

>BusinessGuide



Ready to **get started?**

LAVA PIU

THE SELF-SERVICE LAUNDRY **Miele**

LAVAPIÙ: a success story

LAVAPIÙ is Italian leader in self-service laundries.

It was founded through the synergy of Lavapiù's experience creating self-service laundries and Miele's worldwide leadership in the manufacture of washing systems. Lavapiù is present throughout Italy with shops and service.

A SUCCESS STORY

Since 2005 LAVAPIÙ has helped more than five hundred people to realise the entrepreneurial dream of starting their own business with broad potential for expansion. The formula developed by LAVAPIÙ, allows you to start the business without specific skills thanks to the assistance and constant tutoring provided by industry experts to ensure the achievement of established goals. This makes LAVAPIÙ a guaranteed formula for success.

THE LAVAPIÙ CLUB

When you open a LAVAPIÙ store, you join an exclusive club that provides the tools for fast and sure success. LAVAPIÙ's professionals, with the experience of opening over five hundred stores, have identified and perfected a set of useful tools and techniques for the best management of the new business. Thanks to the Club, these strengths will enable the entrepreneur to always make the right decisions, allowing him/her to achieve his/her income goals in the shortest time possible.

A TEAM OF PROFESSIONALS AT YOUR SERVICE

The LAVAPIÙ team accompanies the aspiring entrepreneur in the creation of his/her company, continually supporting him/her, both during the start-up phase and the subsequent stages of consolidation and development of the business, from the location of the store, supported by geomarketing studies, through to design and construction. During the latter part, the LAVAPIÙ job site manager is a guarantee for the proper performance of the work, optimising costs and times. Plus, the entrepreneur has a MASTER available at all times to guide him/her in making organisational and management decisions and in the use of communication and promotional tools.



The reasons **of a choice**

Opening a LAVAPIÙ self-service laundry means starting a business with a limited investment but with a high yield potential and a simple and flexible management.

START EARNING QUICKLY

Most businesses require a start-up phase that can last up to two years. The LAVAPIÙ formula allows you to start having a satisfactory income within 9 months and achieving normal results within 18 months.

MANAGEMENT INDEPENDENCE

The simplicity of managing a self-service laundry allows you to do other things or even open and manage multiple laundries simultaneously. Fifteen percent of LAVAPIÙ entrepreneurs have developed their business by opening at least one additional laundry within two years of the first. No employees are necessary, since the laundries are operated unmanned.

CHOOSE TECHNOLOGICAL EXCELLENCE

For over 100 years, the Miele brand has been the technological benchmark for laundry systems and offers a range of products that deliver unbeatable washing and drying results, cost-effective use and reliability.

JOIN AN EXCLUSIVE CLUB

For over 100 years, the Miele brand has been the technological benchmark for laundry systems and offers a range of products that deliver unbeatable washing and drying results, cost-effective use and reliability.

the success of your
selfservice laundries
is our success!



System 4Club

The 4Club System is the method offered by LAVAPIÙ that allows the future operator to open his/her new self-service laundry with complete peace of mind and maximum profit. The package is complete, a turnkey solution for the opening and management of the new business, from store design to direction of the works through to professional training and promotional activities. Every single element of the 4Club System has been carefully studied by LAVAPIÙ professionals, tested over years of experience and hundreds of laundries in Italy.



