



primus®

GET AHEAD IN

# HOSPITALITY LAUNDRY





# TOMORROW'S LAUNDRY SOLUTIONS FOR EXCELLENT HOSPITALITY SERVICE...

In the competitive hospitality industry, one distinguishes itself on a wide range of services offered to the guests: restaurant service, room and hotel accommodation, reception... all consist of an extended list of aspects that determine the guest's satisfaction.

**The hotel laundry service is at the very core of this satisfaction.**

Soft bed linen, impeccable tablecloths and stiff ironed napkins underscore the superior experience your guests expect when staying over at your hotel.

And the linen used is very different according to its purposes: extra wide sheets made of very fine woven cotton with a satin feel, towels and robes from thick Egyptian, Brazilian or American cotton with long fibres, tablecloth woven of cotton with acryl coating... they all need a different treatment to ensure a longer lifetime and an optimal quality.





# DELIVERED TODAY BY THE LEADING INNOVATOR

The **choice for a laundry solution** to give the best treatment to your linen **is the choice for the degree of service** you wish to give to your guests. When it comes to excellent hospitality service, **Primus** offers you the most advanced solutions for keeping your linen at the same excellent level. In-house laundry solutions provide a huge advantage compared to outsourcing. With the wide range of **Primus** equipment, you find the most innovative solutions tailored to your organization.

**Primus** has successfully proven to be an expert in innovation. Diverse features developed by **Primus** have been trademarked and have turned out to be the first development in what later became an industry standard. Today, **Primus** keeps setting that standard with key benefits and distinct features that provide equipment with state of the art technology, eco-friendly cleaning services and flexible solutions that meet your total in-house laundry needs

If you are on top of your business today and wish to stay first in class tomorrow, don't hesitate about your laundry solutions partner. Primus offers you the best solution for superior performance.





# PRIMUS TECHNOLOGY FOR EXCELLENT HOSPITALITY SERVICE

## 1. GREAT WATER AND ENERGY SAVINGS



### WASHING

- 20% less energy consumption
- 25% less residual moisture
- better results with up to 30% less water consumption



### DRYING

- increased drying efficiency thanks to innovative heat pump drying technology
- increased total airflow with combination of radial and axial airflow
- reduced electricity consumption by more than 65% in drying
- less than 5kW power installation needed
- closed loop system without external exhaust pipe
- shortened drying cycle time thanks to enforced air flow through drum ribs



## 2. PROCESS OPTIMIZATION FOR BETTER RESULTS



### WASHING

- more efficient water extraction
- extremely low percentage of humidity
- linen does not stick to the unique Cascade™ drum
- complete tracking of washing cycles
- recording washing parameters in memory
- assured conformity to hygienic standards
- ready to use the liquid chemicals
- easy and plug and play solution



### IRONING

- adjusted ironing speed according to residual moisture
- no wet linen after ironing

### 3. OPTIMIZED LABOUR EFFICIENCY



#### WASHING

- intelligent water and soap filling depending on load weight
- unlimited programming possibilities
- user friendly and easy to read display
- USB plug for fast and easy uploading of new washing programs
- Multilanguage and easy-to-use touchscreen controls
- 99 cycles
- connected through the cloud
- i-Trace dashboard



## I-TRACE® YOUR BEST ALLY FOR EXCELLENT LAUNDRY MONITORING. Exclusively available with XControl FLEX PLUS controls



Our new cloud-based laundry dashboard gives you full control over your business in the easiest way possible.

#### GET CONTROL OF YOUR LAUNDRY

- Records and statistics for each wash load
- Program your machines to tailor your laundry process to your exact needs.

#### CONTROL EACH PART OF YOUR BUSINESS

- Monitor the working shift efficiency, costs/kg, cost/shift
- Get automated maintenance reports, and more.



# LAUNDRY PEACE-OF-MIND FROM THE WORLD LEADER

**Choosing Primus gives you access to the resources of Alliance Laundry Systems for all your laundry solutions needs in the days, months and years ahead.**

Alliance Laundry Systems makes the world cleaner as the premier provider of laundry solutions. We deliver leading performance in commercial laundry through our family of brands, including Primus. Laundry is our sole business.

