

Marketing Initiative Strengthens Credibility, Awareness, Sales

ESD recently embraced a new marketing plan that harnesses consistent advertising, marketing and public relations. This new marketing commitment, according to Wayne Lewis, ESD sales manager, will boost ESD and distributor sales, credibility and market share, as well as end-user awareness.

“ESD’s focus has always been on technology and bringing new and enhanced payment systems to market,” said Lewis. “That focus always overshadowed marketing. Now, ESD is working to greatly heighten marketing to better support our distributors and our customer base.” ESD’s 2015 marketing plan encompasses a number of elements that work in concert to achieve multiple goals.

Website

The new ESD website is graphically pleasing, mobile friendly, keyword rich and offers a straightforward navigation. The goal? That ESD reaches more people through the search engines. The content, which is well organized, works to provide clear information about products and service; generate more leads; improve credibility; and reduce the number of clicks visitors use to locate pertinent information.

Public Relations

Anytime there’s ESD news that relates to end-users or distributors, there will be press releases or articles distributed to the media. ESD wants more coverage in trade journals and industry websites. Quality public relations – articles, releases and case studies – gets ESD’s name and systems published online and in print, which strengthens credibility and sales! All press releases and case studies will also be featured on ESD’s new website!

Distributor Newsletter

Distributors can expect to see a new distributor newsletter mailed to them on a quarterly basis. The newsletter will include pertinent news on products, technologies and services, as well as feature end-user case studies. The case studies, which distributors can use as sales tools, will be pitched to vended laundry trade journals for publication, and used as part of the “testimonial” section of the new website. “We want to improve communication with distributors and provide critical information to them in a timely manner,” said Lewis. “The newsletter helps us to accomplish those goals.”

Advertising

ESD’s advertising is more sophisticated than ever. The ads will highlight ESD’s highly flexible electronic payment systems, while stressing management, payroll, programming and ease-of-use benefits. Please check out our ads in every issue of *Planet Laundry* during 2015!

“We’re really excited about how we are presenting ESD to the market,” added Lewis. “Through consistent and targeted marketing, good things will come to ESD, our distributors and end-users.”





Enhancing Payment Systems for In-Concert Functionality with New Laundry Equipment

ESD electronic payment systems work seamlessly with more than 16 different laundry equipment brands, according to Mike Ondik, product engineer. As new laundry products and enhancements spring to market, ESD's product development team ensures its electronic payment systems interface seamlessly with them. No matter the brand, the systems work in concert with equipment, and in doing so, bring additional benefits to vended and multi-housing laundries.

Keeping Pace with New Manufacturer Introductions

"We can adapt readers to any new machine or enhancement," said Ondik. "We create new firmware and hardware and/or make updates to software. ESD works closely with all manufacturers and when new machines come out, we are often the first to know about them. We quickly bring electronic payment systems to market that seamlessly integrate into any new or enhanced equipment."

As long as a machine has a payment option on it, ESD can get it to work with electronic payment systems, according to Ondik. So, even the most basic machines, when equipped with an ESD system, suddenly offer additional capabilities, including digital displays, incremental pricing, and the ability to run specials, take audits and run income reports, among others.

More advanced equipment with serial communication also work in concert with ESD systems, according to Ondik. Once again, ESD electronic payment systems make advanced equipment capabilities simpler to access for vended laundry owners.

Serial Communication & ESD Payment Systems

For example, an ESD electronic payment system makes it so it takes just a few minutes to program an entire laundry. In seconds, from a remote computer, netbook, iPad or cell phone, owners can configure pricing and specials, run reports, and monitor the status of the system and equipment in real-time. Owners can instantaneously download the modifications onto specific machines, or an entire store. Suddenly store management is greatly simplified using a lot less time. And through tweaks in machine programming, owners can cut water and utility costs, run promotions and more.

Ensuring Success of Vended Laundry Owners

"The beauty of ESD systems is that they are extremely flexible," said Ondik. "We often enhance specific systems or software to meet end-user needs," he said. That's what happened with The Laundry Café owners Tyrone Akins and Brian Holland. "We wanted to track turns per day on groups of equipment and the entire store," said Holland. "ESD responded by adding that category to the reporting capabilities of MyLaundryLink management software."

Now, tracking turns per day is a standard report feature, according to Ondik. "ESD's product line flexibility allows us to offer more flexibility to manufacturers, as well as owners and operators," he said. "This helps set ESD apart."