DESIGN AND STORE FURNISHINGS

- ✓ Creation and design of the LAVAPIÙ image 3D rendering of the planned furnishings
- ✓ Nr. 1 work table 160x90x85 white laminate
- ✓ Nr. 2 laundry baskets
- ✓ Nr. 3 easy chairs
- ✓ Nr. 1 pouf
- ✓ Nr. 1 inside sign (37 cm - 141 cm) with the LAVAPIÙ logo, in Plexiglas
- ✓ Nr. 2 A3-format Plexiglas instruction boards with dynamic technology for prices
- ✓ Nr. 1 die-cut sticker kit for customising machines
- ✓ Nr. 1 supply of graphic wall details
- ✓ Nr. 1 set of aluminium profiles for machine compartment
- ✓ Nr. 1 LAVAPIÙ guide folder kit with Plexiglas display stand and 500 folders
- ✓ Nr. 1 Miele detergent and use of Sanyplus decal
- ✓ Nr. 1 poster-holder with ceiling mounting kit for advertising the store
- ✓ Nr. 1 Plexiglas prohibitions sign
- ✓ Nr. 1 graphic to apply in the store with personalised website address
- ✓ Nr. 1 communication Totem 170x68 with base
- ✓ Nr. 1 institutional graphics kit with three wall posters





LAVAPIÙ ACADEMY: Professional training

- ✓ Pre-opening classroom course together with other affiliates
- ✓ Personalised course in your store during start-up conducted by a LAVAPIÙ MASTER
- ✓ Telephone support provided by the LAVAPIÙ MASTER
- ✓ On-going training support with targeted visits by the LAVAPIÙ MASTER



WORKS MANAGEMENT: Construction site manager

- ✓ Guarantees the correct execution of systems
- ✓ Optimisation of costs and installation times
- ✓ Support for the submission of paperwork to the various agencies for the necessary permits
- ✓ Support for utility requests to power the systems
- ✓ Technical surveys for the coordination of the craftsmen involved



COMPANY SUPPORT

- ✓ Use of tools for the success of the business, such as:
 - Operating Manual
 - Store promotion file
 - Format and advice for the inauguration
- ✓ Supply of 5,000 two-leaf personalised flyers
- ✓ Portfolio of services and optional products for payment (such as flyers, posters, educational material, give-aways, clothing, samples, local activities, updating washing programs, utility agreements, etc.)
- ✓ Active presence of your store on the web, ensuring visibility through www.lavapiu.com and www.lavapiu.it
- ✓ Personalised website
- ✓ Geolocalisation of the store
- ✓ On-going updating and development of high quality LAVAPIÙ Miele brand products for sale through dispensers (if purchased)
- ✓ Research and development of new products, detergents and technological updates
- ✓ Updates and optimisation of washing techniques
- ✓ On-going maintenance of dosing units



An open environment where **relaxation and savings** are at home

Today's self-service laundries attract a diverse group of customers, with families making up the majority. This makes it critical for the success of the laundry to provide a space that caters to all categories of customers yet is particularly attentive to the needs of the most representative category. In fact, the facility will not only be used by those who don't have a washing machine at home - as it could have been until recently - but also by those who want to take care of a burdensome domestic chore in a fast, pleasant and relaxing way, while obtaining excellent results at an affordable cost.

In recent years, many changes have led to a greater use of self-service laundries; today, main users are: families, singles, students and workers away from home, tourists, and especially housewives who want to wash articles that they can't handle at home (quilts, blankets, work clothing, etc.) and that they would have to pay a high price for at traditional cleaners. In addition, the long opening hours (on average from 7:00 am to 10:00 pm) provide added convenience.



Asciugatura

Lavaggio

A welcoming space to be enjoyed

The LAVAPIÙ store is a cosy and pleasant environment for both the customer and the owner who works there. Simple aesthetics and a minimal design create an informal space where the working areas are easily distinguished and the information is always clear. It is a space designed for the housewife who intends to take advantage of the washing time to run other errands in town, but also the professional working on his/her laptop, moms with children, or, finally, anyone who wants to enjoy a relaxing time with a good book or a chat.