Alliance leads the world in commercial laundry sales, product range, global reach and R&D investment. We serve more than 140 countries with a team of more than 2,900. Check out the advantages you enjoy with us:

## ▪ **SUPERIOR TECHNOLOGY**

The world needs faster, easier, better laundry. In recent years, we've invested heavily in R&D to make it happen using the best possible technology. Our global team of laundry scientists, engineers and designers are dedicated to purpose-driven laundry innovation.

## ▪ **STRONGER NETWORK**

You're never too far from better laundry, thanks to expert Alliance teams in 14 strategic locations worldwide and over 1,200 specialist commercial laundry distributors. No matter where in the world you are, big help with big laundry is always within reach.



- **BUSINESS AND FINANCIAL SERVICES**

We aim to make laundry as cost-effective and rewarding as possible. In some regions we support our customers with comprehensive financial services. In the past 20 years, we have helped laundry entrepreneurs grow with over USD2 billion in loans.

- **COMPREHENSIVE TRAINING**

Alliance Laundry Systems University (ALSU) offers training for everyone involved in the laundry process. Our laundry learning programs include operator training, service schools, maintenance seminars, business training and much more.

- **AWARD-WINNING CUSTOMER SUPPORT**

Our outstanding customer service is dedicated to helping you develop the most efficient laundry operation possible- and keeping it running at peak efficiency. Order Alliance Genuine Parts today and experience our exceptional service for yourself.

- **MEASURABLY BETTER**

To get the excellence you deserve, you can rate our services at every interaction. If you're not happy, let us know and we'll make it good. Were we helpful? Share your approval. Our team thrive on a positive vibe. Understanding your satisfaction helps us improve our performance.

**LEARN MORE AT [WWW.ALLIANCELAUNDRY.COM](http://WWW.ALLIANCELAUNDRY.COM)**

# COMMERCIAL WASHER-EXTRACTORS

HARD MOUNT  
**RX**  
RANGE



	RX80	RX105	RX135	RX180	RX240	RX280	RX350	RX520
	8KG 18LBS	11KG 24LBS	14KG 31LBS	18KG 40LBS	24KG 53LBS	28KG 62LBS	35KG 77LBS	52KG 114LBS



RX180

## PRODUCT FEATURES

- XControl® - easy to use microprocessor
- Stainless steel top panel & Anthracite grey front and side panels
- Stainless steel Cascade™ drum and tub
- Patented Soap Hopper
- Large drain valve (Ø 76 mm)
- Easy access to all vital parts from the front
- Large door opening for easy loading & unloading



SOFT MOUNT  
**FX**  
RANGE



FX180

	FX80	FX105	FX135	FX180	FX240	FX280
	8KG 18LBS	11KG 24LBS	14KG 31LBS	18KG 40LBS	24KG 53LBS	28KG 62LBS

## PRODUCT FEATURES

- XControl FLEX PLUS – multilanguage fully programmable touch screen\*
- Stainless steel top panel & Anthracite grey front and side panels
- Stainless steel Cascade™ drum and tub
- Patented Soap Hopper
- Large drain valve (Ø 76mm)
- Easy access to all vital parts from the front
- Large door opening for easy loading & unloading



SOFT MOUNT  
**FX**  
RANGE  
SOFT MOUNT  
**FS**  
RANGE



FX450

	FX350	FX450	FX600
	35KG 77LBS	45KG 99LBS	60KG 132LBS

## PRODUCT FEATURES

- Freestanding, high spin
- Stainless steel drum and tub
- XControl FLEX PLUS – multilanguage fully programmable touch screen\*
- High capacity water inlets
- 2x large drain valves (Ø 76 mm)
- Cascade Drum
- Protective Bumper
- Large door opening for easy loading & unloading



	FS800**	FS1000**	FS1200**
	80KG 176LBS	100KG 220LBS	120KG 264LBS

## PRODUCT FEATURES

- XControl FLEX PLUS – multilanguage fully programmable touch screen\*
- Large drain valve (2 x Ø 103mm)
- Liquid soap connections
- Easy access to all parts
- Power Wash perforated lifting ribs



\*XControl+ digital fully programmable control is available for market not accepting CE marked product – contact your distributor for more details.

