



# MyLaundry

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..wash...dry...enjoy

start here

change soap drinks

  
fast  
clean  
green

# Electrolux the Concept

Game changing retail laundry experience,  
blending culture with commerce.

Introducing the Electrolux Professional Laundry concept store.

- ▶ Inspired by you and thoughtfully planned to provide customers with a truly unique laundry experience.
- ▶ The benefits of partnering with global brand leader Electrolux.
- ▶ Differentiates your laundry through forward thinking environmental design with a focus on eco-friendly sustainability.
- ▶ Energy efficient equipment, natural finishes, contemporary graphics, and fully customized marketing support.
- ▶ Electrolux Professional's concept store is a total package built for profits.



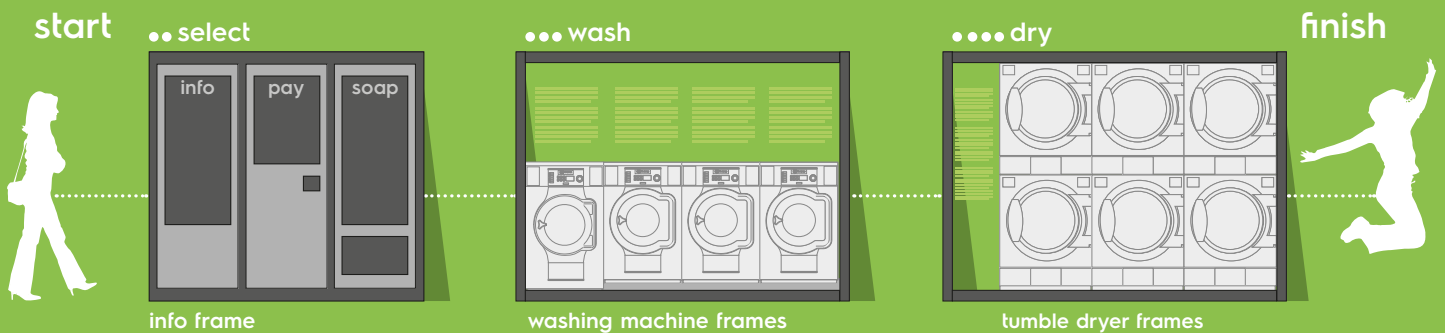
Your unique store and vision

Contemporary design with state-of-art graphics and natural finishes

Scientifically designed customer flow pattern to maximize profits

Be the first to own the very best retail laundry environment!

## Best washing and drying experience for your customers and maximum profits for you



.. wash ... dry ... enjoy



# We make it simple!

## Sustainable

The Electrolux Concept store reflects our passion and leadership in sustainability in our Industry.

## Premium

The Electrolux Concept Store is a premium laundry solution, that will stand out from competition and be highly recognizable.

## Turn-key

From helping you find the right location to design, construction, and marketing support - we make opening your laundromat simple.

## Profitable

Thanks to the most energy/water efficient laundry equipment on the market you can generate fast return on your investment and significant earnings.





# Main features



## Vertical green

Natural lichen that can be used only indoors.

► no maintenance required



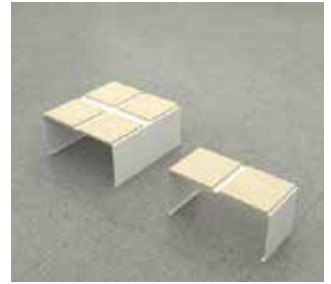
## External signage

Solid metal for upscale presentation of globally recognized brand name



## Light frame

Dibond aluminum panels, technologically advanced ceiling fixing system



## Furniture

Galvanized and painted, bent and/or welded. Built to withstand the abuse of a coin laundry environment



## Laundry cart station

Galvanized and painted, bent and/or welded.



## Floor tiles

High performance flooring in porcelain tile with glazed surface



## Frame washers and Dryers

Built to last plasterboard frames covered with sheet steel galvanized



## Customized solutions

Re-tool or build new!  
Any location can be transformed into your dream store.



## Features designed to maximize your profits. Only by Electrolux



**Automatic Water Savings**  
This unique technology saves a fortune on water—as much as 50% on small wash loads. AWS automatically calculates the actual weight of the load—then adds precisely the right amount of water for best results.



**EcoPower**  
This unique technology saves up to 15% in gas. It determines when garments are dry and then automatically lowers the dryer temperature. Your customers are satisfied because the dryer keeps turning, resulting in less wrinkling and wear on garments.



**Compass Pro**  
This revolutionary microprocessor features a large display and a robust knob for custom programming selection. Offers 20+ languages, easy program selection and superior wash performance.



**Sanitizing Rinse**  
Customers appreciate having the choice of sanitizing the drum prior to washing their personal laundry. You have the ability to charge for the rinse, generating additional income or provide at no charge to generate customer loyalty.



**Text Messaging**  
Customers can receive a text from the washer telling them when washers are available and when their laundry will soon be done. Owners can have washers send text messages for service, access price programming menu, check coin count in money boxes, and more.



**Power Balance**  
This unique features extend the life of your machine. It precisely and automatically calculates the amount of unbalanced load in the washer drum, then adjusts distribution and extraction speeds to maximize water extraction.



Discover the Electrolux Excellence  
and share more of our thinking at  
[www.electrolux.com/professional](http://www.electrolux.com/professional)

Follow us on    

## Excellence with the environment in mind

- ▶ All our factories are ISO 14001-certified
- ▶ All our solutions are designed for low consumption of water, energy, detergents and harmful emissions
- ▶ In recent years over 70% of our product features have been updated with the environmental needs of our customers in mind
- ▶ Our technology is ROHS and REACH compliant and over 95% recyclable
- ▶ Our products are 100% quality tested by experts

