



# EXPRESS

## Preparing for Clean '09

By Kevin Hietpas, Director, Sales & Marketing

The final count-down is on for this year's Clean Show. We hope you will make booth #4047 your first stop at this year's show. While not located directly beyond the registration area this year, our booth is well-positioned at the intersection of two of the show's main aisles.

With the current economic uncertainty we have heard comments about companies scaling back their presence at this year's show, and the possibility of light-than-usual attendance. Here at Dexter we will continue to take a long-term view of our business, including this show. Our best customers are those who take time to do their homework, and understand that they are making a serious

investment in the equipment they are counting on to provide them with outstanding long-term performance – a "value investor" so to speak. Customers who are serious about their business will still attend shows like this one, and we want them to see us at our best, with everything Dexter has to offer. That is what they (and you) will see at this year's show.

If you have customers attending this year's show who have questions or suggestions for us, please let them know that we welcome their input. It was customer input from the last show in Las Vegas that encouraged us to increase the door sizes and coin vaults on our larger washer models.



Customers told us that they loved their machines, but that these were areas when we could help them even more. We listened, and we will continue to listen.

We hope you find this issue of EXPRESS informative, and we look forward to seeing you in New Orleans.



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## Dexter Financial's Popular "Triple Zero" Financing Offer Back by Popular Demand!

In order to support your sales efforts this spring we are pleased to announce that Dexter Financial's popular "Triple Zero" Financing promotion has returned.

"Based on overwhelming demand from laundry owners from across the U.S., we are pleased to be able to bring back this popular promotion," said Leo Frazier, Director of Dexter Financial Services. "We continue to see significant interest from laundry owners in regards to the tax incentives for equipment investments in 2009, and we are pleased to offer a program that allows owners the opportunity to take advantage of these tax incentives with essentially no out-

of-pocket cost. This promotion is an excellent way for store owners to remodel an existing location or build a new store with new Dexter washers and dryers without depleting their cash or other funding sources."

This promotion features no monthly payments for six months. Full principal and interest payments begin in month seven, with interest calculated at the prevailing interest rate which the borrower would normally qualify for under Dexter Financial Services fixed-rate promissory note program.

For further details on this program or to download an

application, please visit [www.dexterfinancial.com/promotions](http://www.dexterfinancial.com/promotions).

Applications on this program are being accepted through June 30, 2009, so now is a great time to promote this great financing offer to your customers. If you would like assistance in putting together postcards, flyers, invoice stuffers or other promotional materials please feel free to contact Dexter Marketing Manager Kim Ritter at [marketing@dexter.com](mailto:marketing@dexter.com).

**Get New Dexter Equipment & Pay Nothing!\***

- \$0 Down Payment
- 0% Interest for First 90 Days
- 0 Payments for First 180 Days

Now is the perfect time to replace your old, worn-out equipment with new great looking, energy efficient & long lasting Dexter washers and dryers!

Dexter Financial is proud to offer a new laundry equipment financing promotion offering: 0% interest for first 90 days, 0 Payments for first 180 days and \$0 down payment for qualified buyers!

\*Triple Zero Program features no monthly payments for six months. Full principle and interest payments begin in month seven, with interest calculated at the prevailing interest rate which the borrower would normally qualify for under Dexter Financial Services fixed-rate promissory note program - currently at: low as 8.99% for qualified applicants. For complete details visit [www.dexterfinancial.com/promotions](http://www.dexterfinancial.com/promotions). For finance applications received 3/1/09 to 6/30/09, installation must be complete by 8/30/09. To learn more about the complete range of Dexter washers & dryers or to find your nearest Dexter authorized distributor visit [www.dexterlaundry.com](http://www.dexterlaundry.com).

**Triple Zero Program Terms**

- No Application Fee (nominal documentation fee)
- No security deposit
- Contract lengths up to 84 months
- Financing available up to 80% of manufacturer list price
- Non-refundable finance and documentation fee
- Automatic debit from monthly payments
- Minimum finance charge
- New equipment only or, if not, however accepted
- Certain limitations
- Equipment purchased from 75% Dexter authorized manufacturer
- Equipment subject to manufacturer's return policy
- Application subject to credit review
- Contract length up to 84 months
- Financing available

**Triple Zero Program Rate Schedule**

Amount Financed	Note Terms (Months)		
	36-60	72	84
\$10,000 - \$74,999	9.99%	NA	NA
\$75,000 - \$149,999	9.49%	9.49%	NA
\$150,000 - \$299,999	9.29%	9.29%	9.29%
\$300,000 +	8.99%	8.99%	8.99%

Now is the perfect time to replace your old, great looking, energy efficient & long lasting Dexter washers and dryers!

