

FROM THE  
DEPENDABILITY  
PEOPLE

# commercial merchandiser



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**New Maytag-equipped  
Speed-Brite Supercenter  
Laundry opens in  
Shreveport, Louisiana**

*Partners Mark Smith (left)  
and Jeff Camden.*

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# Shreveport businessmen open all-new 5,700-sq.-ft. mega Maytag-equipped coin laundry!



*The Speed-Brite Supercenter store features wide-open spaces, four 55-inch flat-screen TVs, plenty of laundry carts, seating areas, even a children's play area, plus a vibrant yellow-red-blue interior decorating scheme.*

With 40,000 vehicles passing daily in front of their Maytag-equipped Speed-Brite Laundry at 1721 Market St. in Shreveport, partners Jeff Camden and Mark Smith are making a strong statement about a new direction they're taking in the development of coin laundries in this Louisiana city with a population approaching a half-million.



**A** lifetime Shreveport resident, Jeff entered the coin laundry business in a small way more than twenty years ago when he partnered with a high school friend and they renovated an old building into a “neighborhood” coin laundry, located directly across the street from a small grocery store he also owns.

“The laundry took off and it has been a winner since the day it opened,” Camden said. Fast forward to now and Camden owns or shares ownership in a total of five self-service laundries in the area, but the strategy has changed

from small neighborhood-style laundries to large mega-size stores, big enough in size and with enough services and amenities to draw customers from a five-mile radius.

“Our ultimate goal is to reach customers with large enough stores to handle all of their laundry and dry cleaning needs from a single, convenient in-and-out location,” Jeff explained.

Nearby Bossier City, where the partners see potential further expansion opportunity, is home to Barksdale Air Force Base, with its tens of thousands of U.S. Air Force personnel. The military base is a

major source of economic stability to the entire area.

The new Speed-Brite Laundry is undoubtedly one of the largest and nicest Maytag-equipped stores in Shreveport and perhaps in the entire state. Built from the ground up on an empty lot with a clear view of the downtown Shreveport skyline, the Speed-Brite Supercenter store is equipped with just under 100 brand-new Maytag multi-load, highly efficient washers and dryers.

“Mark had a lot to do with the design and décor of this store,” said Jeff. “He has a real talent for making this store stand-out along

busy Market Street. For instance, he put a lot of thought and money into making certain our exterior signage tells potential customers exactly what we do here.”

“We’re convinced that attention-grabbing exterior store signage is one of the best ways to attract new customers,” said Mark. “Once you’ve installed the signs, they work for you 24/7 and there’s no additional expense. After the initial investment it’s all free advertising.”

During the construction phase, the partners paid careful attention to the store’s energy efficiency. For

example, they doubled up wherever they could with insulation and carefully selected the most efficient heating and cooling equipment. Maytag Energy Advantage™ equipment is used exclusively.

This is the partner’s second Speed-Brite store (the first opened in 2009), and they are looking at locations for a third, mega-size store and longer-term, would like to add even more. “We want to enhance and expand upon our reputation as the number-one operator of high-quality, clean and efficient places for Shreveport residents to take care of all their

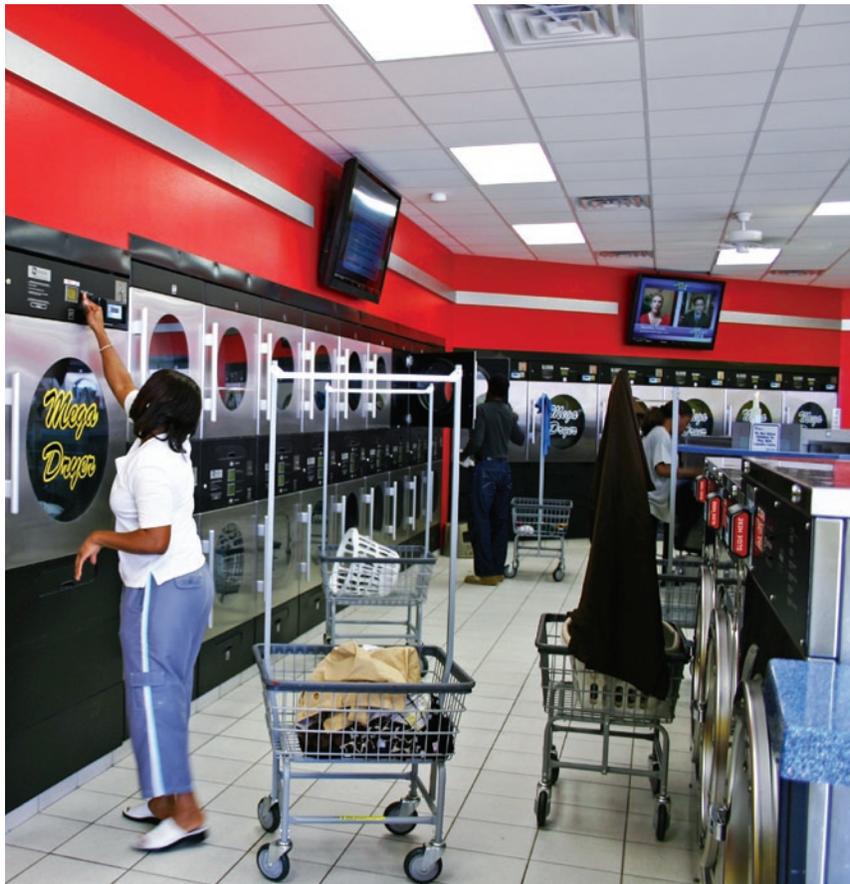
laundry needs,” said Mark.