Dispenser for the distribution of professional additives and soaps for the home



Line of professional concentrated soaps for the home

- Wool Tex**
Professional detergent for wool
- Total Tex**
Professional detergent for coloured fabrics
- Energy Tex**
Professional detergent for strong and very dirty fabrics
- Megasoft Tex**
Professional softener for all types of fabric



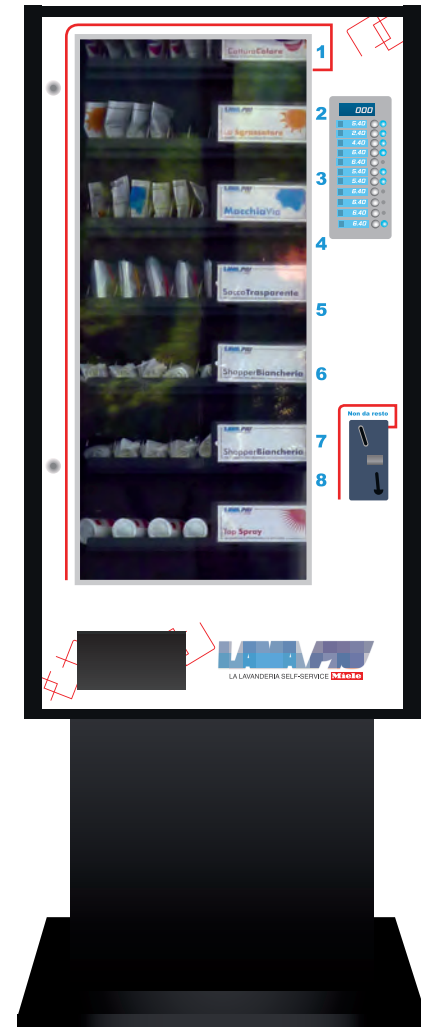
Supplements and additives for household and laundry use

- Macchia Via**
Removes difficult stains like wine, coffee, tomato, etc
- Lo Sgrassatore**
Specifically for removing oil and grease
- Cattura Colore**
Limits the transfer of colours
- Pre Spray**
For the pre-treatment of stains
- Super Bianco**
Bleach Powder
- Piuma Soft**
Prevent collapse of natural plumage



Totes and Clear Bags

- LAVAPIÙ laundry tote**
For carrying your laundry
- Non-woven fabric tote**
For carrying your laundry
- Shopper PVC**
For carrying your laundry everyday
- Clear LAVAPIÙ bag**
For packaging quilts and blankets



Smartline automatic pay



SIMPLICITY AND ELEGANCE FOR THE MANAGEMENT OF YOUR SELF-SERVICE LAUNDRY

The SmartLine automatic pay station was designed for LAVAPIÙ operators in order to offer the self-service laundry market a centralised pay station of superior quality at an extremely competitive price.

It allows you to manage up to 12 washing machines and dryers. For each of the 12 programs available, it offers the choice of payment with cash (coins or banknotes) or cards. All operations are extremely simple and intuitive thanks to the messages on the large display, which guide the user, and 4 function keys, which change their function depending on the context.

The SmartLine automatic pay station provides great payment flexibility, with either cash or card, thanks to the peripherals installed.

PERIPHERALS INSTALLED

- ✓ RM5 electronic coin mechanism
- ✓ NV9 banknote reader
- ✓ Microchip card reader
- ✓ Multi-coin hopper
- ✓ SD card

OPTIONS

- ✓ Card distributor
- ✓ Flange

DIMENSIONS (mm)

- ✓ 605 x 764 x 261



Smartline PROFESSIONAL automatic pay station



INTERACT WITH YOUR PAY STATION WHEREVER YOU ARE

- 1 Pay station management via GSM MODEM
- 2 Management via NETWORK CONNECTION
- 3 Management via LogMeln software

A WORLD OF SERVICES MADE SPECIFICALLY FOR YOU

Smartline Professional is a latest-generation automatic pay station designed and built specifically for Lavapiù self-service laundries.

It allows you to quickly and easily manage up to 40 washing machines and dryers. Its innovative design, touch interface and many features make SmartLine PROFESSIONAL a valuable ally for both the operator and end-user: the operator can easily expand his/her business while the user gains in speed and convenience. SmartLine PROFESSIONAL offers maximum management freedom: remote programming, App for Android devices, messaging service via e-mail or SMS. The QR Code reader also allows you to manage targeted pricing policies such as discounts, bonuses and promotions.

