

# 6 Tips to Improve your Spa & Salons Bottom Line

With **nail salons, massage parlors, barbershops, and spas** on nearly every corner, it is more important than ever for those in the beauty industry to stand out from the rest.

Quality **commercial laundry equipment** can provide services to help you do that!

## 1 Cleanliness Is Important

There's no faster way to drive customers away from your salon than for it to smell bad or be dirty. When the salon offers manicures, pedicures, and waxing, which might transmit germs that cause to infection cleanliness is key. Today's laundry equipment prioritizes cleanliness and sanitation. Dexter Laundry's variable wash cycles and automatic chemical injection options let you create the perfect cycles to remove all hair, oils, lotions, color, and nail polishes, ensuring that your laundry is always clean and fresh.



## 2 Exceptional Results

Professional salon and spa laundry equipment is designed to handle the unique challenges and stains salons and spas generate. Dexter laundry equipment powers through stains and residue from massage oils, creams and other treatments, leaving linens soft and pristine. Customers will notice and appreciate the difference.



## 3 Quick & Efficient

Residential and older machines are often unable to manage all the laundry that comes into your salon or spa business. Waiting around for your laundry cycles to finish means that you may get behind and not have clean towels, washcloths, linens, smocks, and aprons that your patrons expect – resulting in dissatisfied customers and less revenue. For example, a Dexter stack washer is a game-changer when it comes to maximizing space. With a dry-to-dry time of about an hour, you can get your laundry done fast and get more loads done throughout the day.



## 4 Price Certainty

Stop paying for laundry by the pound and worrying about billing surprises and surcharges. On-premise laundry provides clear costs.



## 5 Expand your Salon

The more services your spa or salon offers, such as massages, tanning, manicures, and pedicures, the more linens, sheets, rags, robes, and other items you'll need to clean. Your business' capacity might be increased to the point that you can offer more services thanks to more efficient washers and dryers. Could you start providing massages? Tanning? Facials or other services with a large profit margin? Commercial laundry machines are a must-have if you want to expand your service offerings and business in the future.



## 6 Become Eco Friendly

The demand for environmentally friendly services (and products!) is strong and growing. The market loves an eco-friendly company model, and customers will pay more and be more loyal to companies that take this approach. Your salon/spa can assist you in creating a sustainable path by using commercial laundry equipment. Laundry technology has advanced significantly in recent years. Faster cycle times, temperature, and water level controls to ensure that the machine uses less water and electricity than ever before. Increased energy efficiency will aid in the reduction of your carbon footprint (and your utility bills)!

