

GOING FOR THE GOLD

A Guide to Dollar Coin and Token
Self-service Laundry Operations



Cash is King at today's self-service laundries with nearly nine out of ten washers and dryers coin-operated.¹ When it comes to coin laundry, *coin* is still its first name.

For more than a quarter century, the industry has embraced the quarter as the coin of choice. But quarter-only laundry owners and those who adopted alternative coinless payment formats face new challenges and have more questions than answers on choosing the best path forward as their operations grow.

IMONEX[®] is pleased to present *Going for the Gold: A Guide to Dollar Coin and Token Self-service Laundry Operations*, offering valuable information on these two unique payment solutions and insight into how the nation's most progressive store owners employ multi-coin strategies.

IMONEX[®]
The Legend In Coin Flow[®]



DOLLAR COINS



From Dimes to Quarters to Dollar Coins

Dimes left the coin-op laundry scene for good in 1991. Machines were locked into quarter-increment pricing and the industry never looked back. It was four quarters (\$1) for a top loader, eight quarters (\$2) for a triple loader, and 25¢ for 10 minutes of dry time.²

Fast forward to the modern laundry: Customers need eight quarters for a top loader, 20 quarters (\$5) for a 40-pound triple loader, and likely get just 6 minutes dry time for 25¢. More importantly, the popular ultra-large washers boasting up to 125 pounds capacity now command a roll of 40 quarters (\$10) — or more.³

That customer burden of dealing with all those quarters is shared by operators who collect and recirculate coins more often to cope with limited money vault and changer hopper capacity. And with the impact of rising utility rates, rent, and labor costs on vend prices, the number of quarters handled will only continue to grow.

Progressive cash-based laundry operators who desire to make life easier for themselves and their customers have significantly reduced coin handling by simply circulating the higher denomination \$1 coin.

Big Machines = Big Coins

A surefire way to enhance the customer experience is with dollar coins. Each \$1 coin replaces four quarters, maximizing machine vault and changer hopper capacity while minimizing the number of coins patrons handle and owners collect.



\$8 In Quarters



\$8 In Dollar Coins

By introducing and recirculating \$1 coins, up to 75% fewer coins are required to activate machines, translating into less frequent collections. And, when it comes to customer perception, inserting 8 dollar coins *feels* like a bargain compared to 32 quarters.

Dollar Coins Are Mint

Dollar coins, minted for general circulation and collectors, have been US legal currency for well over a century.

Those in general circulation today are all similar in diameter, including the Susan B. Anthony, along with the more recent and distinctive “golden” Sacagawea, Native American and Presidential Dollar Series coins.

Over a billion \$1 coins are stockpiled and available through banks. Coins are packaged in \$25 rolls and \$1,000 boxes.

Dollar Coin Isn't Just Dollar Coin Only

Laundry operators desirous of maintaining the flexibility of quarter-increment pricing can avail themselves of a time-tested **\$1 coin and quarter dispense mix** generated at dual or multi-hopper changers for use in conjunction with multi-coin-ready washers and dryers.

Quarters carried in by customers get deposited into those very same multi-coin-ready machines.

Vend price decision-making — whether in whole dollar amounts or quarter increments — rests with the operator. Introducing \$1 coins neither dictates how much is charged nor price increase frequency.

It's a safe bet quarters will continue to be part of the coin-op landscape until the self-service laundry industry sees the average vend price for the smallest capacity machines cross the \$5 threshold.

The First Steps To a Dollar Coin-op Laundry

Coin dispensing and acceptance points, as well as timing, are important elements to consider before adopting a dollar coin format.

New laundries can be adapted prior to grand opening with multi-coin-specific drops fitted on every washer and dryer — all designed to work in concert with changers pre-programmed to dispense dollar coins or any desired mixed payout ratio of \$1 coins and quarters.

Established stores will require new coin drop retrofits, along with programming, modification, or upgrading of changers to dispense desired coin payouts. Some owners gradually introduce \$1 coins row by row while others maintain quarter-only vend status on equipment until every machine is fitted with multi-coin-specific drops, each changer has been readied, and all signs printed before “flipping the switch” to launch an overnight format change.

