

Excellent Laundry Solution Ever

Korea Laundry Company

Company Introduction (ver.2021)

03 **Intro**

For Business

06 **Laundry Solution**

08 **Self Laundry Solution**

14 **Commercial Laundry Solution**

18 **Multi Housing Solution**

24 **IT Solution**

31 **Global Solution**

34 **Service Solution**

KLC Insights

39 **Company Introduction**



**Many people are
still focusing
our vision
on laundry business.**



**Korea Laundry
will build a
sustainable lifestyle
that goes beyond
professionalism and
laundry business.**

Laundry Value Innovation No.1

We believe that our vision and solutions will transform our customer life more convenient and happy.





**Through
Korea Laundry's space
planning and
management solutions,
we will create
new value in the
laundry industry.**

Korea Laundry will continuously discover new businesses and plan optimal space to gather people. we will Create a sustainable space and business based on business structure, IT, design, and marketing capabilities.

Service Program

- Kiosk
- Call Enjoy
- Clean Enjoy
- LAS 365
- Education System

Multi Housing Solution Program

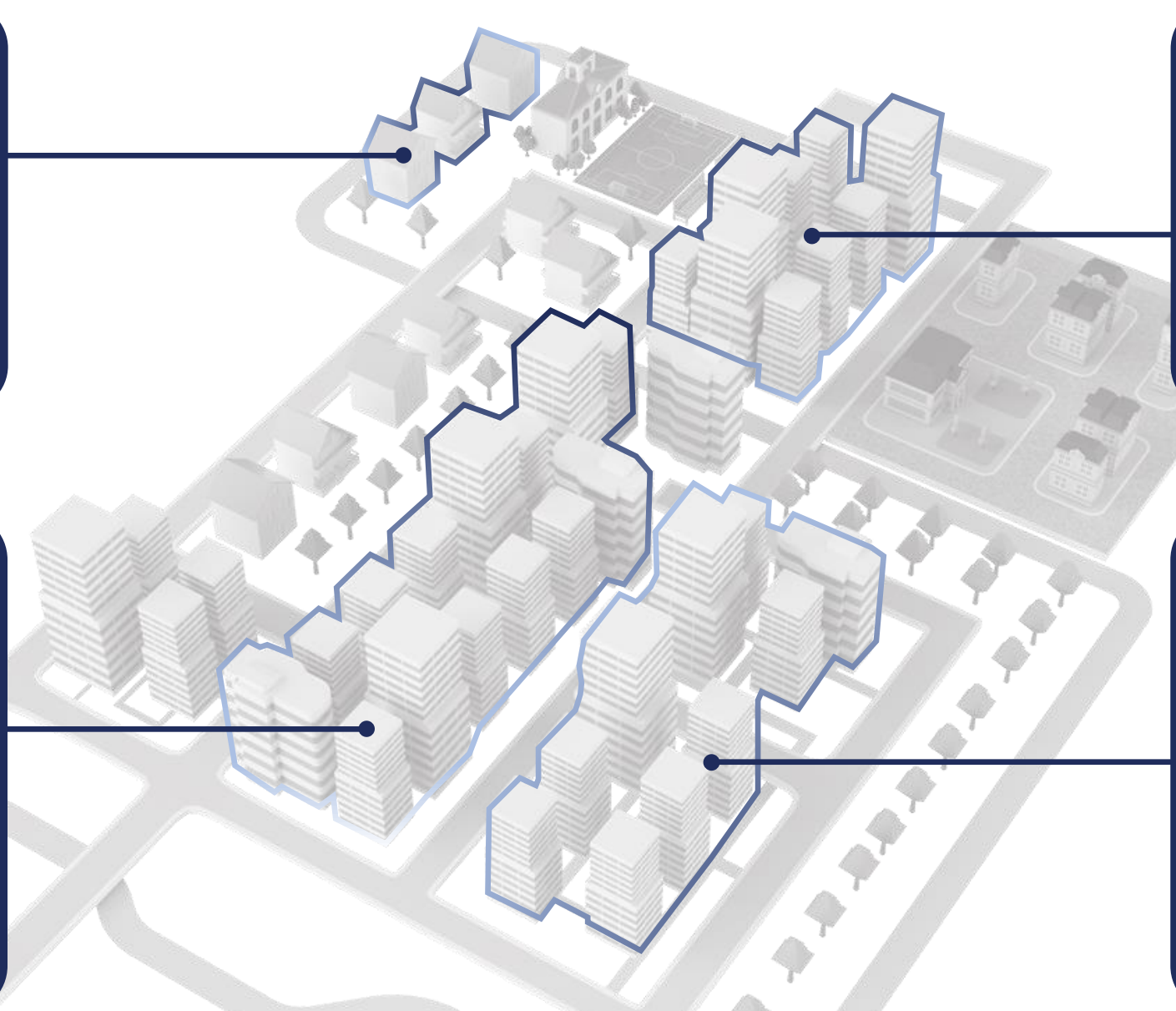
- Apartment Solution
- Residential Solution
- Co-Residence Solution
- Share House Solution
- Guest House Solution
- Ttabog House Solution

