



Genius Control Part 2

Attendant-Facing, Wash/Dry/Fold Capabilities

Q We know the Genius Control in a vended laundry setting offers a myriad of programs and benefits to the store owner and customer. But what makes a Genius Control special when attendants are doing full-service laundry, either wash/dry/fold, residential pickup and delivery orders or commercial laundry?

A The control is unlike anything else. Check out the following:

1. First, the control can switch into commercial mode with sophisticated programming for processing full-service laundry. This is important because the typical vended washer control doesn't offer the sophistication to remove the oils and stains found in spa, salon, vacation rental or food and beverage linens.
2. Second, using the commercial mode, it's simple to setup programs with much higher water temperatures, longer soaks, higher or lower spins, automatic chemical injection and the use of ozone sanitization. This allows owners to process more sophisticated laundry orders for higher paying accounts.
3. Third, categorizing commercial programs is also easy. Programs can be set up by item type: sheets, towels, duvet covers, quilts, drapes, salon capes, scrubs, etc. Plus, operation is simple and consistent every time. Just load, enter the program number and press start. The washer does the rest.
5. Finally, once full-service loads are washed, Genius Washers can be switched back to vended programming with a customer-facing user interface. No other washer on the market can do this. Genius is state-of-the-art.



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Q Besides Genius Washers, what other equipment is critical for processing full-service work?

A Dryers and flatwork ironers. Dryers, of course, are necessary, but a vended dryer's programming usually works great for commercial work. No need to change programming, just be certain you have enough drying capacity to get everything done. The other piece of equipment that gives owners a huge advantage is a flatwork ironer. This allows you to perfectly iron bed and table linens so you can take on more complex accounts. A flatwork ironer requires about 200 square feet of space. If you're short on space, consider expanding into a building dedicated to processing full-service work.



[Tips for Maximizing Out Full-Service Work & Boosting Revenue](#)

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