Partial dollar coin store conversions — where operators earmark acceptance at selected equipment or to the exclusion of dryers — pose a different challenge, requiring careful consideration to avoid incidents of “trapping” patrons with dollar coins in hand at quarter-only equipment. This is especially critical where the venue is unattended or partially-attended.

One remedy is to retrofit a bill changer with a coin acceptor to dispense four quarters for a dollar coin or, alternatively, arrange to handle such transactions at the service counter. This tactic can also be employed at stores where 25¢-increment pricing, wash cycle modifiers or quarter dry cycle “top-ups” are in place.

Taking time to “walk in the shoes” of a customer before implementing a dollar coin payment format will help ensure a smooth transition for end users, management and staff.



TOKENS



Token Format Mimics Coin-Op Experience

Round brass quarter-valued tokens first rolled into self-service laundries during the 1980s. Today, it's dollar-valued tokens riding the coattails of higher denomination \$1 coins.

Tokens closely resemble the size, feel and color of government-circulated coins. Most importantly, a token payment format mimics the coin-op transactional experience that customers from all walks of life are accustomed to.

Tokens are circulated as a laundry operator's internal money supply — dispensed through changers and used by customers at washers, dryers and ancillary vending machines just like coins. Inside laundries big and small, attended and unattended, tokens are employed as part of a simple and intuitive pay system.

Owners favor circulating a dollar-valued token just slightly larger (1.073") or slightly smaller (1.012") in diameter than the US\$1 coin. For a quarter-value token, diameters of .900" and .909" — both slightly smaller than the US quarter — are available.

Laundries circulating quarter-valued tokens operate here in the U.S., as well as in the Caribbean. At the other end of the spectrum, Ross Adkins of North Pole, Alaska's Forbes Laundry initiated the dispensing of \$2-valued tokens years ago to dramatically reduce quarter insertions on his \$16 washers.

Customers can opt to obtain tokens using cash or credit/debit cards. Many successful laundries offer incentive bonuses for higher denomination transactions conducted at dedicated self-service token dispensers. Operators enjoy built-in loyalty as patrons return to spend any excess tokens on their next visit.

Tokens

- Eliminate changer coin "draining" by walk-ins
- Enhance accountability by replacing drop-off cash banks
- Reduce the hold cost of changer hopper inventory
- Deter machine vault break-ins
- Eliminate cash refunds and encourage on-site redemption

One overlooked benefit is the "walkaway phenomenon" when tokens leave the premises and are forgotten or discarded. These transactions are profitable in their own right as a dollar-valued token costs an operator about 25¢.

The First Steps To a Token-op Laundry

Logistics to set up a token-op self-service laundry closely mirror those of a dollar coin-op but with consideration also given to the soon-to-be circulated tokens. Since tokens are proprietary, operators will need to:

- Decide whether a single or dual token acceptance format (higher and/or lower value) will be employed
- Assign value to one or both tokens (typically \$1/25¢)
- Select a preferred token diameter and design

New laundries can be set up with token/multi-coin-specific drops fitted on machines, as well as changers pre-programmed to payout the desired ratio of tokens or blended token/coin mix.

The 80/20 Payout Rule

An effective strategy to achieve a high ratio of dollar-valued coins in the cash box and facilitate quarter-increment pricing is to follow the 80/20 Payout Rule.

First developed by veteran Minnesota multi-store operator Bob Frandsen and now emulated nationwide, the guideline calls for each \$5, \$10, and \$20 bill inserted into a dual or multi-hopper changer's validator to trigger a **mixed payout** of 80% dollar-valued and 20% quarter-valued coins **into a single dispensing cup**.

Frandsen opts for golden brass \$1-valued tokens in lieu of \$1 coins on \$5-\$20 bill payouts dispensed in multiples of 4 along with an equal number of lower denomination coins: 4 dollar-valued coins/tokens and 4 quarters for \$5; 8 dollar-valued coins/tokens and 8 quarters for \$10; and 16 dollar-valued coins/tokens and 16 quarters for \$20. Payout for a \$1 bill is 4 quarters.

Patrons instinctively use their dollar-valued coins/tokens first and top off with quarters. Higher value coins are circulated while incidental quarter use is accommodated.

