

primus®

WASH IT

DIGITAL LAUNDROMAT SOLUTION

July 2019

GET AHEAD IN LAUNDRY 





- What is WASH IT?
- How does WASH IT work?
- What does it do?
- How to sell it?

WASH IT Digital Laundromat Solution

Makes your clients' laundromats smarter by letting them control their machines and laundry business from anywhere.



Laundromat owner app dashboard

- A gateway connects the laundromat washers and dryers via internet
- A powerful dashboard for laundromat owners to monitor their business
- An efficient app for end-users to pay and use the laundromat machines

End-user app

HOW DOES WASH IT WORK?

1. A WASH IT gateway connects all the machines to the cloud-based system via internet connection
2. From a computer or tablet laundromat owners can access a dashboard that contains all the information related to the performance of the machines
3. Laundromat customers can pay and start the machines using the WASH IT app



Available on FX washers and T
and DX line dryers.
Compatible with most central payment systems.

WHAT DOES **WASH IT** PROVIDE TO YOUR CLIENT'S BUSINESS?



MONITORING

- View the till in real time
- Use history and till log
- Download reports
- Get analytics and statistics



REPORTING

- Machine status in real time
- Remote control of washers and dryers



CONVENIENCE

- Software available for laundromat owners
- A mobile app for end users
- Very intuitive, visual interface
- Quick and simple installation of the solution in the laundromat

MONITORING

With WASH IT the laundromat owner can:

ANALYTICS AND STATISTICS

Find out the details of their business:

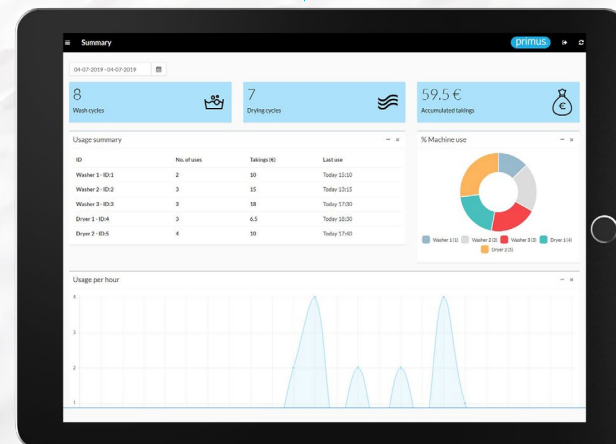
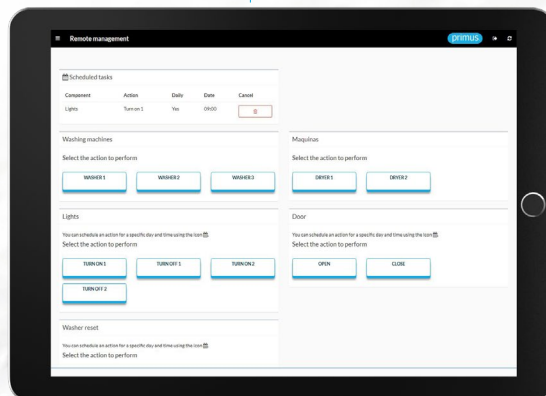
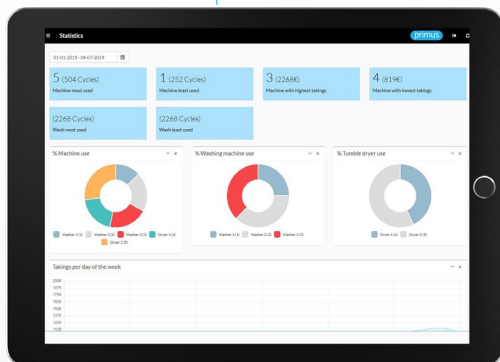
- Times with more or less customers
- The most and least used machines
- Day of the week with most takings

REMOTE CONTROL

Control the machines remotely from a PC, tablet or smartphone

DOWNLOAD REPORTS

Laundromat revenue collection by month
Monthly revenue collection by machine



END USERS WILL ENJOY WASH IT APP BY PRIMUS

The WASH IT app by Primus is divided into 6 sections: Wash & dry, top-up, machine status, laundromat search, personal information and options.

WASH & DRY

Selection of machines to wash and dry with full detail of duration and cost per cycle.



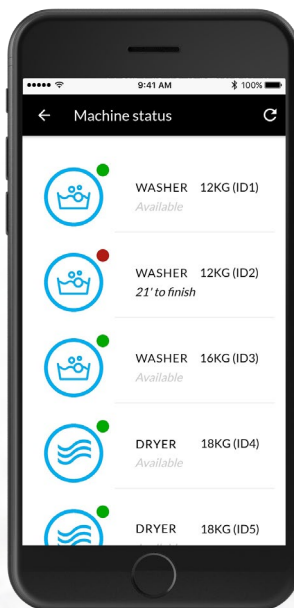
TOP-UP

Customers can recharge their laundry credit any time from the comfort of their app.

