



OPTING FOR A CHAIN TO CREATE A MORE COMPETITIVE SELF-SERVICE LAUNDRY

The Tu Colada self-service launderette in Vitoria joins the Ecolaudry chain and increases its turnover by 27%

Being part of an expanding self-service laundry chain with a clearly-defined image and business model is an option already being chosen by some launderettes in Spain.

This is the case of "Tu Colada", a self-service launderette in Vitoria (Álava province, the Basque Country-Spain) set up 8 years ago.

The owner decided to become part of the Ecolaudry launderette chain. Like this it exploits all the advantages of forming part of a chain: consolidated image, clearly-defined services and good prices for capital goods and products. Joining the chain involved updating the Girbau machinery. Right from the start Tu Colada had placed its

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trust in the advice and machinery offered by the Girbau delegate in the Basque Country. Jose Luis Mendiola, owner of the establishment, recalls the beginnings of the project: "We saw it as a

business that didn't involve spending much time on the premises. We're in another line of business, and a self-service launderette gives you enough

freedom to combine the two things."

The opening of the Tu Colada launderette was a great success and over the years it went from strength to strength. "The laundry grew more and more and we achieved a large turnover, but we were affected by the



proliferation of competition - more than 15 laundrettes in Vitoria," says Mendiola.

The move to Ecolaudry

Ecolaudry became a trampoline for Tu Colada. "You feel protected and get advice in whatever the business requires, whether advertising, promotions or discounts," declares the owner. When it joined the chain, the laundrette also improved in terms of products, energy use, Internet, alarms and other extras.

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Ecolaudry works with Girbau equipment, an option that offers Tu Colada the advantage of continuity, providing washing and drying quality, ease of use and energy efficiency, ensuring that the wash consumes the necessary minimum of water and electricity, and for this to benefit the

environment, the customer and the profitability of the business. In the washing area it currently has three HS 6008 (8kg) washing machines and three HS6017 (17kg) washing machines.

For drying, a new Girbau ED340 (17kg) dryer has been added. This features the Transflow (axial and radial) system to let air into the linen and Humidity Control (controlling the humidity level in linen). The laundrette has had two ST114 (14kg) dryers since it first opened,



proof of their toughness and durability. Mendiola had no hesitation in choosing Ecolaudry: "They have made a firm commitment to smart laundries and to being able to control them from the mobile phone. They have their own app for users and franchisees and we've installed a device to allow payment with any kind of card and even by mobile." In fact, it's the only laundrette in Vitoria where users can pay by credit or debit card, a form of payment that accounts for 12% of total turnover.

The changeover has already borne fruit: turnover is up by 27% in comparison with last year's figures. Tu Colada is now a more profitable option thanks to Ecolaudry.