This intuitive system works day in, day out at Frandsen's chain of **unattended** laundries.

Existing stores will require retrofitting of laundry machines with new token acceptance-ready drops, along with a review of current change-making capabilities.

Many bill changers are token-ready and only require a payout adjustment, while others may need updates, especially when a hybrid mix of dollar-valued tokens and quarters or quarter-valued tokens is involved.

Beyond the hardware components, a successful conversion will include signs at dispensers and equipment to help guide customers on token payouts and machine vend pricing.

Some owners employ tokens strictly for use by staff in processing wash-dry-fold laundry orders. Others maintain dollar coin and quarter dispensing at changers, but pay refunds and conduct promotions with tokens.



FREQUENTLY ASKED QUESTIONS



Do \$1 coin/token formats work in unattended laundries?

Yes. Browse the case studies and pay particular attention to those best resembling your own laundry and desired goals.

I hear a lot about loyalty card and credit card activation. Why should I consider dollar coin and token formats?

Providing patrons different payment options is good business, **but at what price tag to the operator?** Coin remains the dominant and preferred payment method. Dollar coins improve upon a format patrons are comfortable with.

Token formats offer the option of single point credit card acceptance at a fraction of the cost of card reader systems. The intuitive nature of self-service, token-operated stores do not require staffing or one-on-one patron assistance like coinless laundries. Tokens can create a buzz and build loyalty that is budget-friendly.

Which machines can be fitted for multi-coin acceptance?

Multi-coin acceptance is available on all popular brands of computer timer front load washers and large capacity dryers, as well as selected mechanical timer models. A variety of top loaders can also be fitted with new multi-coin drops.

Due to the design of some brands, installation may require some metal cutting and/or additional components. Distributors or professional service contractors can assist.

I'm not sure my customers can adapt. How can I proceed?

An easy way to become acquainted with new multi-coin drops and their acceptance of higher denomination coins or tokens is to initially convert a pair of a store's highest-priced washers or ones utilized for drop-off laundry processing.

An adequate supply of \$1 coins or tokens can be maintained at the counter for internal use or dispensed by hand to patrons. Feedback from customers and staff can help gauge if a changeover of additional machines or a full rollout of a new dollar coin or token payment format is warranted.

How are coins and tokens sorted?

Sorting is quick and easy. Bear in mind: Dollar coins mean fewer coins handled.

Economically-priced counter top units process mixed coin or token batches. Offsort units count a single denomination while sorting out others. "Rail style" units sort/count dollar coins, quarters, as well as tokens of various diameters into bins or bags. A minimum rated counting speed of 600 coins/minute should meet most single store needs. Sources for high speed counters/sorters are listed in the Industry Resources section.

What are some examples of token promotions?

Bonus token payouts for higher bill transactions and a hopper mix of randomly dispensed "Lucky Red" tokens redeemable for free tokens generate loyalty and excitement. Token raffles attract attention and build up a mailing list.

How do I select the right token?

Operators favor tokens close in diameter to \$1 coins and quarters. "Golden" brass dollar-valued tokens are easily distinguished from quarters. Refer to the Coin and Token Diameter Reference Guide below and contact a token manufacturer for guidance.

Will I get tokens from other businesses?

All token-op and coin-op business occasionally receive undesired tokens or foreign coins. The amount is a tiny fraction of overall acceptance rate. A good strategy is to select token diameters that are not in wide circulation.

Can I get my store name or logo on tokens?

Customized options are available along with stock designs.

Can tokens be dispensed using credit and debit cards?

Yes. Options include either a dedicated self-service card-to-token dispenser or processing transactions over the counter. An ATM can also be employed, providing cash to customers who then proceed to a changer and obtain tokens.

What should I look for in selecting a multi-coin acceptor?

The laundry environment is particularly harsh. Airborne lint, soap, and dirt make their way into coin drops. Over time, this debris can adversely impact acceptance and separation of otherwise good coins, especially if optics or coils are relied upon to recognize and understand the coins.

By contrast, acceptance of multiple coins and tokens that are manually — *not electronically* — separated in a roll-down design is not hindered to the same degree. Imonex is the only manual multi-coin roll-down drop in the world, engineered to err on the side of acceptance, not rejection.