**Get New Dexter Equipment & Pay Nothing!**

"Triple Zero" is Back!

- \$0 Security Deposit
- 0% Interest for First 90 Days
- 0 Payments for First 180 Days

Dexter is making it easier than ever to update your laundry with great-looking, long-lasting, energy-saving Dexter washers & dryers!

**Western State Design**  
2009 Dexter Distributor of the Year  
2007 #1 Dexter Distributor Worldwide  
800-633-7163 ext. 301  
Your West Coast Source for Equipment Sales, Parts, Service, Laundry Design, Financing and Installation

**Southern CA**  
Call Tammi Hane  
1-800-688-1188 x 207

**AK, WA & Western ID**  
Call Rick Hall  
1-800-633-7163 x 102

**Oregon & SW Washington**  
Call Jim Wright  
1-800-633-7163 x 103

**Northern California & Nevada**  
Call Bryan Maxwell  
1-800-633-7163 x 316

**California Central Valley**  
Call Karl Anshel  
1-800-633-7163 x 218

**Arizona & Southern Nevada**  
Call Scott Harrington  
1-800-633-7163 x 218



**DEXTER**  
**FINANCIAL**

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\$300,000 +	8.99%	8.99%	8.99%

### Triple Zero Program Terms

- No application fee (nominal documentation fee)
- No security deposit
- Contract lengths up to 84 months
- Financing available up to 100% of manufacturers list price
- Non-refundable finance commitment fee and documentation fee required \*\*
- Automatic debit from checking account for monthly payments is required
- Minimum finance amount \$10,000
- New equipment purchases only
- No prepayment penalty for full prepayment of note; however partial prepayments not accepted
- Certain limitations and restrictions apply
- Equipment package must consist of 75% Dexter equipment
- Equipment packages containing non-Dexter manufactured washers (including top-loaders), dryers and/or card systems are subject to \$20,000 minimum finance amount and higher interest rates
- Applications must include personal financial statement, two years tax returns, three months bank statements, underwriting questionnaire, proforma for deals over \$75,000, and any other information DFS may require
- Valid only in the United States.
- Subject to credit approval

\*\* Commitment fee includes documentation fee plus payment #1, which is applied at the time of first payment (after 180 days)

Now is the perfect time to replace your old, worn-out equipment with new great looking, energy efficient & long lasting Dexter washers and dryers!



## We Mean Big!! Dexter Introduces New Big Door Washers and Increased Washer Capacities

We are very excited to present the improved line-up of Dexter washers for 2009! We've kept the great look and exceptional reliability & performance that customers expect from Dexter and made them even better in a number of key areas.

### New Capacity Designations

We have retested and increased the capacity ratings on most models. This was done to make it easier for you in preparing quotations for customers, as well as to make it easier for customers to compare "like" models with the competition. Listed on the next page is a cross reference for our models.

### Feature Improvements on Large Capacity Models

To go along with the increased capacity ratings, we have also increased the size of the door opening by 59% on our updated 50lb T-750, 80lb T-900, & 80lb





T-1200 models. At a 19 1/4 wide and with the door opening a full 180 degree opening capability, Dexter's new big doors are the largest available in our industry. The larger opening will make these models easier for customers to use, and will help store owners command higher vend prices. In addition to the larger door opening, these same large capacity models will also feature a new larger coin vault. This vault will accommodate the largest coin boxes currently available, and will accommodate 20% more quarters, making collections less frequent and more profitable.

"The larger openings will make these models easier for customers to use and will help store owners command higher vend prices – a true WIN-WIN," said Kevin Hietpas, Director of Sales and Marketing for Dexter Laundry. "In addition to the larger door opening, these same large capacity models feature a new, larger coin vault. This increased sized vault accommodates the largest coin boxes currently available, and will accommodate up to 20% more quarters—making collections less frequent and more profitable for laundry owners."







