

THE JOURNAL

COMMERCIAL LAUNDRY DRYCLEANING

PRODUCT NEWS

LAUNDROMEDIA OFFERS LAUNDRY OPERATORS ADVERTISING OPPORTUNITY

Laundromedia is seeking self-service laundry owners who would be interested in earning an additional \$500 to \$1,000 a month per laundry by allowing the company to use their store's washers and dryers as "media space"—through the use of advertising clings and wraps. Over a five-year period, this could collectively bring in an extra \$30,000 to \$60,000 per location, according to Laundromedia.

The ad clings and wraps are safe, removable and would be applied by the Laundromedia staff. No involvement from the store owner is required.

Laundromedia said that it already has two "brand-name companies" interested in pursuing this and now just needs the cooperation of willing laundromat owners.

The company also has retained a public relations firm to publicize this service, which could lead to some laundromats being featured on television and in newspaper stories, which likely would increase business and attract attention at those specific laundry locations.

For more information, please circle Reader Reply Card #233.

