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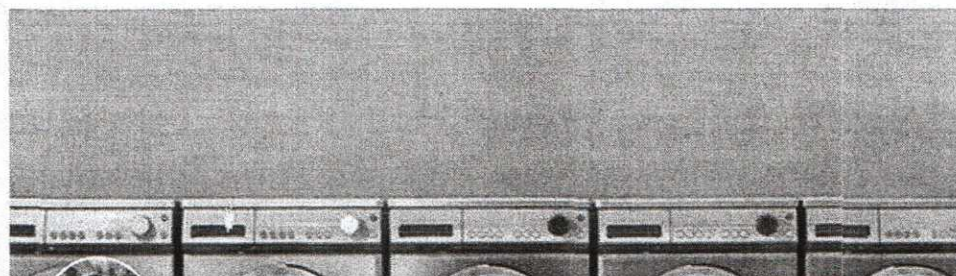
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New Trends in the Laundromat Industry

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Unless you have visited a newly opened or renovated laundromat, however, you may be unaware of the technological advancements and management resources driving the growth. As manufacturers introduce more efficient machines with flexible payment options, laundromats are becoming highly automated businesses that require minimal owner oversight and provide customers unprecedented levels of convenience.

Coin-less laundry payment systems achieve more user-friendly operation, while greater automation frees owners to invest in other amenities such as Wi-Fi, premium facility lighting and higher quality food and beverage offerings. As these trends proliferate across the industry, laundromats are becoming more inviting spaces for patrons and smart investments for potential owners.

The laundry industry is undergoing a period of rapid renewal and innovation. The introduction by machine manufacturers of card-based payment systems as an alternative to coin operation has revolutionized the laundry

industry and allowed for increased automation and off-site management. Today Sign in

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In contrast to conventional coin operation, digital laundry payment methods reduce the frequency of coin collection and provide owners with more flexible pricing options. Owners can exercise greater control over pricing by establishing rates for different days of the week or times of the day, and all transaction data is reported automatically. Customers in turn benefit from the option of using reusable payment cards or even debit and credit cards at the machines.

These technological advancements have drawn investors to the laundry and laundromat industry seeking minimal on-site management obligations, either as remote managers or absentee owners. As machine manufacturers introduce more automation features, laundromat owners are spending less time on-site. With the option of overseeing vend and pricing operations from any Internet-enabled device, owners are free to focus their time elsewhere or reinvest funds saved on employee wages back into the business.



As laundromats become more automated, many owners have opted to defy convention and create inviting spaces with refined amenities. Owners are quickly replacing the often cramped and dimly lit laundromats of the past with stylish, clean and spacious facilities featuring an array of entertainment options, including large televisions and Wi-Fi accessibility. The renewed emphasis on creating a pleasing, safe environment has undone persistent stereotypes and attracted new generations of laundromat customers. While many trends in the laundry industry reflect recent developments in payment and monitoring systems, others testify to the resourcefulness of owners to overcome economic challenges. As water and sewage prices increase across the country, owners are turning to higher efficiency machines and water saving strategies to compensate.

Owners are adopting preventative maintenance routines to ward off unnecessary leaks and to combat the rising costs of utilities. Investing in newer, more efficient machines defrays the rising costs of doing business while providing owners with the opportunity to upgrade to coin-less operation. In fact, the influence of increased utility costs has contributed in part to the rapid innovation of the industry and to the increased levels of convenience experienced by laundromat customers.

With technological innovation fueling a laundry industry renaissance, investors seeking minimal management obligations are returning to this proven business model. In the meantime, customers are benefiting from the convenience and comfort of new amenities and aesthetic priorities. While economic challenges will remain a factor for the foreseeable future, their immediate impact has been to drive innovation and protect profitability, trends that indicate a vibrant market for years to come.

Learn more at: www.laundrycard.com

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