MAIN FEATURES

- ✓ Simple and intuitive user interface with convenient 17" vandal-proof touch screen
- ✓ USB port for importing and exporting accounting data, configuration parameters and all pay station events
- ✓ Distribution of microchip cards for cashless payment
- ✓ Possibility of payment with cash or card
- ✓ Dispensing change

OPTIONS

- ✓ Integrated QR Code reader for managing large-scale promotional campaigns, dispensing discounts and increasing profitability and customer loyalty
- ✓ Optional thermal printer for printing receipts with integrated QR Code
- ✓ GSM control system
- ✓ Printer with cutter

DIMENSIONS (mm)

- ✓ 596 x 662 x 337



Miele technological excellence

MIELE: THE BEST TECHNOLOGY FOR A PERFECT WASH

For over 100 years, Miele machines have offered unmatched and guaranteed high quality standards.

Miele washing machines and dryers are designed to obtain, in total safety, the best results for each type of garment, from delicate to the most difficult to treat articles such as quilts, jackets and work clothing. The unique honeycomb drum and special programs respect fibres and are also ideal for those delicate wool and silk garments that require excessively expensive treatments at specialised dry cleaners that are not possible with household washing machines.

Miele technology is a point of reference that represents a SAFETY for the operator and a GUARANTEE for the end-customer.

EXCELLENCE IN RESEARCH & DEVELOPMENT

Miele's Research & Development Division has designed a line of machines and dedicated programs with the objective of guaranteeing an excellent wash and the long life of each individual component, while ensuring low operating and maintenance costs, without unnecessary waste of water and energy, with a view of respecting the environment.

SMALL CONSUMPTION, BIG RESULTS

Detergents, sanitisers and softeners are dosed automatically by the machines based on pre-selected programs to optimise washing results and minimise waste. All the customer has to do is choose the program best suited to their laundry.

MODULAR SYSTEMS

The systems have been specifically designed for maximum modularity and are designed to be integrated quickly and easily with other equipment, with low additional investment, to expand the business. Together, Lavapiù and the operator will choose the most suitable technological solution, based on the capacity of the space and the customer potential of the area. With a capacity ranging from 7 to 20 kg for washing machines and from 15 to 18 kg for dryers, each system is able to meet all laundry needs, from minimum loads to particularly bulky items such as blankets and quilts.

GUARANTEED HYGIENE

During each wash, the washing machines use special sanitising products that constantly ensure maximum cleanliness and safety..



Miele washing machines



◀ **PW 6065 Plus**
SmartLine

**The photo shows the machine alone,
without special LAVAPIÙ outfitting*

CHARACTERISTICS

- ✓ Power AC 220 Volt 50 HZ
- ✓ Load capacity 7 kg
- ✓ Spin speed 1400 rpm
- ✓ G factor 526
- ✓ Hot and cold water connection
- ✓ Hot water control
- ✓ AV drain

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Miele raised baseboard UG 5005
- ✓ Four-doser dispensing group
- ✓ LAVAPIÙ electronic dosing
- ✓ Special self-service laundry programs
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station



◀ **PW 6080 Plus**
SmartLine

**The photo shows the machine alone,
without special LAVAPIÙ outfitting*

CHARACTERISTICS

- ✓ Power AC 220 Volt 50 HZ
- ✓ Load capacity 9 kg
- ✓ Spin speed 1300 rpm
- ✓ G factor 370
- ✓ Hot and cold water connection
- ✓ Hot water control
- ✓ AV drain

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Miele raised baseboard UG 6008
- ✓ Four-doser dispensing group
- ✓ LAVAPIÙ electronic dosing
- ✓ Special self-service laundry programs
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station