Jeff and Mark worked closely with George Pierce of Pierce Commercial Laundry, Mandeville, La., the Maytag Commercial Laundry Distributor serving the area, in planning and developing the new store.

“I’ve worked with George and his staff for a number of years now

“Once you’ve installed the exterior signs, they work for you 24/7 and there’s no additional expense. After the initial investment it’s all free advertising.”

— Mark Smith



The fully attended store is equipped with nearly 100 Maytag Commercial ENERGY ADVANTAGE™ washers and dryers.

and have found Maytag equipment to be the best in the industry. George has the depth of experience to help us be successful,” Jeff said.

In addition to traditional self-service laundry services, the fully attended store offers drop-off dry cleaning and drop-off laundry services. Wash/Dry/Fold laundry services are priced at \$1.10 a pound and there’s even an Express Service for regular customers to use once they establish pre-approved credit. They can be in and out in a minute. Express Service also is available to regular dry cleaning customers as well. Dry cleaning is sent out and returned on a daily basis to

# SPEED-BRITE



A glass-partitioned area, with separate entrance, allows on-the-go customers to drop-off laundry and dry cleaning to on-duty attendants. The store offers free Wi-Fi Internet access and products such as detergent and bleach can be purchased in large sizes.

an outside service. They also have special promotions going on at all times. Current promotions include laundering or dry cleaning slacks at 5 for \$24.99, or washing and ironing shirts at 5 for \$10.99. Handling comforters has proven to be a very popular service with customers having a choice of laundering or dry cleaning: \$15.99, twin or regular; \$21.99, queen; and \$27.99, king. “Most residential-size washers and dryers can’t handle these bulky items but we can,” said Jeff.

“We’re also working to expand our commercial laundry services,”

Mark added. “We’re open a lot of hours here and with the giant-capacity Maytag equipment we’re able to handle washing and drying in bulk from businesses like hotels/motels, fire stations, beauty

and barber shops, casinos, mobile home villages, even the really dirty and greasy laundry that comes from the workforce in the large oil and gas fields dotting the area.” The store maintains separate washers and dryers behind the counter to handle such items with special detergents and spot-removal supplies.

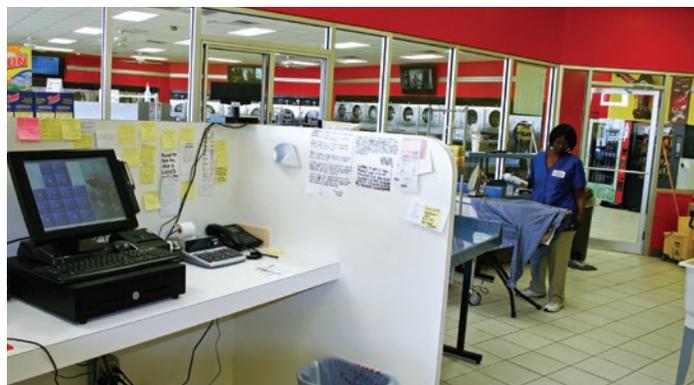
There is ample free parking in front of Speed-Brite. The store, which opened in November of 2010, has automatic sliding doors and two entrances, one that offers direct access to the self-serve laundry area and the other to the

“We’re in this for the long haul and convinced that this operation can only become bigger and more profitable as the years go by.”

— Jeff Camden



The partners can monitor the store from 16 different camera angles using a smart phone or computer at any time and from any remote location. INSET: Select washers and dryers accept both coins and credit cards at the Speed-Brite Laundry.



