

Western State Design Helps D's Wash and Dry Double Income and Cut Utilities with Dexter

When California businessman Matt Hurley was considering the self service laundry industry, he had explored many different opportunities to increase his investment portfolio. His research led him to an abandoned coin laundry that was in shambles and that had been closed for over a year.

Located on the edge of a low income area in Fresno called Pinedale, D's Wash and Dry borders Riverpark shopping area, which is the highest grossing retail area in central California. The previous owner had walked away from the store because he could not pay the bills and with over 50 existing laundries in the Fresno area, Hurley faced some tough competition.

Before closing, the store had not been able to even pay the rent and utilities. Dirty, with outdated equipment and broken down machines, the previous owner had essentially "run off" the few

customers the store had to another laundry located 2 miles away.

Believing he could turn the business around, Hurley worked with his Dexter Authorized Distributor, Western State Design to renovate and remodel the store with new stainless steel Dexter laundry equipment, ceramic tile, crown moldings, stainless steel folding tables and bright modern paint with a big screen television. The store is fully attended, has digital surveillance and monitoring, and features a Dexter Easy Card™ system.

Hurley's new ownership, renovated design, and Dexter laundry equipment has resulted in a two to three fold increase in gross volume. The store just hit an all time high for the month of January without any increase in advertising, and Hurley anticipates a five fold increase by January, 2008.

While many laundries only draw customers from a 1 to 3 mile radius, this store brings in new and existing customers from a much larger area due to the quality of equipment, maintenance and design. "People from as far away as 15 miles come to our store because it is so clean, comfortable and secure", said Hurley. "We get daily compliments on what we have done."

One of the keys to the success of this laundry is the wide span of customers it attracts. Two of the highest income neighborhoods in Fresno are within the 3 mile radius of the store and it is not uncommon to see large Asian and Hispanic lower income families washing side by side with high income housewives unloading comforters from the Mercedes and BMWs.

Hurley keeps his store's pricing competitive, offers air conditioning in the summer and has a fully attended store. "Our Dexter machines are performing wonderfully," said Hurley. "Our customers are particularly happy with the predictable wash times and the safety stop feature."

When comparing energy costs, Hurley was pleased to find that his energy efficient Dexter Express machines helped his utility costs be a very low 12.5%* of gross for the first 12 months. Hurley has also been pleased with his Dexter Easy Card™ system. His customers love not having

to lug quarters, and enjoy having their own card. "From an ownership perspective, it has provided critical timely information on all levels. Daily income reports, machine error reports and many filtering options give me a clear picture of what is happening on a nearly minute-by-minute basis....even from remote locations. A business manager can not ask for much more than that!", said Hurley.

Hurley's investment has paid off several times over, and as a result, he is currently looking to open several more laundries in the near future.

Store Equipment Mix:

- 2 Dexter T-1200 washers
- 4 Dexter T-900 washers
- 6 Dexter T-600 washers
- 12 Dexter T-400 washers
- 14 Dexter T-300 washers
- 15 Dexter Stainless Stacked 30 pound dryers
- 4 Dexter 55Lb. dryers

About Western State Design

Founded in 1974, Western State Design is headquartered near San Francisco, with numerous offices throughout the country fully staffed with factory trained service technicians, parts personnel, and sales consultants. Western State Design was recently recognized by Dexter Laundry, Inc as the 2006 Dexter Distributor of the Year and is also a 2006 Dexter President's Club Award Winner.

* Individual store energy costs will vary with equipment mix and local utility rates

Would you like one of your laundries to be featured in the Dexter Express and on dexterlaundry.com? Contact Kim Hewitt at 1-800-524-2954 x 376.



Top: Western State Design's Director of Coin Development, Kurt Archer, and owner Matt Hurley celebrate a successful partnership.

Above: D's Wash & Dry and Easy Card: Brand recognition is bringing in a loyal following of customers.

Left and Right: Ceramic tile, custom paint, crown molding and quality Dexter equipment greet Matt's customers to a higher level laundry experience.