← **PW 5105 Plus**
SmartLine

**The photo shows the machine alone,
without special LAVAPIÙ outfitting*

CHARACTERISTICS

- ✓ Power AC 220 Volt 50 HZ
- ✓ Load capacity 11 kg
- ✓ Spin speed 1100 rpm
- ✓ G factor 370
- ✓ Hot and cold water connection
- ✓ Hot water control
- ✓ AV drain

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Miele raised baseboard UG 5010
- ✓ Four-doser dispensing group
- ✓ LAVAPIÙ electronic dosing
- ✓ Special self-service laundry programs
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station



← **PW 6137 Lavapiù**
SmartLine

**The photo shows the machine alone,
without special LAVAPIÙ outfitting*

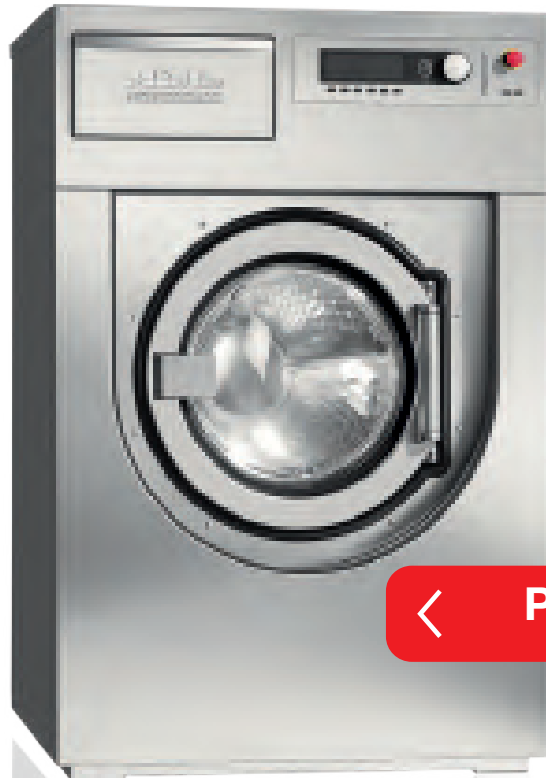
CHARACTERISTICS

- ✓ Power AC 3N 380 Volt 50 HZ
- ✓ Load capacity 14 kg
- ✓ Spin speed 1100 rpm
- ✓ G factor 400
- ✓ Hot and cold water connection
- ✓ Hot water control
- ✓ AV drain

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Miele raised baseboard UG 6013
- ✓ Six-doser dispensing group
- ✓ LAVAPIÙ electronic dosing
- ✓ Special self-service laundry programs
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station

Miele washing machines



◀ **PW 6167**
SmartLine

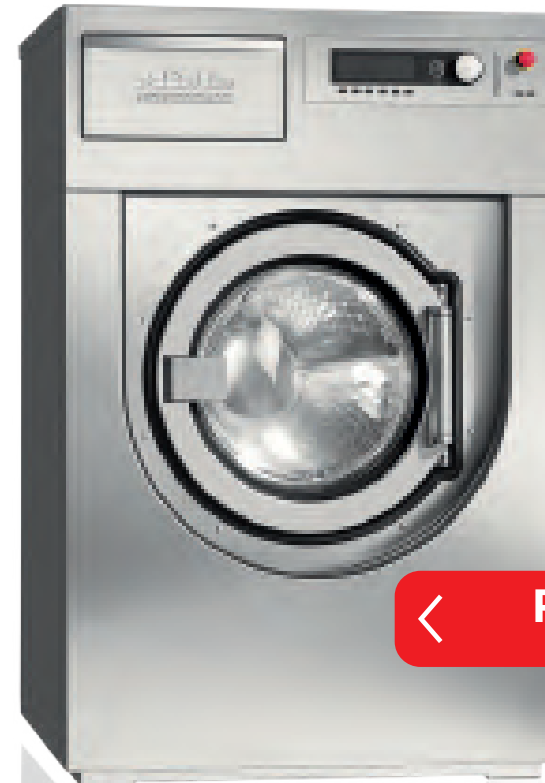
**The photo shows the machine alone,
without special LAVAPIÙ outfitting*

