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Green Laundry Provides a New Kind of Wash Day in Austin, Texas

Wash Day Laundry Offers Fresh, Eco-friendly Store

BENTON HARBOR, Mich. (March 25, 2009) — The Austin, Texas, area is getting a lot cleaner and greener, thanks to a new laundry facility opening on the city's southwest side. The new, locally owned and operated Wash Day Laundry offers customers an effective, eco-friendly way to clean their clothes. From the Maytag[®] Commercial Laundry washers and dryers and the wash-and-fold service to green products to keep the store clean, Wash Day Laundry is aiming to be the area's most inviting self- and full-service laundry.

Wash Day Laundry owner and operator Jamie Bishop interviewed five distributors before consulting with Mac-Gray for the new store. "We set out to change people's perspectives of laundries. We've designed our store to be green, well-taken-care-of and an enjoyable place to visit. Mac-Gray shares our vision and is helping us help reach our goals every step of the way."

The Equipment

The store features Maytag[®] Commercial Laundry front-loading washers in five sizes and two sizes of dryers. With high-speed water extraction of up to 350 Gs (G-force) in the washers and the lowest BTU output of any commercial dryer on the market, these machines help reduce drying time and save energy.

"We offer only large-capacity, high-efficiency Maytag[®] Commercial Laundry machines, which allow customers to finish washing in less time while using minimal water and utilities. The energy- and water-efficient washers even qualified for Austin's Commercial Wash Wise Rebate Program," said Bishop.

Every machine is computer-operated and uses a plastic card to activate washers and dryers. Cards are reusable and offer customers savings the more they are used.

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Wash & Fold Services

Wash Day Laundry prides itself on being one of the few self-service laundries in the area to offer wash-and-fold services. The store will also cater to corporate accounts and offers monthly billing, local pick-up and delivery.

As part of its wash and fold service, Wash Day Laundry uses supplies from Green Home Outfitters, which provides concentrated products that are non-caustic to extend fabric life, naturally derived, non-hazardous, biodegradable, non-toxic and non-irritating to skin.

The Store Environment

The 2,200 square-foot facility features eco-friendly flooring and paint, energy-saving window films and blinds, and ENERGY STAR[®] qualified fluorescent lighting. The store is continually kept clean using non-carcinogenic and non-mutagenic cleaning products.

“We are not a corporate conglomerate or a business with an absentee owner. We care about our customers. Our staff is bilingual and able to show you how to use the Card Machines and laundry equipment most effectively,” Bishop said.

For more information about Wash Day Laundry, including customer tips for caring for fabrics, saving energy and being green, visit washdaylaundry.com. Wash Day Laundry is located at 7626 Highway 71 West, Suite 103, Austin, Texas, 78735.

About Maytag[®] Commercial Laundry

Maytag[®] Commercial Laundry offers a full range of commercial washers and dryers to the coin, multiple-housing and on-premises markets through a nationwide network of independent commercial laundry distributors. Maytag is dedicated to energy-efficient solutions, with a focus on producing innovative and dependable products for the commercial laundry market.

Known for its rich and long-standing heritage, Maytag brand celebrated 100 years in the laundry business in October 2007. In 2008, another milestone took place as the brand celebrated the unprecedented 50-year anniversary of its entry in the commercial laundry business.

F.L. Maytag entered the laundry business with one goal in mind: to build quality appliances from durable and long-lasting materials. His ideal holds true today under the leadership of Whirlpool Corporation, which acquired Maytag brand and Maytag Commercial Laundry in March 2006.

For more information, call 800-662-3587 or visit maytagcommerciallaundry.com.

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