\*\*FS800-FS1000: Large door opening (Ø 53cm) - FS1200: Extra large door opening (Ø 65cm)

# COMMERCIAL TUMBLE DRYERS

T  
RANGE



T9

T9	T11(HP*)	T13(HP*)	T16(HP*)	*HP - heat pump
9KG 20LBS	11KG 24LBS	13KG 29LBS	16KG 35LBS	

T24

T35

24KG  
53LBS

35KG  
77LBS

## PRODUCT FEATURES

- RADAX concept: combination of radial and axial airflow
- Easy Control microprocessor
- Large door opening for easy loading and unloading
- Heat pump (HP) available



## PRODUCT FEATURES

- Easy Control microprocessor
- Radial airflow with Powerdry
- Stainless steel drum with large diameter



DX  
RANGE



DX24

DX11	DX13	DX24
11,5KG 25LBS	13KG 29LBS	24KG 53LBS

## PRODUCT FEATURES

- XControl FLEX PLUS – multilanguage fully programmable touch screen
- Axial airflow
- Easy to use timer
- Large lint filter
- Large door opening



DX34

34KG  
75LBS

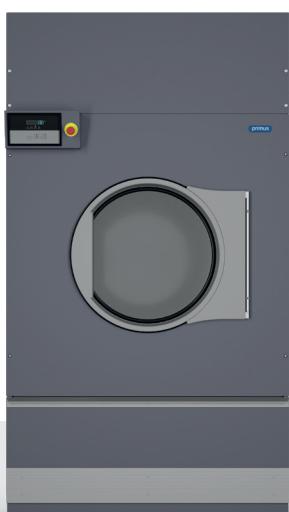
## PRODUCT FEATURES

- XControl FLEX PLUS – multilanguage fully programmable touch screen
- Easy to use timer
- Large lint filter
- Radial airflow
- Large door opening



DX55

55KG  
121LBS



DX55

DX77

77KG  
169LBS

## PRODUCT FEATURES

- Radial airflow
- OPL Micro
- Reversing drum
- Self-cleaning lint screen
- Preheating of intake air
- Large door opening



## PRODUCT FEATURES

- OPL Micro
- Reversing drum
- Self-cleaning lint screen
- Preheating of intake air
- Large door opening



Heating: electrical gas

steam heat pump



# FLATWORK IRONERS

I33  
RANGE



I33

ROLL Ø  
320MM

WIDTH <→  
FROM 1664  
TO 2080MM



## PRODUCT FEATURES

- Indication of ironing speed and temperature
- Frequency controlled motor
- Space saving wall installation: front return
- Automatic cooldown
- Easy to operate microprocessor
- Patented direct drive system
- Patented central suction system
- Metal fibre premix burner

I50  
RANGE



I50

ROLL Ø  
500MM

WIDTH <→  
FROM 3200  
TO 3300MM



## PRODUCT FEATURES

- Large contact with linen over an angle of 300°
- Finger protection and emergency button
- 20 pre-set ironing programs
- XControl FLEX PLUS – multilanguage fully programmable touch screen
- Indication of ironing speed and temperature
- Easy to remove lint filters
- Reverse mode possible
- Frequency controlled motor
- Space saving wall installation: front return

IR/IF  
RANGE



IR50

ROLL Ø  
500MM

WIDTH <→  
FROM 3200  
TO 3300MM



## PRODUCT FEATURES

- Easy to operate microprocessor: 20 pre-set ironing programs
- Indication of ironing speed and temperature
- Reverse mode possible
- Frequency controlled motor
- Easy to remove lint filters
- Variable setups for folding
- Anti-static bar
- Easyfold system requires less maintenance (folding available on IF models)

\* IR - Rear Output / IF - Primary folding

IFF  
RANGE



IFF50

\* IFF - automatic feeding and folding

ROLL Ø  
500MM

WIDTH <→  
FROM 2000  
TO 3200MM



## PRODUCT FEATURES

- Integrated feeding and length folding
- Easy to operate microprocessor: 20 pre-set ironing programs
- Reverse mode possible
- Frequency controlled motors
- Easy to remove lint filters
- Anti-static bar
- Cross folder and stacker available





## "Our machines are easy to use and quiet in operation"

Ann Bal

Owner of Ibis Styles Zeebrugge,  
Seabrugge (Belgium)

"I am very pleased with the new Primus washer-extractors and tumble dryers that we bought in January. The machines are easy to use, quiet in operation and easy in maintenance. They give outstanding washing performance and do the job in a fast and efficient way. Since buying our own Primus laundry equipment, we spend significantly less on doing laundry. We are convinced that our machines offer great value for money, because of their reliability and expected durability."