CHARACTERISTICS

- ✓ Power AC 3N 380 Volt 50 HZ
- ✓ Load capacity 16 kg
- ✓ Spin speed 1150 rpm
- ✓ G factor 500
- ✓ Hot and cold water connection
- ✓ Hot water control
- ✓ AV drain

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Six-doser dispensing group
- ✓ LAVAPIÙ electronic dosing
- ✓ Special self-service laundry programs
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station



◀ **PW 6207**
SmartLine

**The photo shows the machine alone,
without special LAVAPIÙ outfitting*

CHARACTERISTICS

- ✓ Power AC 3N 380 Volt 50 HZ
- ✓ Load capacity 20 kg
- ✓ Spin speed 1100 rpm
- ✓ G factor 460
- ✓ Hot and cold water connection
- ✓ Hot water control
- ✓ AV drain

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Six-doser dispensing group
- ✓ LAVAPIÙ electronic dosing
- ✓ Special self-service programme
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station

Miele Dryers



< **PT 8301 Slim**
SmartLine

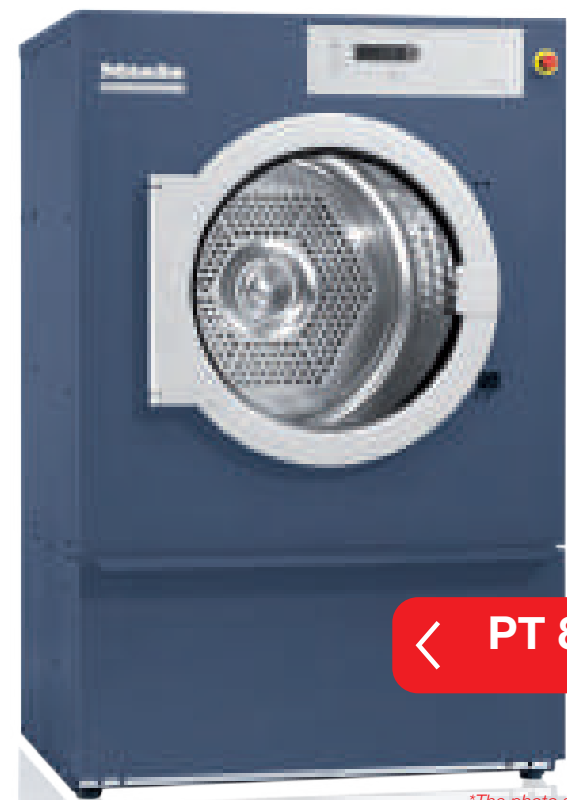
CHARACTERISTICS

- ✓ Power AC 3N 380 Volt 50 HZ
- ✓ Load capacity 15 kg
- ✓ Drum volume 300 litres
- ✓ Galvanised Steel Basket
- ✓ Fume vent system
- ✓ Electric/gas heating
- ✓ Time program with 4 temperatures
- ✓ Cool-Down at end of cycle
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Miele covering baseboard SB8301/3
- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station

**The photo shows the machine alone, without special LAVAPIÙ outfitting*



< **PT 8331 Slim**
SmartLine

**The photo shows the machine alone, without special LAVAPIÙ outfitting*

CHARACTERISTICS

- ✓ Power AC 3N 380 Volt 50 HZ
- ✓ Load capacity 18 kg
- ✓ Drum volume 330 litres
- ✓ Stainless Steel Basket
- ✓ Fume vent system
- ✓ Electric/gas heating
- ✓ Air-Recycling System
- ✓ Time program with 4 temperatures
- ✓ Cool-Down at end of cycle

SPECIAL LAVAPIÙ OUTFITTING

- ✓ Size and program stickers
- ✓ Cable and socket for connection to a central pay station

LAVA PIU

THE SELF-SERVICE LAUNDRY **Miele**

www.lavapiu.com