PWS STRONG SHOW RESULTS ENCOURAGES INDUSTRY

PWS – The Laundry Company's annual Fall Shows in San Francisco, San Diego and Los Angeles were extremely encouraging given the reported health of the laundry industry. In total, PWS attracted over 750 coin laundry owners and their families to the Fall Shows. In the San Francisco office, the Show on September 11th attracted nearly 300 persons; San Diego's mini Show had about 40 persons and the biggest event, which was held at the LA office on the 25th of September, drew over 400 guests.

The theme for the 2010 Show was a "Laundry Luau" and everyone was presented with colorful lei's as they entered. The Grand Prize of a five day cruise was won by Bill Cleveland of San Bruno, CA, but everyone who came received a discount for their parts purchase by reading an ESD money card that was sent to attendees in the mail; the random discounts ranged from $5 - $100. There was delicious island food for everyone, games for the kids and service schools plus many vendor representatives to visit for the adults. The annual sale produced impressive equipment and parts sales.

Two exciting new equipment features that caught the attention of many operators were the revolutionary Quantum controls on Speed Queen washers and tumblers, and the ESD developed credit card acceptors, which make it possible to start machines with both money or credit cards. It was demonstrated that with the Quantum control a store owner has total flexibility in setting up cycle times, vend pricing and water consumption making savings of 20% - 50% on water bills a reality.

More information on these and other products can be obtained by contacting David Horton at PWS in Los Angeles (323 721-8832) or Courtney Satterlee in the Northern California office (650 871-0300) or online at www.pwslaundry.com.

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