

# Laundrybox, lockers with a laundry service in dubai

*Laundrybox is proof that there are also successful start-ups in the laundry business. This is a ground-breaking idea featuring laundry lockers. It recently earned third place in the Forbes Middle East 2015 list of the most promising start-ups in the United Arab Emirates. The mission of Laundrybox is to make laundry more convenient for the client, by bringing it to their home or place of work.*

*How do they make this possible? In 2012 Bader and Fahed Al Kalooti started a project that has become a system of smart lockers with an associated mobile app for the client. "We had a lot of trouble getting our linen washed when we wanted it, so we started turning the idea over," say the pair behind Laundrybox.*

Bader and Fahed Al Kalooti head a laundry business in which the client can leave their dirty washing in a locker and get an SMS when their linen is available

They found the answer with a service providing lockers to be installed in apartment blocks or office buildings, that work in a very simple way: the users put the linen in a bag and leave it in one of the lockers, indicating when they want it and making the payment. After that all they have to do is wait for an SMS on their mobile to tell them they can go and collect their linen from the same locker where they left it. Maximum convenience and the linen all ready. When a user leaves their dirty washing in a locker, Laundrybox employees go to collect the linen to deal with it and return it to the same place at the time agreed with the client.





### Competitiveness thanks to a quality wash

The laundry market in Dubai is highly competitive, which meant the creators of Laundrybox needed the best machinery to ensure the best, most profitable washing process. They were clear that the washing machines had to be Girbau. *"We have chosen Girbau for its quality, efficiency and profitability and because they guaranteed us a consistent, dependable and high-quality technical service."*

Laundrybox has 4 washing machines and 2 dryers from Girbau, with different capacities to guarantee minimum consumption of water, power and detergent using three technologies: Aquafall (for a better rinse), Aqua Mixer (to reach the programme temperature in record time) and Just in Load (to adapt water consumption to the load).

As for dryers, every Laundrybox has Girbau ED series dryers. These machines are known for their high performance, in which the Transflow double air flow system (for better circulation of hot air around the linen), Humidity Control (for automatic control of the desired level of humidity) and their fully sealed design (to maintain the temperature inside the drum) are the keys to ensuring efficient drying in very short cycles, so saving energy.

Bader and Fahed Al Kalooti declare that their business has grown considerably because they make

sure their clients are highly satisfied, the machinery is well up to standard in terms of quality, features and efficiency and technical service is assured within 24 hours, every day of the year.

### Consolidation and the future

There are currently more than 70 buildings in Dubai that have Laundrybox smart lockers, with over 1,000 clients a month. The goal in the short and medium term is to build up the presence of Laundrybox all over the Emirates, and make the leap into other countries, where they hope to work with franchising as a business model.

*"We have chosen Girbau for its quality, efficiency and profitability and because they guaranteed us a consistent, dependable and high-quality technical service."*

**Bader Al Kalooti**

*The funder of Laundrybox.*