WASH IT APP BY PRIMUS SECTIONS

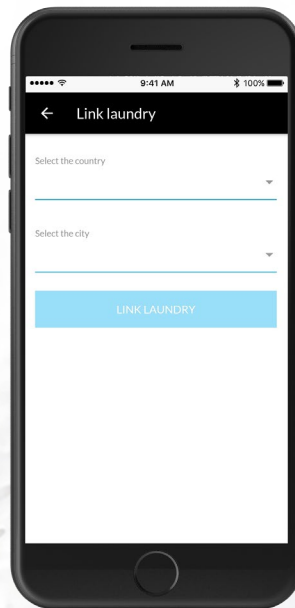
MACHINE STATUS

Overview of ongoing and remaining cycle time per machine.



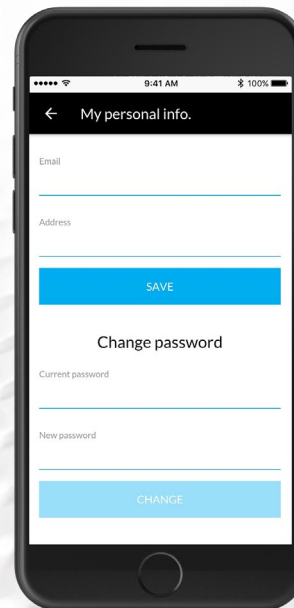
LAUNDROMAT SEARCH

Locate convenient laundromats close to the end user.



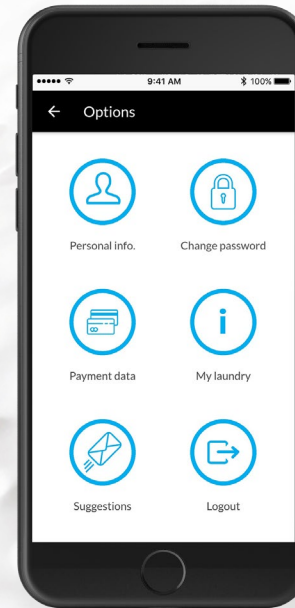
PERSONAL INFORMATION

Manage personal data at any time.



OPTIONS

Update personal and payment data, send suggestions and obtain details of each laundromat.



HOW TO SELL WASH IT

Digital Laundromat Solution

PRICING & NEEDS

FOR INTERNAL USE ONLY!

WASH IT Gateway device*	1500 € net to distributor
Yearly fee for WASH IT care**	240 € / store
Internet connection	Within the costs managed by the laundry owner
Installation by technicians	According to local distributor service pricing conditions
OTHER COSTS	
Stripe payment solution	From 1.4% + 0,25 € / transaction

*Other capabilities of the laundromat such as lights, fences, etc. can be connected to the gateway system.

** WASH IT care is a mandatory service provided directly by Alliance Laundry Systems, to investors please contact your order desk for more information.

INSTALLATION PROCESS:

These are the steps to set up the WASH IT digital laundromat solution at your client's laundromat:

1. **Order the WASH IT Gateway** (1 device for max 40 pockets), at Alliance Laundry Systems order desk - codes and prices available from the accessory price list
2. **Distributors will install the hardware** with the machine and will call Alliance Laundry Systems Service Center to remotely connect the store and open the online service
3. If needed, inform Alliance of any local language to be added to the app for your market - translation will be adjusted accordingly.
4. To enable payment in the app, the laundry owner will have to open a Stripe account. To set up the stripe account, the laundromat owner will need a link that the distributor will send him by email the day of the installation.

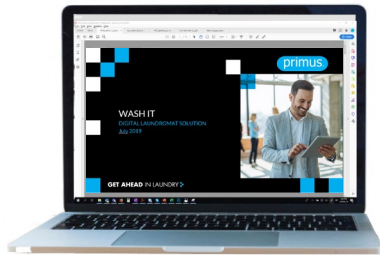
What is Stripe payment solution?

Stripe is a payment solution that enables the laundry owner to accept payments directly in WASH IT app in a safe environment as it's **PCI – DSS compliant**

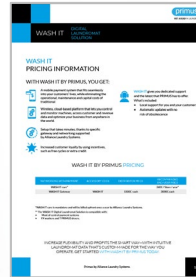
To learn more : stripe.com

SALES TOOLS AND RESOURCES

SALES GUIDE



PRICING INSERT



INSTALLATION MANUAL



OWNER MANUAL



STRIPE
PAYMENT INSERT



LAUNDRY OWNER
FACING BROCHURE



IN STORE
MARKETING ASSETS



ORDERING AND INSTALLATION PROCESS

TECHNICIANS:

- **Hotline available: +420 556 768 808.**
Monday to Friday from 7:00am - 5:30pm CET
(excluding national holidays)
- **E-mail support: support@alliances.cz**
- Training session can be requested through the hotline.

ACCESSORIES, PART NUMBER AND SERVICE (call order desk):

ACCESSORY	CODE
WASH IT Getaway	WASH IT