How can I get a quotation on Imonex multi-coin drops?

Imonex® is supported by regional laundry distributors ready to assist with coin drop selection, pricing and installation.

Each Imonex drop is custom-designed to be coin and/or token specific at time of production. Operators desirous of flexibility in the future should consider selecting a drop manufactured to accept additional coin or token diameters.

Coin and Token Diameter Reference Guide

| | D (in) | D (mm) |
|----------------------|--------|----------|
| US \$1 Coin | 1.044" | 26.49 mm |
| US Quarter | 0.955" | 24.26 mm |
| \$1 Token (1.073) | 1.073" | 27.25 mm |
| \$1 Token (1.012) | 1.012" | 25.70 mm |
| Quarter Token (.909) | 0.909" | 23.08 mm |
| Quarter Token (.900) | 0.900" | 22.86 mm |

GOING FOR THE GOLD

A Guide to Dollar Coin and Token Self-service Laundry Operations



*Valuable information on unique payment solutions
and insight into how the nation's most progressive
store owners employ multi-coin strategies.*



IMONEX® — The legend in coin flow® — has been providing money handling solutions around the globe for over three decades. Imonex's patented design was introduced to the self-service laundry industry in 1999 and has been making life easier for operators and patrons ever since.

The reliable Imonex coin drop utilizes patented Geometric Vertical Technology to substantially reduce coin jams resulting in higher rates

of coin acceptance and unsurpassed coin flow.

There are no moving parts and no required adjustments.

IMONEX® coin drops can be custom built to accept up to two coins — one higher denomination (typically a dollar) and one lower denomination (typically a quarter) — along with up to two similarly-valued tokens in a single inlet design that is user-friendly and intuitive.

Proudly Made in the U.S.A., Imonex is supported by regional distributors. Call **(800) 446-2719** for further information or visit www.imonex.com



DISTRIBUTOR LABEL

Sources

1. Coin Laundry Association 2016 Coin Laundry Industry Survey.
2. Industry Update, *AMERICAN COIN-OP*, (April 1992).
3. State of the Industry Survey, *AMERICAN COIN-OP*, (April 2017).

Industry Resources

Tokens

Hoffman Mint (800) 227-5813; www.hoffmanmint.com

Coin Sorters/Counters

American Changer (800) 741-9840; www.americanchanger.com

Cassida [available through Imonex (800) 446-2719]

Cummins Allison (800) 786-5528; www.cumminsallison.com

Klopp International (800) 356-9080; www.kloppcoin.com

Scan Coin (800) 336-3311; www.scancoin-usa.com

Semacon Business Machines (888) 736-2266; www.semacon.com

Talaris distributed by ABC Coin Sorting & Counting (800) 752-7277; www.abccoin.com

Changer/Token Dispensers

American Changer (800) 741-9840; www.americanchanger.com

Hamilton Manufacturing (888) 723-4858; www.hamiltonmfg.com

Rowe Bill Changers (800) 669-7693; www.roweinternational.com

Standard Change-Makers (800) 968-6955; www.standardchange.com

Triad Design (978) 952-0136; www.billbreakers.net

Imonex® and The Legend in Coin Flow® are registered trademarks of Imonex. Copyright © 2017 Imonex Services, Inc. All rights reserved.

This material is published as a service of Imonex Services, Inc. Any use of, or reliance on, the information contained in this brochure is at the sole and independent discretion of the reader. No part of this brochure may be reproduced or transmitted in any form or by any means without the express written consent of Imonex Services, Inc.

IMONEX[®]

The Legend In Coin Flow[®]

CASE STUDIES

Laundry operators employ various multi-coin acceptance formats tailored to their individual markets and management goals enhancing both the customer experience and their bottom line.



DOLLAR COIN / QUARTER @ ATTENDED LAUNDRY



CASE STUDY: LAUNDRY BASKET

Location: Washington, D.C.

Laundry Owner: Ron Kabran

Operation: Fully-Attended

Dispense Format: Dollar Coins and Quarters

Multi-Coin Acceptance: Dollar Coins and Quarters

Imonex Customer Since: 2014

“Flexibility— that’s the key,” says Ron Kabran. “It’s a nice feeling not being tied to a collection schedule.”