Express area. The non-skid tile floor is easy to maintain and the store features extra-wide aisles, a children's play area and a separate, behind-the-glass space where the attendants work when they're not on the floor helping customers.

The store operates with a total of four employees, including three attendants and an after-hours cleanup person. The bright, well-lighted and highly visible store is monitored from 16 in-store security-camera positions and — by utilizing smart phones — Jeff and Mark can keep an eye on store operations at any hour and from any location.

"Mark and I are setting our sights pretty high in this business," Jeff declared. "We're in this for the long haul and convinced that this operation can only become bigger and more profitable as the years go by. Right now is a challenging time for most small business people, but we believe it's also the best time to step forward and make commitments. The future winners will be those who acted while others held back."

## The Maytag Mix

**25** Maytag® 18-lb. Washers:  
\$2.50 a load (\$2.75 Super Cycle)

**11** Maytag® 35-lb. Washers:  
\$4.50 a load (\$5.00 Super Cycle)

**8** Maytag® 60-lb. Washers:  
\$6.50 a load (\$7.25 Super Cycle)

**4** Maytag® 80-lb. Washers:  
\$8.50 a load (\$9.25 Super Cycle)

**19** Maytag® 30-lb. Stack Dryers  
25¢ for 5 minutes of dry time

**8** Maytag® 75-lb. Stack Dryers  
\$3.50 to start, add 25¢ for 2 minutes

Maytag® ENERGY ADVANTAGE™ products give you the power to **EARN MORE** with every cycle.



MHN30PD/PR



MFS18/25/35PD

MAYTAG® COMMERCIAL LAUNDRY OFFERS A COMPLETE LINE UP OF ENERGY-SAVING SOLUTIONS. **DEPEND ON IT.**



Maytag's TurboWash™ System delivers outstanding cleaning performance. It uses specially designed spray baffles and tumble patterns that provide more cleaning power while using less water.

**MAYTAG® COMMERCIAL ENERGY ADVANTAGE™ HIGH-EFFICIENCY FRONT-LOAD WASHER**

- Save up to 60% yearly on water, energy and sewer costs compared to conventional top-load washers\*.
- High-speed extraction cuts drying time (as high as 1,000 RPMs).
- Debit card compatibility.
- Revenue enhancing Super Cycle option.
- TurboWash™ System delivers better cleaning with less average water use per cycle.
- Front control panel with 22° angle for easy viewing.
- Design meets ADA accessibility guidelines with optional pedestal.
- ENERGY STAR® and CEE Tier III qualified.

\* Maytag® Commercial front-load washer compared to commercial top-load washer. Individual savings may vary.

**MAYTAG® COMMERCIAL ENERGY ADVANTAGE™ SOFT-MOUNT FRONT-LOAD WASHERS**

- Innovative TurboWash™ System delivers better cleaning with less average water use per cycle.
- Soft-mount suspension eliminates the need for machine bolt-down; no special floor depth is required.
- High speed spins reduce dry times.
- Debit card compatibility.
- Revenue enhancing Super Cycle options.
- Available in 18-, 25- and 35-lb. capacities to fit your needs.
- MFS18/25PD models are ENERGY STAR® qualified to cut energy costs and maximize profits.
- Inverter drive technology offers better efficiency and longer life.
- Accu Trac® audit system uses a PDA to communicate with the microprocessor controls.

## WASHERS



**UP TO  
\$500  
REBATE†**

MFR18/25/30/40/50/60/80PD

### MAYTAG® COMMERCIAL ENERGY ADVANTAGE™ RIGID-MOUNT FRONT-LOAD WASHERS

- Innovative TurboWash™ System delivers better cleaning with less average water use per cycle.
- Revenue enhancing Super Cycle options.
- Available in 18-, 25-, 30-, 40-, 50-, 60- and 80-lb. capacities to fit your needs.
- MFR18/25PD models are ENERGY STAR® qualified to cut energy costs and maximize profits.
- Inverter drive technology offers better efficiency, longer life and quieter operation.
- Accu Trac® audit system uses a PDA to communicate with the microprocessor controls.
- Extra-large door and drum openings allow quick, easy loading and unloading.

All models available in coin and card reader options.

## DRYERS



**\$300  
REBATE†**

MLG33PD

### MAYTAG® COMMERCIAL ENERGY ADVANTAGE™ MULTI-LOAD STACK DRYER

- Saves up to 25%\*\* in energy and utility costs, and dries in same time as competition.
- The lowest-BTU dryer on the market with improved insulation for greater efficiency, and same fast dry times you expect.
- Accu Trac® audit system uses a PDA to communicate with the microprocessor controls.
- Axial airflow design provides fast, efficient drying with greater clothing care.
- ThermoGuard™ System helps prevent laundry overheating.
- Two drying pockets fit in the floor space of one.