**"We know that we can rely on our Primus washer-extractor"**

Vincent Dewilde

Owner of Hotel Gravensteen,  
Ghent (Belgium)

"When we needed to buy a new washing machine a few years ago, Primus came out best regarding value for money. Because we process large loads of laundry on a daily basis, we needed a reliable and solid washer-extractor. Our washing machine runs day and night and we have not encountered any considerable problems. We are still satisfied with our choice for Primus we made back then. Our machine does what was promised and we know that we can always rely on Primus."

## "If I had to buy a new machine, I would definitely choose Primus again"

Dominique Quibus

Head technician at Novotel Toure Noire and Novotel Grand Place, Bruxelles

There's a reason why we have been a loyal Primus customer for over 17 years now. We are extremely satisfied with the service Primus offers and the outstanding quality of the machines. Our oldest machine was bought in 1999 and still works fine. Last year, we bought a new one and it exceeds our expectations. I am also very satisfied with the Customer One program. The technicians know the machines inside and out, they are always well prepared and they intervene within two working days. If I had to buy a new machine, I would definitely choose Primus again.



#### **WORLDWIDE HEADQUARTERS**

Alliance Laundry Systems  
P.O. Box 990 Shepard Street  
Ripon, WI 54971, USA  
Phone: +1 920 748 3121  
Fax: +1 920 748 4564  
[alliancelaundry.com](http://alliancelaundry.com)

#### **FRANCE**

Alliance Laundry France  
3 rue Paul Rieupeyroux  
F-69800 Saint Priest, France  
Phone: +33 (0)4 78 79 55 75  
Fax: +33 (0)4 72 04 62 72

#### **ITALY**

Alliance Laundry Italy SRL  
73, Via Triumplina  
25123 Brescia (BS), Italy  
Phone: +39 (0)30 2091006  
Fax: +39 (0)30 2000239

#### **SPAIN**

Alliance Laundry Systems Spain  
C/ Solsones, 2  
08820 – El Prat de Llobregat  
Barcelona, Spain  
Phone: +34 93 479 54 10  
Fax: +34 93 379 18 76

#### **CZECH REPUBLIC**

Alliance Laundry CE  
Místecká 1116  
Príbor, 742 58, Czech Republic  
Phone: +420 556 768 800  
Fax: +420 556 768 882

#### **BRASIL**

Alliance Laundry Systems Brasil  
Edifício Office Design Berrini  
Avenida Luis Carlos Berrini,  
1748 Sala 2106  
São Paulo - SP, 04571-000, Brasil  
Phone: +55 (11) 5505-2917  
Phone: +55 (11) 5102-2938

#### **CHINA**

Alliance Laundry Machinery  
Commercial And Trading  
Shanghai Co., Ltd.  
Room 101 A,1st Floor, No.1 Building  
NO.888 Lane Tianlin Road  
Min Hang District, Shanghai, China  
Post code: 200233  
Phone: +86 21 33375288  
Fax: +86 21 64227933

#### **U.A.E.**

Alliance Laundry BVBA  
(Dubai Branch)  
The Curve Building  
Showroom GS-08  
P.O. Box 393291  
Al Quoz 3  
Dubai, U.A.E.  
Phone: +971 4 347 4136  
Phone: +971 4 347 4137  
Fax: +971 4 347 4180

#### **THAILAND**

Shophouse No. SH04-03, 103  
North-South Road,  
Sala Urban Area, An Loi Dong Ward,  
District 2, Ho Chi Minh, Vietnam  
Tel: +84 936 072 268