

# HK Laundry News

February 25, 2016

Dear Karl,

HK offers a monthly, quick 5 minute Newsletters to inform our customers and prospective customers of [important industry topics](#), [up-coming events](#), [industry news](#) and [HK Special Promotions](#). We have also changed the format of our newsletters to a single column for easier reading on all devices.

## **"It is Better to Burn-out then it is to Rust"**

- Neil Young

**Have you ever been driving along in your car and seen an accident happen right in front of you.** You probably you were driving along minding your own business when you saw 2 cars on a collision course. You have the time and perspective to recognize that there is going to be an accident, even before it actually happened. Time seems to slow down and you saw the two cars on an intersecting course and there was nothing you could do but witness the event. And all you wanted to do is yell at the 2 drivers to watch out ! Bang !!!

**There is nothing worse than a Laundromat in slow decline.** It is like a slow motion death, but the owner never sees it happening. As a distributor I see the 2 extremes of Laundromats. There is the well managed, well operated Laundromats where everything is in place, everything is working like a top and the owner is looking to make their store better in every way. That well oiled Laundromat is slowly increasing its business year after year. It is gaining market share (slowly) each and every day.

**The slacker operator is just treading water.** We call these operators the "milkers", because there are milking all of the profits out of their store and putting nothing back. Sure I grant you that maybe all of the machines operate, but the store look terrible. There are cobwebs in the ceiling, dust everywhere and it has been at least 10 years since the walls have seen a coat of paint. These are the stores where there are always some light bulbs out and there is always dust on the ceiling fans. These stores are in decline. Year after year the store is keeping the same or declining revenue. This is a store that is losing market share to its competitor. This is the operator who blames his competition for the decline in his business.

**Wake up and take control.** You may not see the accident coming - but it certainly will happen usually sooner rather than later. You as a Laundromat owner are in control of your destiny. Do not allow your competitor to take away your customers. Fight back by investing time, energy and money to combat the decline and reverse your slipping revenues. Is this going to be easy? NO. Will it take effort, Yes. Is the energy required worth the reward? Yes. You are the only one who can make this happen.

**Frankly now is the time to act.** As my father says all the time; "\$hi# or get off the pot". Either spend the time and the energy to fix up your store or sell the business. Invest the time & the energy to operate the best possible Laundromat or sell it while there is still time on your lease and you can get a good dollar for your store. Now is the time to turn your Laundromat around or burn the idea of operating Laundromats. Don't let your store rust into oblivion. If you do not have the energy to put into your store, give me a call, I have customers all the time looking to get into the Laundromat business who will pay top dollar.



**A Laundromat treading water - and loosing.**

**Fun Stuff ...**



Save the Date ... April 13th - Wednesday ... Norwalk, CT

# TOP 10

## reasons to go to the "2016 HK Spring Sales Extravaganza":

1. The best equipment in the business – Huebsch Washers & Dryers
2. Lowest prices of the year on everything.
3. Free Gas Card\*
4. Many Coin Laundry Industry Exhibitors
5. WIN a Free 22 lb. Washer & Giveaways Every Hour!
6. Mfg. Booths – All Vendors' have Show Discounts
7. Industry-leading Huebsch & CLA Guest Speakers
8. Award-winning Huebsch Distributor
9. We Care – Over 40 Years a family-owned business
10. Expert Planning and Design Services

  
**HK Laundry Equipment**  
Uncompromised Quality Since 1967

Save the Date  
April 13<sup>th</sup>

One Day Only – SHOW & SALE!



\* Over 100 mi. ....\$50 pre-paid gas card  
Over 75 mi. ....\$35 pre-paid gas card  
Over 50 mi. ....\$25 pre-paid gas card

Best Equipment • Lowest Prices • Pre-paid Gas Card



Many Coin Laundry Industry Experts  
Bring your problems and ideas to discuss.

Grand Prize Winner - North Mallin's  
Huebsch Frontload Washer



Exhibitors & Reps • WIN Prizes! • Mfg. Discounts



Katherine Rowen, Huebsch  
Brian Williams, CLA



Guest Speakers • Free Lunch & Networking

**HK Laundry Equipment and Huebsch  
Partnering with Laundromat Owners to  
Help Build Your Business, Future & Success!**

**DAY:** Wednesday

**DATE:** April 13, 2016

**TIME:** 10:00 AM - 4:30 PM

**PLACE:** Double Tree Hilton Hotel  
789 Connecticut Ave.  
Norwalk, CT 06854

**RSVP:** Toll Free: 800-229-4572

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*The Laundry Experts*

Visit HK online:  
hklaundry.com  
hkparts.com

  
**HK Laundry Equipment**  
Uncompromised Quality Since 1967

HK Parts Specials:



### Overlay for Huebsch Stack Dryers

List Price \$ 37.19

**HK Special Pricing \$ 17.99**



### Rollers for Huebsch / Speed Queen Dryers

List Price \$ 31.51

**HK Special Pricing \$ 16.98**

Call **Anthony** at **1-800-229-4572** or  
email [anthony@hklaundry.com](mailto:anthony@hklaundry.com)  
to take advantage of these  
Weekly Parts Specials.



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HK is a family run business that has been providing "Un-Compromising Quality since 1967". That is 48 years of trust, respect, and loyalty to our customers. HK Newsletters is our forum to help educate our customers on important topics in the Laundry Industry. HK is committed to educating newbies and veterans alike. Please let us know how we are doing and (obviously) if there is any topic or subject you would like to know more about, please email me at [karl@hklaundry.com](mailto:karl@hklaundry.com).

**Best Regards,**

[Karl Hinrichs](#)  
[HK Laundry Equipment Inc.](#)

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