ESD Distributors Integral to Success

*RODNEY SCHAEFER -
CHIEF OPERATING OFFICER*

We view our distributors as partners. They are integral to our business and we rely on them to provide feedback as to the trends of the industry and needs of the customer. Without our 500 distributors throughout North America and internationally, ESD would lack the professional framework and local care necessary to bring products to market.

ESD is fortunate to have great working relationships with our distributors and customers. We are a hands-on company committed to the customer's success. That's why the ESD sales team works hard to listen to our distributors and customer needs and wishes. It's those wishes and needs that drive ESD product development and enhancement. In the end, customer and distributor input makes our systems even better.

It's this connection – and our distributors' willingness to share insights and information – that makes our systems the best in the industry. This is why ESD leads the industry!

As such, we realize how important it is for distributors to fully understand our systems' capabilities. At ESD, we educate face-to-face. Our sales team works closely with distributors and customers to ensure they have a through working knowledge of each product. We also provide unrivaled technical support 24/7. We stand behind our systems. We stand behind our customers. We stand behind our distributors.

The Laundry Café - Best in the Inner City

It doesn't take much to touch people, extend a hand, or offer kind words, according to business partners Brian Holland and Tyrone Akins. So when they launched their business plan to develop a chain of vended laundries, they also set out to serve and strengthen inner city Philly.

And, that's what they're doing. In less than three years, they've successfully innovated two laundries in Philadelphia – both branded The Laundry Café – dedicated to honesty, transparency and community improvement. "We are as committed to the community using our laundries as we are to commerce," said Holland. "That's key to our business model."

Located about 8 miles apart, the laundries feature a vast array of services and amenities – wash/dry/fold, drop-off dry cleaning, massage chairs, low-fee computer rentals, free WIFI, video games, Starbucks coffee kiosks, digital jukeboxes, flat-screen TVs and a mix of approximately 140 Huebsch washers and dryers in 20- to 80-pound capacities. Fully attended, open 24 hours per day and card operated, The Laundry Cafés not only offer a safe haven for inner-city residents to complete laundry, they deliver unrivaled customer care and community support services.

ESD CyberLaundry System – A Card-Operated Payment System

Attendants greet customers with curbside assistance, and once indoors, take them through the benefits of the laundry's wireless ESD CyberLaundry System. Rather than using quarters to operate equipment, customers swipe loyalty cards, debit cards and credit cards, according to Holland. The CyberLaundry System is customizable so laundries can accept any combination of coins, loyalty cards, debit cards and credit cards. In this case, Akins and Holland decided to go with cards only. "CyberLaundry It is not only simpler and safer for customers, it provides powerful management controls, tracking tools and remote access, which are tremendously valuable when you're open 24/7," said Holland.

More than 90 percent of customers use The Laundry Café loyalty cards to operate washers and dryers, and gain access to upscale

bathrooms, added Holland. Customers access Value Transfer Machines (VTM), which are located throughout the laundries, to load value onto their cards. For travelers and passersby who do not choose to have a loyalty card, CyberLaundry offers the added convenience of using a credit card right at the washer.

For every wash, customers are rewarded with points toward a free dry. "CyberLaundry's state-of-the-art digital interface works seamlessly with all major equipment manufacturers," said Holland. "It provides easy and nearly unlimited operator controls to support a business." At any time, he can run promotions through the CyberLaundry System, replace or revalue a loyalty card, or view a customer's transactional history. All this can be accomplished from any computer with Internet access.

MyLaundryLink Management System

While the CyberLaundry System is a benefit for customers, it's also a benefit to Akins and Holland. It comes with a management system – MyLaundryLink – that allows them to access critical data about their laundries, in real-time, via the Internet.

Even when away, Akins and Holland can monitor and interact with every washer and dryer in each location. "The remote capability is a Godsend," said Akins. "We've got two stores and we can't be two places at once. It allows us to manage critical business processes without having to be physically present."

This comes in handy when the owners are gone and an attendant needs to start a washer to process wash/dry/fold. "We can easily start washers from our computers within seconds, allowing for an uninterrupted flow to this task," Akins said.

