

## Advances In Laundry Room Technology Make Life Easier While Reducing Carbon Footprint

By Vicki Chesler, President of Highpoint Ventures, Inc.



Sitting at a neighborhood café with a couple of friends, your smart phone buzzes and you quickly check the text message: Your wash is done. A glance online and you can see that a dryer will be available in five minutes. Excusing yourself, you walk down the street, transfer your laundry from washer to dryer, and before the topic has changed, you're back chatting with your friends.

New technology, like real time washer and dryer availability and text notifications when your wash or dry cycle has finished, are making life easier for thousands of New Yorkers. Rather than being tied to the laundry room or constantly frustrated by finding all the machines in use, you can breeze through laundry day with a minimum of inconvenience.

### Smart Cards Instead of Cash

SDi Laundry Solutions has long been on the cutting edge of systems that allow customers to use the Internet to do everything from pay for washing and drying through the use of Smart Cards, to creating cashless laundry rooms where no money ever changes hands. The effects are far-reaching. For one thing, since becoming 97% coin free, SDi has significantly reduced its carbon footprint, requiring fewer trucks on the roads collecting coins and cash. For another, clients no longer need to keep coins or small bills on hand in order to do the laundry. Instead, they can revalue their Smart Cards online using a credit card, and then just go to the laundry room, enter a PIN and add money directly to the Card. The money is then debited every time the card is used to run the machines.

Another big advantage is instant refunds that ensure that any problems you have using your Smart Card will be rectified immediately. Simply go online to [SDiLaundrySolutions.com](http://SDiLaundrySolutions.com), click on Service and fill out an online Instant Refund form. A credit will be instantly added to you Smart Card.

### Service Requests Via Text or Web

In the area of Service, new technology has made it much easier to make a service request. By simply texting your address and the machine ID number to a special text phone number, your service request will be received instantly. You can even scan or photograph the machine's barcode with your Smart Phone and send a photo text message to 914-396-2220 and your request will be processed immediately.

Technology also affects how service technicians are notified, dispatched and tracked. Everything can now be done using smart phones, so that technicians get the work done and report back both successes and problems with any repairs. Keeping track of laundry rooms that need repairs, what parts are needed, and whether the problem has been solved, can all be done in real time, with the aim

of having a minimum of down time on the machines.

### A Collaboration Brings New Benefits

Last Fall, SDi joined forces with Coinmach, the nation's largest laundry room service provider. According to Ron Garfunkel, President/CEO of SDi, "This is a great development for SDi and its valued customers. Joining Coinmach will enable us to benefit from the resources of a nationwide organization, as we continue to deliver the high-touch personal service SDi is known for. Coinmach shares our vision for improved customer service, and has invested heavily in improved service call quality and response times."

Bob Doyle, Coinmach's CEO, said, "SDi is a highly respected company in our industry, with great leadership, smart technology, and a stellar reputation in the New York metropolitan area." He added, "Coinmach will benefit from access to SDi's proven technology and established reputation; SDi benefits from Coinmach's customer depth and geographic reach. This union represents a tremendous opportunity for both organizations to improve customer experience throughout our collective client base."

The newly formed partnership of the two long-standing companies—Coinmach was founded in 1947, and SDi in 1952—is not only one of shared resources, but also one that represents shared cultural beliefs. In recent years, under Doyle's leadership, Coinmach has made dramatic customer service improvements, adopting what Doyle calls a "Customers for Life" mentality. Investments in talent, training and technology have paid off, resulting in much improved service call quality, and service response times. "In many ways, partnering with SDi aligns perfectly with the direction we were already headed from a service standpoint," said Doyle. "As we integrate SDi's high-touch service standards with ours, I'm confident we'll deliver an even greater customer experience."

"We share a genuine enthusiasm for our industry," said Ron Garfunkel, "and remain bullish about its future. Bob has proven himself in this business many times over. I'm delighted to work alongside him and his team, as together we will take laundry solutions to an entirely new level." For more information call 800-945-WASH, visit [SDiLaundrySolutions.com](http://SDiLaundrySolutions.com) or email [rgarfunkel@SDiLaundrySolutions.com](mailto:rgarfunkel@SDiLaundrySolutions.com).

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