\*\* Based on comparison between Maytag® MLG33 and Maytag® MLG32.

† Maytag® Factory Rebate program effective from 9/1/11 through 10/15/11 on select multi-load products. Available from participating Maytag® Commercial Laundry Distributors in the United States and Canada. Rebate amounts vary by product type. Contact your Distributor for complete details.



**UP TO  
\$250  
REBATE†**

MDG31/51/77PD

### MAYTAG® COMMERCIAL ENERGY ADVANTAGE™ MULTI-LOAD DRYERS

- Maytag's most efficient multi-load dryer.
- Available in 30-, 50- and 75-lb. capacities to fit your needs.
- Accu Trac® audit system uses a PDA to communicate with the microprocessor controls.
- Extra-large door and drum openings allow quick, easy loading and unloading at waist height.
- Advanced Computer Trac® controls make operation simple.
- ThermoGuard™ System helps prevent laundry overheating.



# GO



## SAVE UP TO **60%\*** ON ENERGY COSTS WITH NEW MAYTAG® HIGH-EFFICIENCY FRONT-LOAD WASHERS!



### ENERGY STAR® Qualified

Maytag® ENERGY ADVANTAGE™ high-efficiency front-load washers can save you up to 60% yearly on water, energy and sewer costs.\*

Consortium  
for Energy  
Efficiency

### 2011 CEE Tier III Rated

Maytag® MHN30 washers are 2011 CEE Tier III rated, the highest level of energy and water efficiency, according to the nonprofit Consortium for Energy Efficiency (CEE).



### 5-Year Parts Warranty

Maytag's exclusive extra-protection 5-year limited warranty\*\* on all parts is the best in the business — and it provides added peace of mind for your equipment investment.

\*Maytag® Commercial front-load washer compared to commercial top-load washer. Individual savings may vary.

\*\*See warranty for complete details.



MODEL MHN30PD

# CONSIDER THIS NEW PRODUCT **STACKED.** AND VERY MUCH **IN YOUR FAVOR.**

**INTRODUCING THE ULTIMATE LAUNDRY PAIR.** The all-new Maytag® stack washer/dryer delivers the same energy efficiency and capacity as our side-by-side units. The sleek, compact design takes up half the floor space as a conventional washer and dryer pair so you can double your profit potential. Available in microprocessor coin-drop and card reader-ready payment systems, the Maytag® stack washer/dryer is certain to change the way you look at laundry.



**ENERGY STAR®** qualified and CEE Tier III rated. Saves up to 60%\* on energy costs.



Ultra-convenient supply dispenser automatically adds detergent, bleach and softener.



Easy-to-use Computer Trac® controls provide unsurpassed pricing flexibility.

- Revenue enhancing Super Cycle option.
- Heavy-duty door hinge.
- Convenient, front serviceable design.
- Single payment system; coin-drop or card reader-ready.
- Factory-installed pedestal.



**WHAT'S INSIDE MATTERS™**



\*Maytag® Commercial front-load washer compared to commercial top-load washer. Individual savings may vary.

MODEL MLG20PD



To find the independent Maytag® Commercial Laundry Distributor serving your area, visit [MaytagCommercialLaundry.com](http://MaytagCommercialLaundry.com) and click the "Distributor Locator" link.

## FACTORY REBATES UP TO \$600.00 ON SELECT MAYTAG® COMMERCIAL MULTI-LOAD EQUIPMENT!

Contact your Maytag® Commercial Laundry Distributor for complete details. Rebate program effective from 9/1/11 through 10/15/11.



Scan the QR Code with your mobile device to learn more about Maytag® Commercial Laundry products.



# INTEREST ONLY PAYMENTS\* ON MAYTAG® COMMERCIAL LAUNDRY EQUIPMENT

**ASK ABOUT  
12 MONTHS  
SAME AS  
CASH!**

Now is a great time to upgrade to new Maytag® Commercial washers and dryers. Act now for Interest Only Payments, the best warranty in the business and significant utility savings that can put more money in your pocket month after month.

**Contact your local Maytag®  
Commercial Laundry Distributor  
or call U.S. Capital Corporation at  
1-866-374-0722 for complete details.**



\*Offer subject to change without notice. Subject to credit approval. Rates may vary depending upon individual credit profile. Additional restrictions may apply.

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COMMERCIAL LAUNDRY merchandiser

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