for our customers as well as ourselves and employees. Now we can do our route and not have to worry about a Friday night call to a store 100 miles away*

*accompanied by the inconvenience associated with breaking anniversary dinner plans. Imonex coin drops offered us several things I am not sure you can put a price on; peace of mind, redundancy, and simplicity. Most aspiring entrepreneurs don't plan to fail they fail to plan. One key factor in deciding which coin drops to go with was the fact that Imonex® offers us the flexibility to accept dollar coins, tokens, or quarters. As inflation rises, the coin boxes are still the same size, causing the boxes to fill up very quickly in a moderately busy store. Imonex offers us the ability to regroup and change our game plan at any time with little effort. They really did do their homework before they put these coin drops out there. Thanks Imonex®!”*



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