The routine of this seasoned veteran isn’t tethered to money vaults ready to overflow with quarters after a few days’ time following his switch to dual coin acceptance bringing higher denomination dollar coins into the vend mix at both washers and dryers.



Growing up in the family coin-op biz during the heydays of '60s and '70s, Kabran knows a thing or two about transitioning from dimes to quarters and, more recently, to dollar coins. He understands customers are creatures of habit, gravitating to multi-load washers and spending what’s dispensed at the changer.

To reduce coins but maintain quarter-increment pricing options at his two Laundry Basket coin-ops in the nation’s capital, a mixed dual hopper payout of dollar coins and quarters — backed by a twin hopper dollar coin dispenser, as well as a dedicated floor changer to break \$1 coins into 4 quarters — are employed to facilitate the flow.

With dollar coins circulating throughout the store Kabran still collects, just not as often. And, for his loyal clientele, a welcome change. “Not having to put 28 quarters into a machine — it was ridiculous,” he says.



DOLLAR COIN / QUARTER @ ATTENDED LAUNDRY



CASE STUDY: WEST MORTON EXPRESS

Location: Jacksonville, Illinois

Laundry Owner: C.J. Flynn

Operation: Fully-Attended

Dispense Format: Dollar Coins and Quarters

Multi-Coin Acceptance: Dollar Coins and Quarters

Imonex Customer Since: 2012



“It’s easier to put in 6 dollar coins than 24 quarters,” remarks C.J. Flynn, who operates West Morton Express Cleaners & Laundromat located in Jacksonville, Illinois, just west of the state’s capital Springfield.

Flynn’s move to dollar coin/quarter dual acceptance on the store’s lineup of 12 front load washers was designed

to enhance the customer experience and reduce the frequency of her collections at the full-service facility.

To better acquaint traditional quarter-only laundry patrons with the simplicity of fewer coins to start the store’s high capacity washers, Flynn’s staff engages first-timers in conversation during their visit. “My attendants go out to make

them more familiar with the usage of the dollar coins,” the veteran owner explains.

Her public relations effort has paid off, with more of the higher denomination coins making their way into the machine money boxes.

“It helps collecting dramatically,” she reports. “You don’t have to do it as often.”

DOLLAR COIN / QUARTER @ ATTENDED LAUNDRY



CASE STUDY: MAYTAG JUST LIKE HOME

Location: Bourbonnais, Illinois

Laundry Owner: Bruce Page

Operation: Fully-Attended

Dispense Format: Dollar Coins and Quarters

Multi-Coin Acceptance: Dollar Coins and Quarters

Imonex Customer Since: 2014



Enhancing the customer experience at the coin drop was a top priority for Page, who was seeking “the easiest payment system” for front load washers topping out at 60-lb. capacity and commanding \$6 vends. Following installation of Imonex single inlet \$1/25¢ coin drops, customers could opt to deposit just six \$1 coins instead of plunking in a burdensome 24 quarters.

When Bruce Page caught wind of a new loyalty card-operated laundry breaking ground across the street, he used the lead time to kick off his quarter-only store’s top to bottom modernization with upgraded machinery, a new automatic front door entryway, eye-catching décor, and an easier way to pay for washers and dryers with higher denomination dollar coins. The strategy paid off, and Maytag Just Like Home Laundry remains a formidable competitor to the newer kid on the block.

Transitioning to a dual coin format received “total acceptance,” the operator reports, made all the more easier by mixed change dispensing and keeping whole dollar as well as quarter-increment vend price flexibility in place at the 30 washer/40 tumbler pocket laundry.

Page’s weekly collections reflect customer habits: “The larger the machine, the higher the percentage of dollar coins that are used,” he says.

