



Installed on over  
**10,000** laundry  
machines!

## A FRIENDLY, POWERFUL AND ECONOMICAL PAYMENT SOLUTION



Contactless smart cards  
instantly activate machines



Wirelessly networked  
readers



Cards reloadable using  
cash or credit cards



Full web-based reporting  
and remote control



Web app for customer  
convenience



Loyalty and bonus  
features

Card and card readers use contactless technology: No inserts, no wear-and-tear, simply place or present the card



## EXCEPTIONALLY SIMPLE TO USE

- A low-cost smart card stores a dollar balance
- To start or add time to a machine, simply place the card onto the card reader. The card reader will deduct the cost of the cycle and activate the machine (need to press Start on some machines)
- Use the Value Add Center to reload a card or obtain a new card. Cash and multiple forms of credit/debit payment including ApplePay are accepted

Value Add Center (opens to the back)

15" touchscreen features an intuitive interface, 3D animations depicting usage, English/Espanol switch



Add money to card in **5 seconds**, start machine in **3 seconds**.  
**It is that simple!**

# POWERFUL CLOUD MANAGEMENT

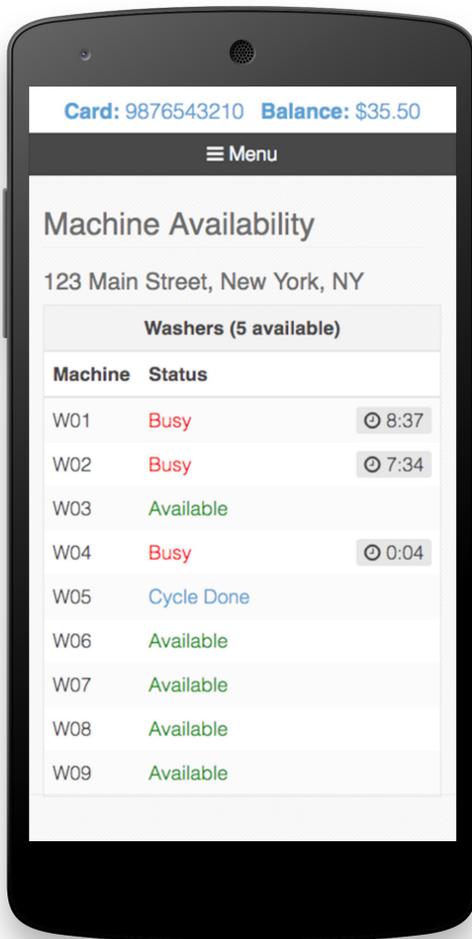
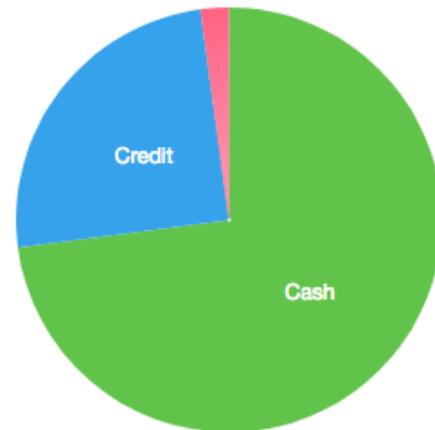
The readers are wirelessly networked with the Value Add Center, which is connected to a cloud-based management server.

Key features:

- o Real-time diagnostics of the entire system and email alerts of critical problems
- o Revenue, deposit, and cash collection reporting
- o Card usage tracing and card value loading to service customers remotely (useful for refunds)
- o Remote vend price control  
...and much more

VAC Transactions

Type	Transactions	Deposited
Cash	1097	\$12550
Credit	340	\$4290
Web	29	\$370
<b>Total</b>	<b>1466</b>	<b>\$17210</b>



# CUSTOMER TOOLS AND LOYALTY

- o Web app that shows card balance and machine availability
- o Text message alerts when laundry is done
- o Various bonus and loyalty features, for example:
  - ➔ Load \$20, get a \$3 bonus added to card
  - ➔ \$2 bonus for registering an e-mail address

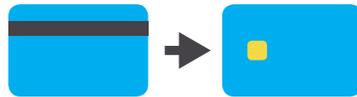
## LAUNDRY CARD APPROACH



In contrast with payment approaches that don't use a laundry card, the laundry card approach provides immense benefits including:

- o Bonuses for repeat use to promote loyalty
- o Easy servicing of customers using card number (e.g remote refunds)
- o Trivial activation of laundry machines
- o Door access control
- o Ease of use for credit-card paying AND cash paying customers, not just the former
- o The system encourages the use of cash rather than credit cards; owners of Laundroworks see cash-paying customers outnumber credit-card paying customers by roughly 3-to-1. Cash is still king with Laundroworks.

## EMV COMPLIANCE



There is a major industry shift away from magnetic stripe towards more secure Chip-card and Contactless payments, or more generally — EMV. Merchants without EMV-compliant credit card processing equipment are at risk of experiencing increasing non-compliance fees. It is therefore prudent to seek out EMV-compliant equipment, particularly in this application where future upgrades can be very costly. Laundroworks is EMV-compliant and accepts all forms of electronic payment, including Chip, Swipe, and Contactless/NFC such as ApplePay.

## PROVEN AND RELIABLE

While we continue to innovate and strengthen our system, our contactless card technology core has been in production since 2008. Our readers activate over 1.4 million laundry cycles per month. You can rest easy knowing the system will work on a Saturday (and other days too).

Include Laundroworks in your research. **Call today!**  
**1-888-629-8620**