## Dexter Commercial Family of Washers

 <b>DEXTER.</b> <b>LAUNDRY</b>					
CAPACITY Model	T-300 Double Load WCAD20KCS-10 WCAD20KCS-12	T-400 Double Load WCAD30HCS-12	T-600 Maxi Load WCAD40KCS-12	T-900 Mega Load WCAD60KCS	T-1200 Magnum Load WCAD80KCS
Load Size	Double Load	Triple Load	Maxi Load	Mega Load	Magnum Load
Dry Weight Capacity	20 lbs.    9.0 kg	30 lbs.    13.6 kg	50 lbs.    22.6 kg	60 lbs.    27.2 kg	80 lbs.    36.3 kg
Cylinder Diameter	21"    53.3 cm	25"    63.5 cm	25"    63.5 cm	30"    76.2 cm	30"    76.2 cm
Cylinder Depth	13.5"    34.3 cm	14.13"    35.9 cm	21.13"    53.7 cm	22"    55.9 cm	28"    71.2 cm
Cylinder Volume	2.7 cu ft    76.6 dm <sup>3</sup>	4 cu ft    113.4 dm <sup>3</sup>	6 cu ft    170.1 dm <sup>3</sup>	9 cu ft    255.1 dm <sup>3</sup>	11.5 cu ft    326 dm <sup>3</sup>



## Dexter Commercial Express Family of Washers

 <b>DEXTER</b> LAUNDRY						
	<b>T-350 Express Washer WCAD20KCS-12SZ</b>		<b>T-450 Express Washer WCAD30KCS-12SZ</b>		<b>T-750 Express Washer WCAD50KCS-12SZ</b>	
Capacity	Double Load		Triple Load		Maxi Load	
Model						
Load Size	Double Load		Triple Load		Maxi Load	
Dry Weight Capacity	20 lbs	9.1 kg	30 lbs	13.6 kg	50 lbs	22.6 kg
Cylinder Diameter	21"	53.34 cm	25"	63.5 cm	30"	76.2 cm
Cylinder Depth	13.5"	34.29 cm	13.375"	33.97 cm	16"	40.64 cm
Cylinder Volume	2.7 cu ft	76.6 dm <sup>3</sup>	3.8 cu ft	107.6 dm <sup>3</sup>	6.5 cu ft	184.1 dm <sup>3</sup>

## Dexter On-Premise Washer Family

 <b>DEXTER</b> LAUNDRY										
	<b>T-300 Double Load WCVD20HCS</b>		<b>T-400 Double Load WCVD30HCS</b>		<b>T-600 Maxi Load WCVD40HCS WCND40HCS (30 cycle)*</b>		<b>T-900 Mega Load WCVD60HCS WCND60HCS (30 cycle)*</b>		<b>T-1200 Magnum Load WCVD80HCS WCND80HCS (30 cycle)*</b>	
Capacity	Double Load		Triple Load		Maxi Load		Mega Load		Magnum Load	
Model										
Load Size	Double Load		Triple Load		Maxi Load		Mega Load		Magnum Load	
Dry Weight Capacity	20 lbs.	9.0 kg	30 lbs.	13.6 kg	40 lbs.	18.1 kg	60 lbs.	27.2 kg	80 lbs.	36.3 kg
Cylinder Diameter	21"	53.3 cm	25"	63.5 cm	25"	63.5 cm	30"	76.2 cm	30"	76.2 cm
Cylinder Depth	13.5"	34.3 cm	14.13"	35.9 cm	21.13"	53.7 cm	22"	55.9 cm	28"	71.2 cm
Cylinder Volume	2.7 cu ft	76.6 dm <sup>3</sup>	4 cu ft	113.4 dm <sup>3</sup>	6 cu ft	170.1 dm <sup>3</sup>	9 cu ft	255.1 dm <sup>3</sup>	11.5 cu ft	326 dm <sup>3</sup>

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## Laundromat Design & Layout Considerations

When planning a new store, or just remodeling and existing one, there are many different factors you want to keep in mind! To help your customers make the best use of their facilities, here are some important considerations to remember in your planning.

### Useful Area of Building

Keep in mind the building's layout and the structural features that you cannot or do not want to change. These will need to be built around with your new design.

### Getting People Into the Store

- Try to provide one five-foot double door or two three-foot single doors for every 20 washers.

- If customer convenience is important consider installing automatic doors. Customers who are carrying bundles of dirty laundry into the store will appreciate automatic sliding doors. Other laundry operators who have installed automatic doors report that they receive more compliments

for this convenience than for anything else.

