

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.

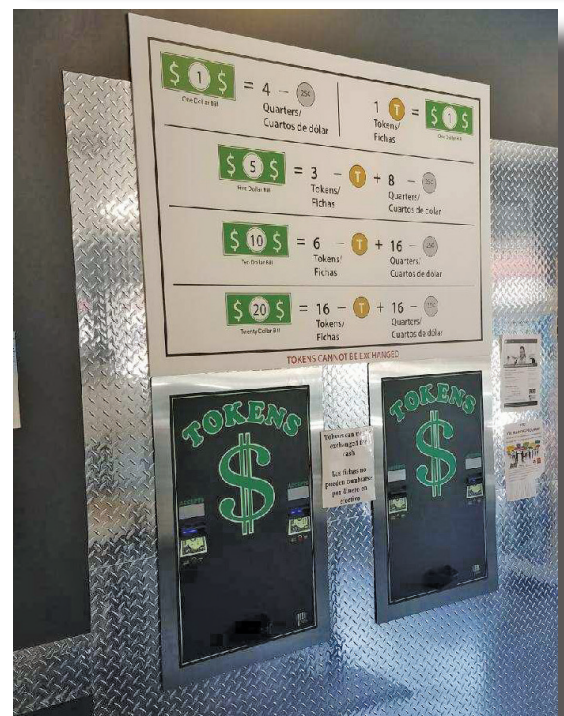
A dollar-valued token/quarter mixed payout from twin dual hopper bill changers eventually got the nod from the first-time operator.

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.

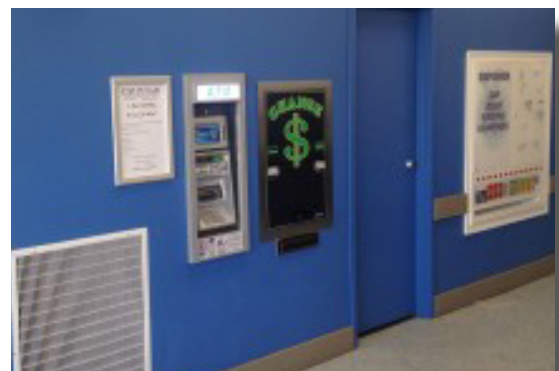
Customers are self-guided by LED displays counting down the coins inserted into any of the 23 front loaders and 20 full-cycle vended dryer tumblers conveniently priced in whole dollar amounts. His dual hopper \$1-\$20 bill changer dispenses only \$1 coins and requires no payout sign. And those stoppin' 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."