Additionally, they can monitor washer/dryer turns per day, customer accounts, and income



THE LAUNDRY CAFÉ, LOCATED IN THE OLNEY SQUARE SHOPPING CENTER OF PHILADELPHIA, HAS SERVED AREA RESIDENTS FOR THREE YEARS

by hour, day, month and year; revalue loyalty cards, adjust vend pricing, program laundry equipment, run specials and promotions; and start and stop equipment. "At any point in time, I can see exactly what each store is generating," said Holland. "I appreciate having accurate and real-time financial transparency."

"MyLaundryLink also assists with payroll by tracking employee hours and pay rates, according to Akins. "Employees clock in and out by swiping employee cards at the VTM," he said. "At the end of a pay period, I export that data to an Excel spreadsheet and send it to our payroll service. It's a well-integrated system."

Multi-Pronged Marketing Approach & Consistent Message

Akins, who spearheads marketing efforts, harnesses social media, signage, loyalty-card promotions, radio ads, public relations and a solid Web presence to garner and keep customers. In doing so, he reinforces a consistent theme: We invest in the community and work to make it better! We deliver stellar customer care and curbside assistance! We make it easy and safe to do your laundry!

It's all about the customer, according to Akins and Holland, who grew up in the inner city. "We see the challenges that plague the inner city and we want to address those challenges wherever possible," said Holland.



THE LAUNDRY CAFÉ OWNERS
TYRONE AKINS & BRIAN HOLLAND



Community Care Programs Abound

That's why The Laundry Cafés hold a number of programs for area residents. "Family Night" encourages families to gather for free pizza and a movie on Wednesday evenings; "Honor Roll Sweepstakes" provides community youth who make the honor roll the chance to win something fun – an iPad, Wii or Kindle Fire; and the "Halloween Costume Showcase" gives local kids the opportunity to flaunt costumes and enjoy free candy, music and movies. Other programs, which are free and open to the public, focus on heart health, hypertension and breast cancer awareness, according to Akins. "We feel these programs are good because they educate customers on ways to make a positive change in their lives. All of our programs fall into our four guiding principles: serve with honor, live with respect, grow with humility, repay with generosity."

Even the songs played over the digital jukeboxes are positive and empowering – especially toward women, who make up 80 percent of the laundries' customer base.

For now, the business partners are excited about growing their laundries and bettering the communities in which they serve.

"If we all realized how important it is to touch people's lives in a positive way, the world would be a better place," said Holland.

Is it any wonder business is booming at both locations? Upscale amenities and unsurpassed customer care contribute to robust business that produces turns per day that soar above average!

Discover more about The Laundry Cafés at www.laundrycafe.com. Find out more about ESD electronic payment systems, including CyberLaundry, at www.esdcard.com.



THE LAUNDRY CAFÉ ON OLNEY OPENED IN SEPTEMBER 2014. IT TOO FEATURES AN ESD CYBERLAUNDRY SYSTEM. AT THE GIRARD STREET LOCATION, CUSTOMERS PREFER THE BIG 80-POUND CAPACITY WASHERS OVER OTHER MACHINES.

Have You Heard? ESD's on Twitter and Facebook

Everyone's pushing social media; now ESD is too! ESD recently launched Facebook and Twitter accounts to engage customers, support the dissemination of news and events, and strengthen leads to distributors. Weekly posts to Facebook and Twitter help ESD entice customers to discover more about our products and services.

Perhaps you've noticed our factoids and tidbits – sent out via social media? If not, please "like" us on Facebook and "follow" us on Twitter! Please encourage your customers to do the same!

At ESD, we're committed to building our social media audience, and in turn, better supporting distributor sales!

Notice the social media icons on our new website and ads. "Like" us and "Follow" us today!



CyberLaundry App for Smartphones

ESD's enhanced smartphone app – available for download from the iTunes App Store (CyberLaundry) and Google Play Apps (My Laundry) – allows customers to view the status of a washer or dryer, start a machine and view transactional histories.

From a smartphone, the app interacts with a vended laundry's wireless CyberLaundry payment system and data stored in the cloud to retrieve information and start equipment. Customers can load laundry and then go shopping, study, or run an errand. Once laundry is completed, their

smartphones alert them! Moreover, when a loyalty card is linked to the smartphone, all transactions are available via the app – making it simple for customers to see how the value on their account was used and when. Since all data is linked through the app, vended laundry owners can also push promotions and news through customer smartphones.

While the smartphone app debuted during Clean '13, it's since been updated and improved for better-than-ever functionality! Download it today!