Inside each entryway, allow approximately an eight foot by eight foot (square) of space before a customer encounters the first piece of equipment. This "breathing space" provides customers with the opportunity to become oriented upon entering the store.

### Additional Services Offered

Is your customer going to offer dry cleaning, wash / dry / fold service? Alterations? Make sure you allow plenty of space to accommodate any additional services they might be providing including ATM's, video games, etc.

### Number of Machines & Load Capacity

- Make sure you have enough machines for weekends—a laundry's busiest times!
- Include small, medium and large washer sizes to accommodate many different individuals needs.
- Locate large capacity machines as close to the front of the store as possible. In fact, try to position these big machines very close to the doors.
- Have plenty of drying capacity for customers to finish their loads.
- Because drying takes longer than





washing, a bottleneck (or backup), is often created by the dryers. If adding washers, especially large capacity washers, consider expanding the dryer capacity of the store as well.

#### Efficiency of Customer Flow and Facilitate Processing Speed

Help your store owners move customers around quickly and efficiently with smart planning that includes.

- Large, automatic doors
- Available carts
- Wide aisles
- High speed extraction washers
- Bountiful folding space

• Try to establish a smooth workflow from washers to dryers to folding tables. One good way to accomplish this is by using multiple washer islands installed perpendicular to the dryer line.

• Folding tables should be located closer to the dryers than to the washers.

• In planning for table space, a good rule-of-thumb would be about 15 square feet of table per three dryers.

#### Design In Safety

A laundry's design should help customers both keep safe and feel safe by complying with all codes, having ample interior lighting, plenty of open spaces and non-slip flooring. Be sure to have emergency shut-offs and a recordable camera security system.

#### Other Elements To Consider

- Easy access
- Elbow room to work

- Electrical shut-offs
- Quality water valves
- Lighting
- Future expansion
- Secured office space
- Cleaning supply storage

#### Elements To Limit Or Avoid

- "Going it alone" and "re-inventing the wheel"
- Too many interior signs
- Negative "Don't Do" signs
- Too much space for kids play areas

• Too many video games can keep mothers away

- ATM machine

#### Elements To Add

- Get "creative" with paint – not tile

• Don't be afraid to use bright colors, specific themes or even wild décor. Creative decorating will provide the laundry with its own personal identity. This store image or identity can be used to advantage in advertising and promotional endeavors.

(continued on next page)



## Laundromat Design & Layout Considerations (continued)

- Add personality with decorations or plants
- If possible, for safety, design the laundry allowing unobstructed visibility from the front to the back.
- Consider using mirrors to help the laundry feel more open.
- Install a ceramic tile floor that will help minimize slips and falls and will look better and last longer.

### General Planning

- Dryer venting and intake air, 12" x 12" after screens, louvers and opening covers.
- Washers back-to-back need +/- two feet for utilities.
- Each Dryer should have it's own disconnect.

- Leave 2 feet behind Dryers min.
- Leave 6 ft 7 inches between washer rows for people and carts.
- Make sure there is enough folding tables or customer will go other places.
- Vent rite model 494 for Visio drawing.
- Laundry flow- they fill front to back. Large machines in front fill early. Small machines to back fill later.
- Wash dry and fold will need some storage area.
- Folding tables and areas are important to customers.
- Bulkheads - the cost is less for

smaller ones but, leave less space to work on machines. Discuss with customer.

- Match washer pounds with dryer pounds. Ratio of 1:1
- Mention a dedicated power outlet for the computer network and a phone line near by for the network.

### Finishing Touches.

- Vending can bring in additional dollars – remember to plan for electrical outlets Also, if space is available, try to provide a specific area that can comfortably accommodate snack-type vending equipment (e.g., candy, coffee, soda, popcorn machines). Vending machines are a profitable as well as a desirable convenience that customers seek.
- Remember to provide the customers with plenty of laundry carts. About half of the carts should have hanging racks on them. The number of carts will depend on customer usage, but a minimum of one per four to five washers would be advisable.

**In a nutshell, be sure to fully analyze the situation before going to the drawing board. When ready, make full use of the space by employing the techniques discussed. Given the choice of a free market, cleaner, safer and better-maintained stores, a good layout and design can make the all-important difference between a customer choosing and using the store over a competitor's store.**





## American Recovery & Reinvestment Act

By Kevin Hietpas, Director, Sales & Marketing

In order to help everyone understand the provisions of the recently signed into law American Recovery and Reinvestment Act, we'd like to high-light some key aspects of this new law that might apply to our customers.

