



## Genius Control Part 1 Customer-Facing, Vended Capabilities



What makes the Genius Washer control better than other vended washer controls on the market?



[Check it out!](#)

### 1) A Large Touchscreen Interface

The 10-inch user touchscreen interface is the largest in the industry. It looks cool, is user friendly, displays up to three languages and is scratch/water/impact resistant. Customers love it! Store owners love it!

### 2) Customizable Cycle Options

It offers one, two, four, six or eight displayed primary cycle options, with each one being customizable in name, language, icon display, time, temperature and cycle function. That means storeowners can tweak the programs to appeal to their market and rename them. I know a laundry owner in Fargo, N.D., who designed a dedicated "Hockey Wash" cycle specifically for cleaning hockey gear — no surprise, since hockey is huge in Fargo! This is just one example of the creative possibilities available with custom cycle programmability. Customers appreciate having cycle options tailored to their needs, and the flexibility to create cycles means laundries everywhere can cater to what's popular in their own communities.

### 3) Customizable "Extra" Add-Ons

The control also features seven customizable add-on "Extra" cycles with up to four assignable combinations to each primary cycle. These "Extras" add to vend price, which increases store revenue significantly. Superwash, Extra Spin, Extra Rinse and Extra Sanitizing Rinse (Ozone) are some of the options. The Sanitize add-on allows owners to automatically add ozone into a cold water rinse every time that option is selected — a great way to monetize ozone sanitization. Typically, owners report that customers add an "Extra" over 30 percent of the time.

### 4) Create and Customize Cycles

Storeowners can import icons from the control library and customize cycle names and descriptions in multiple languages. Once again, this allows owners to effectively market and communicate with their customer at the point of sale.

### 5) Option to Add Advertisements or Instructions

The control's 10-inch display can be used to display advertisements and instructions. I know owners who advertise their wash-dry-fold service and in-store promotions, for example.

### 6) Auto Injection Capability

The GS Series Washers and Genius control have automatic chemical injection capability as a standard feature. This means the washers can automatically inject store provided detergents, color-safe brighteners and softeners of your choice as part of some or all your primary cycle selection options. A new Genius feature enhancement now gives store owners and customers a cleaning product menu shopping choice, to select to use their own products or the stores products which are conveniently delivered to their load at the appropriate time — offering unmatched value and savings to the consumer and outstanding additional revenue to the storeowner. Many store owners use this capability with large capacity washers to eliminate the hassle and time involved in lugging and loading cleaning products. The auto injection feature is also a quality and cost control assurance feature for wash-dry-fold and commercial work ensuring the right products are delivered at exactly the right time and quantity removing attendant error.

### 7) Ability to Switch Between Vended and Commercial Modes

Finally, the Genius control can be placed into commercial mode with more sophisticated programming and cycles for processing wash-dry-fold and commercial laundry orders. So, it can switch from a vended, self-service user interface and programming to a commercial, attendant-facing user interface and programming.



[See it in Action](#)

*Check out my next blog for more!*

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