DUAL COIN / DUAL TOKEN @ PARTIALLY-ATTENDED LAUNDRY



CASE STUDY: LAUNDRY EXPRESS

Locations: Eau Claire and La Crosse, Wisconsin

Laundry Owner: Richard Warner

Operation: Partially-Attended

Dispense Format: \$1 / 25¢ Coins & \$1 / 25¢-valued Tokens

Multi-Coin Acceptance: \$1 / 25¢ Coins & \$1 / 25¢-valued Tokens

Imonex Customer Since: 2009

Former quarter-only operator Richard Warner's desire for non-cash refunds, marketing opportunities, and a credit card option led him to initiate dual coin and dual token acceptance at both a new and rehabbed laundry. Successful implementation of the multi-coin format at the 2009 debut

of his La Crosse, Wisconsin, Laundry Express was duplicated three years later in nearby Eau Claire during rejuvenation of the 61-machine venue.

Twin multi-denomination changers dispense a dollar coin and quarter mix, while a dedicated token dispenser pays out a blend of dollar- and quarter-valued tokens for \$5, \$10 and \$20 bills at the same ratios.

Proprietary paper "token notes" in \$2 and \$5 denominations — redeemable at the dispenser — are strategically employed for refunds, seasonal promotional mailings and in-house customer appreciation campaigns.



Tokens account for approximately 15% of transactions, Warner reports. In addition to patrons, a county agency regularly makes bulk purchases to assist the needy.

The veteran owner considered card systems, but opted for tokens as an economical alternative and, more importantly, to provide his customer base a payment format that followed a familiar transactional experience handling coinage. Warner says the transition from quarter-only to dual coin/dual token "wasn't a difficult learning curve for patrons," adding, "For right now, I think what I've got is working about as good as it can for my market."



DOLLAR TOKEN / QUARTER @ ATTENDED LAUNDRY



CASE STUDY: IN & OUT LAUNDROMAT

Location: Lowell, Massachusetts

Laundry Owner: Jack Lanning

Operation: Fully-Attended

Dispense Format: Dollar-valued Tokens and Quarters

Multi-Coin Acceptance: \$1-valued Tokens / Quarters / \$1 Coins

Imonex Customer Since: 2015

“With tokens you’re making money from the get-go,” smiles Jack Lanning, whose 24 front load/24 tumbler laundry was designed with multi-coin capability in mind. He looked into proprietary card systems before opening the store, but nixed the idea after running the numbers on the high cost of entry.

A dollar-valued token/quarter mixed payout from twin dual hopper bill changers eventually got the nod from the first-time operator.

Desirous of minimizing token refund requests while maximizing patronage of incremental-priced wash cycle modifiers, Lanning tweaked the “80/20 Payout Rule”. He found his sweet spot in this Massachusetts market by paying out more quarters than dollar-valued tokens for \$5 and \$10 bill changer transactions, while

holding to an equal 16-16 dispense mix for \$20 bills.

On the other side of the coin, to help encourage token circulation during In & Out Laundromat’s infancy, dryers were programmed offering bonus minutes for \$1-valued token insertions. With token patronage ramping up and high extract washer loads requiring shorter tumbler cycles, the bonuses were phased out. Dryer promotions carried on with half price “Happy Hour” specials on selected days.

The genial owner and his staff greet newcomers with a handy token tote when they step up to the dispensers. And with one token-coin hybrid comfortably under his belt, it’s on to Store Number Two for Lanning.



DOLLAR COIN / DOLLAR TOKEN @ PARTIALLY-ATTENDED LAUNDRY



CASE STUDY: CHEETAH SPEED LAUNDRY

Locations: Mobile, Alabama

Laundry Owner: Linh Nguyen

Operation: Partially-attended / 24 hours

Dispense Format: \$1 Coins / \$1 Tokens

Multi-Coin Acceptance: \$1 & 25¢ coins / \$1-valued Tokens

Imonex Customer Since: 2017

Multi-store operator Linh Nguyen streamlines payment and keeps credit card costs in check at his growing Mobile, Alabama, chain by employing dollar coins and dollar-valued tokens.

Nguyen embraced dollar coins early on, but held off implementing whole dollar vend pricing when side-by-side designed drops failed him. Discovering Imonex's single inlet solution convinced him to move forward and retrofit.

The savvy operator favors a variety of machine brands and capacities at Cheetah Speed Laundry to keep things running fast. Adapting new acceptors was completed in short order by Nguyen, who installed the quarter/dollar plus dollar-valued token drops on everything from top loaders to large tumblers.