The two key provisions that apply most directly to our industry are tax benefits that our industry is already familiar with: increased Section 179 Expensing provisions, and additional Bonus Depreciation.

- **Section 179 Expensing**

The ARRA extends the increased maximum amount of \$250,000 through the end of 2009.

- **Bonus Depreciation**

The ARRA also amends and extends the 50% temporary bonus depreciation deduction through 2009 for property placed in service before January 1, 2010.

As was the case previously, the new law allows a taxpayer to depreciate 50% of the adjusted basis after subtracting any section 179 deduction taken on the qualified property, and the remaining amount is still eligible for regular depreciation.

**Example:**

Property placed in service:	\$300,000
Section 179 Expensing:	-\$250,000
Remaining Amount:	\$50,000
Bonus Depreciation:	-\$25,000
Remaining Amount:	\$25,000
Regular 1st Year Depreciation:	\$5,000
Final "Undepreciated" Amount:	\$20,000

**Total 1st Year Deduction: \$280,000**

### Other Limits and Qualifying Property

There are some limits to section 179. The total cost of property that may be expensed cannot exceed the total amount of taxable income during the tax year. However, any cost not deductible in one year under section 179 because of the income limit can be carried into the next year. Not all states follow federal law; a taxpayer should

always contact their tax advisor for further details.

Most types of business equipment qualify for the Section 179 expensing allowance, including:

- Tangible personal property (machines, equipment, furniture, etc).
- Business Vehicles with gross weight of 6,000 pounds or greater (which includes many trucks, SUV's, etc)
- Certain other tangible property used for specific purposes.
- Single-purpose agricultural or horticultural structures.
- Certain storage facilities.

\* Note: the section 179 deduction is determined based on your tax year, so companies utilizing a fiscal year can use the enhanced deduction for assets acquired during their fiscal year beginning in 2009.



## Dexter 2009 "Celebration Los Cabos" Recap

**Congratulations to everyone who qualified for our 2009 Celebration Los Cabos. Thanks for many great memories!**

**Photo 1:** The beautiful Westin Los Cabos was this year's luxurious hotel accommodations .

**Photo 2:** With breathtaking landscaping and mountain and ocean views, attendees were able to enjoy the best of what this premier resort location has to offer.

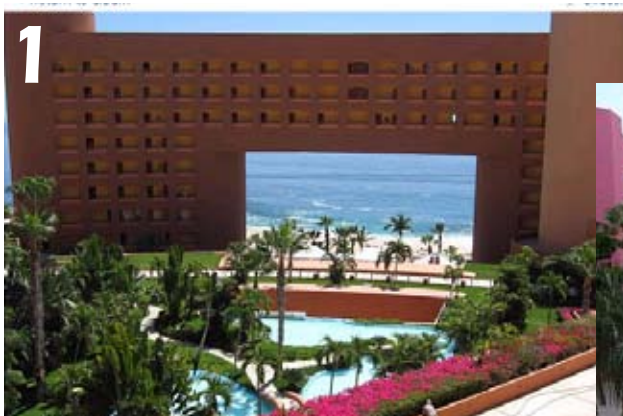
**Photo 3:** Bill and Susi Gilbert of Service Laundry Machinery enjoy one of the many evenings of fine dining during the celebration.

**Photo 4:** Dave and Colleen Hoffman pose for a picture during the trip's annual award celebration.

**Photo 5:** Attendees had plenty of free time to enjoy the sights and culture of Cabo and the surrounding area.

**Photo 6:** A group of Dexter attendees enjoys the pool and cocktails during a sunny afternoon.

**Photo 7:** Attendees were able to take in the spectacular sites during an afternoon boat excursion.



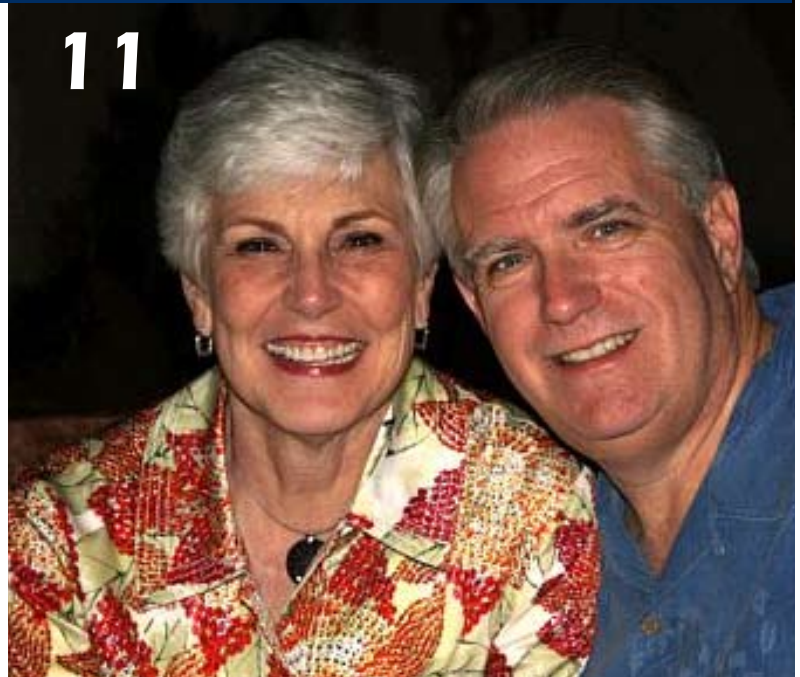


**Photo 8:** Western State Design was again recognized as the #1 Dexter Authorized Distributor Worldwide. Shown left to right is Dan Halpin, Dexter Laundry; Andy Kretz, Dexter Laundry; Dawn Clark, Western State Design; Kurt Archer, Western State Design; Bryan Maxwell, Western State Design; Kevin Hietpas, Dexter Laundry; Mike Boelk, Western State Design; Pat Albregts, Dexter Apache Holdings, Inc.

**Photo 9:** Phil and Jen Hodges from Gold Coast Laundry Equipment pose for a photo during one of the trip's evening events. Gold Coast was recognized as the 2008 #1 International Distributor.

**Photo 10:** Kurt and Gweynn Archer of Western State Design enjoy the sun on an afternoon outing.

**Photo 11:** Mike and Teri Zuffinetti from Aadvantage Laundry Systems enjoy a dinner during this year's events. Aadvantage Laundry was recognized as Dexter's 2008 Distributor of the year.





## Spring 2008 Dexter University

**You're Invited to a Special 3 Day In-Depth Training Seminar on Dexter!**

**D**exter Laundry is pleased to announce that the Spring/Summer session of Dexter University will be held August 18, 19 and 20th in Fairfield, Iowa.

A 3 day session targeted towards Dexter Authorized Distributors and their salespeople, Dexter University is in-depth training on the laundry industry and Dexter equipment with special focus sessions on prospecting and selling to both coin and OPL markets.

Attendees will have the opportunity to tour the Dexter Laundry Factory in depth to see how our laundry equipment is made and to learn detailed information about all the different features and components that make Dexter a higher quality.



Additional sessions will also be held focusing on financing equipment with Dexter Financial and how to advertise and market Dexter products. This course is free of charge to all Dexter Authorized Distributors and their employees. Housing and most meals are included.

If you or one of your employees would like to attend, please contact your area sales manager or e-mail [marketing@dexter.com](mailto:marketing@dexter.com)

## New Product Catalogs Available!

**New Coin and OPL Catalogs are now available for order through the Dexter Parts Department.**

Cost is \$2.00 each and these catalogs can be ordered in packs of 25. Catalog orders are eligible for co-op advertising reimbursement. To place an order, call the Dexter Parts Department at 1-800-524-2954.



## Dexter Network Expands With New Distributor and Expanded Operations

Dexter Laundry is pleased to announce the addition of Southeastern Laundry Equipment Sales of Marietta, GA as a Dexter Authorized Distributor. Southeastern Laundry Equipment Sales will be representing the full line of Dexter laundry equipment in Georgia, Alabama, and the eastern 2/3 of Tennessee.

Western State Design, a long time Dexter Authorized Distributor, based in Hayward, CA will now be expanding their Dexter equipment sales efforts to encompass the entire state of California. Western State Design services customers throughout the Western United States from multiple office locations including: Northern, Central, and Southern California, Nevada, Arizona, Washington, Oregon, Alaska and the pan-handle area of Idaho.