With his drops having built-in token capability, Nguyen expanded changer banks with a one-stop credit card-to-token dispensing option. "It's an alternative way to offer credit card payment to customers without paying a huge credit card fee," the owner says. "The most important thing is you don't have to maintain and repair a bunch of readers. One token machine can compete with 40 to 50 credit card readers."



QUARTER TOKEN / QUARTER @ PARTIALLY-ATTENDED LAUNDRY



CASE STUDY: CLEAN LAUNDRY

Locations: Waterloo, Iowa

Laundry Owners: Phil and Ethan Akin

Operation: Partially-attended / 24 Hours

Dispense Format: Quarter-valued Tokens and Quarters

Multi-Coin Acceptance: 25¢-valued Tokens / Quarters

Imonex Customer Since: 2014

When tokens first rolled into self-service laundries back in the 1980s Phil Akin embraced the format like no one else. His iconic 121-unit Duds 'n Suds theme store chain gave the industry a much-needed shot in the arm with its “Good Clean Fun” formula of bleach and beer. Now, after a decades-long hiatus, he has joined forces with his son

Ethan to debut the first of a string of venues that lose the suds but keep the clean — *and the tokens.*

Front and center at Clean Laundry is a bank of multiple token dispensers and coin changers where patrons can opt to receive quarter-valued tokens using cash and credit/debit cards or, alternatively, get traditional quarter payouts to do wash and dry. To encourage token circulation, the Akins offer bonus payouts of four and eight extra tokens on \$10 and \$20 transactions, respectively, with bill insertions or card swipes.

All 34 front load washers and matching dryer tumbler pockets are fitted with Imonex multi-coin-ready acceptance drops to accommodate insertion of both coins and tokens.



The younger Akin, who oversees Clean Laundry's day-to-day operations, reports that tokens boost transactions at washers, dryers and vending machines throughout the store, noting “tokens make customers feel like they're getting a deal because of our discounts.”



DOLLAR TOKEN / QUARTER TOKEN @ ATTENDED LAUNDRY



CASE STUDY: SUPER SUDS

Location: Long Beach, California

Laundry Owner: Aaron Simmons

Operation: Fully-attended

Dispense Format: Dollar-valued and Quarter-valued Tokens

Multi-Coin Acceptance: Dollar-valued and Quarter-valued Tokens

Imonex Customer Since: 2014



Inside this 8,000-square-foot SoCal mega store customers and a team of drop-off laundry specialists activate all 185 machines exclusively with customized brass \$1-valued and 25¢-valued tokens.

This high volume, full-service facility regularly processes over a half-ton of wash-dry-fold laundry orders on a daily basis with no cash bank — strictly tokens — enhancing employee safety and security, especially during the overnight work shift.

Tokens are available through bill changers and a dedicated credit/debit card acceptance dispenser for the convenience of cash and non-cash carrying patrons.

Tokens also play a role in Super Suds' Rewards Program, where points can be redeemed for free wash and dry cycles.

Simmons says converting from an archaic quarter-only payment format to dual token acceptance is a game changer. "Our customers greatly appreciate the ability to use the \$1 tokens to start our larger machines as it saves them a lot of time, frustration, and the need to carry around a huge handful of quarter-valued tokens. As a laundry owner, I see my staff taking less time to start machines and more time to spend processing our wash and fold orders. I also benefit in time savings by not having to fill the hoppers on our change



machines as often or empty the coin boxes on our washers and dryers as frequently."

DOLLAR COIN @ UNATTENDED LAUNDRY



CASE STUDY: WASHIN OXFORD

Location: Oxford, Alabama

Laundry Owner: Ken Barrett

Operation: Unattended / 24 hours

Dispense Format: Dollar Coins

Multi-Coin Acceptance: \$1 & 25¢ coins / \$1-valued tokens

Imonex Customer Since: 2012

Patrons washin' at this unmanned round-the-clock Alabama laundry won't find any how-to instruction signs spelling out Ken Barrett's self-described "Dollar Coin Mostly" format. That's because this savvy chain operator kept things simple and intuitive for English and Spanish-speaking clientele when he built out his latest store.

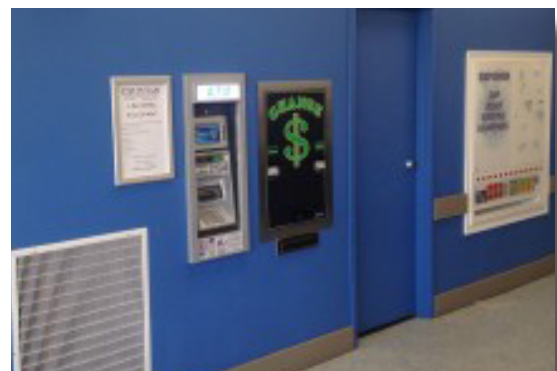
Customers are self-guided by LED displays counting down the coins inserted into any of the 23 front loaders and 20 full-cycle vended dryer tumblers conveniently priced in whole dollar amounts. His dual hopper \$1-\$20 bill changer dispenses only \$1 coins and requires no payout sign. And those stoppin' by with quarters in hand for washin' and dryin' can step up to deposit those small denomination coins as well in the single inlet Imonex multi-coin-ready drops featured on all machines.

A Grand Opening raffle drawing with prizes of up to \$100 in golden brass dollar tokens, as well as free multi-pack laundry

token giveaways to local law enforcement personnel, has kept this Alabama town buzzin'.

Dollar-valued tokens are also utilized for customer refunds and redeemable at all of Washin Oxford's multi-coin capable machines. And when collection day rolls around, sorting of the "Dollar Coin Mostly" bucketfuls is handled efficiently with a high speed, compact counter/offsorter placed on a tabletop in the back room. "My sorter saves a lot of time and gives me an accurate count of how much was actually put in the machines each week," the operator notes.

Barrett has embraced multi-coin acceptance at his other Alabama stores as well. "I think the best part is not worrying about being a few days late for the normal collections. Flexibility is why I got into this industry," he says. "That unexpected busy weekend is never a problem for me."



DOLLAR COIN / DOLLAR TOKEN @ UNATTENDED LAUNDRY



CASE STUDY: PEANUTS

Location: Augusta, Georgia

Laundry Owners: Steven Dawkins and Casey Norman

Operation: Unattended / 24 hours

Dispense Format: \$1 Coins / \$1 Tokens / Secondary Quarters

Multi-Coin Acceptance: \$1 & 25¢ coins / \$1-valued Tokens

Imonex Customers Since: 2006



Steven Dawkins enjoys more time atop a Harley with wife Beth while his Peanuts Coin Laundry customers cruise through vends thanks to shifting gears to higher denomination coins and tokens.

Dawkins, who started with a lone self-service coin-op/car wash tandem 17 years ago, throttled up recently when son-in-law Casey Norman joined in to expand operations to six laundries and four car washes. Their early experiences in the wash bays convinced them to install over 200 Imonex multi-coin acceptance drops into all of the newest unattended stores built from the ground up, including the latest in Augusta, where coinage is minimized and credit cards welcomed.

The partners desired both multi-coin and credit card acceptance at their most recent venue, but without the sky high price tag. Their answer: Imonex dollar coin/\$1-valued token/quarter-capable coin drops fed by a single-point, dedicated card-enabled token dispenser mounted alongside a dual validator, four-hopper bill/

coin changer programmed to pay out dollar coins for \$1-\$20 bills, and four quarters if a dollar coin is subsequently inserted into the changer's coin slot.

Patrons walk in with quarters, bills, or credit/debit cards and can activate 35 whole dollar-priced washers and 42 quarter-increment-priced dryers seamlessly using coins or tokens — without staff assistance. Three months after debuting, token transactions at this 24-hour store were up to 25% of total revenue and growing. The single step card-to-token option helps cash-strapped customers obtain high denomination laundry coinage without ATM fees, Dawkins notes.

"I was kind of shocked. I thought we'd have to train them," Dawkins says of his



clientele's patronage of dollar-valued tokens offered alongside \$1 coins. "You'll see them walk right up, swipe their card, hit the button, get the tokens, and go back to the machine — they figured it out."