Self Laundry Solution Program

- Washenjoy
- Washenjoy Lounge
- Laundry Park
- Laundry Lounge
- Urban Launderette

Commercial Laundry Solution Program

- Hotel/Motel Solution
- Healthcare Solution
- Spa/Sauna Solution
- Hospital Solution
- Domitory Solution
- Factory Solution





- Period of time : July 2020 ~ January 2021

**Korea Laundry's
unique space is
a lifestyle place
that makes you
want to visit again.**



Washenjoy

With brand obsession and belief, WashEnjoy finally became the most influential self-cleaning shop brand in the industry by creating a new concept of 'washing is also a new culture'.

Munjung Branch

Address
Open
Member

Songpa-gu, Seoul
February 2017
2,171

Jagok Branch

Address
Open
Member

Gangnam-gu, Seoul
April 2019
872

Pungduk Branch

Address
Open
Member

Yongin-si, Gyeonggi-do
August 2019
823

Dryer 건조기

Washer 세탁기

Washenjoy Lounge

Based on the know-how of designing hundreds of Washenjoys nationwide, Washenjoy's flagship store Washenjoy lounge is designed to meet the needs of its customers.

Washenjoy
Lounge

Address
Open
Member

Sungnam-si, Gyeonggi-do
March 2018
2,409



Laundry Park

Electrolux Professional Laundry System 문정 아이파크점

Laundry Park

Electrolux Laundry Park has escaped innovatively from a traditional small and inconvenient laundry room concept to aim for a multi-space complex that seeks the vision and happiness of a rich life together with our customers through various performances.

Munjung Branch

Address
Open
Member

Songpa-gu, Seoul
December 2018
2,163

Haeundae Branch

Address
Open
Member

Haeundae-gu, Busan
January 2020
2,133

Laundry Lounge 24

ECO LAUNDRY SYSTEM



Laundry Lounge

Laundry Lounge is positioned as an 'eco-washing place' that proposes sustainable habits as a new self-washing solution that reflects modern lifestyles.

Laundry
Lounge

Address
Open
Member

Yongsan-gu, Seoul
November 2019
159

URBAN LAUNDERETTE 서초

Urban Launderette

Discerning people's lifestyles, the urban launderette. The quality of service reflecting the eyes of the top 1% and the high-quality design that enhances the quality of the service, delivering an impression you have never experienced before.

Seocho
Branch

Address
Open

Seocho-gu, Seoul
March 2020

Cheongdam
Branch

Address
Open

Gangnam-gu, Seoul
October 2020

* Urban Launderette Total Member 899

URBAN LAUNDERETTE



**Product Suitable
For your Laundry
Business**

**A unique special
solution to
Korea Laundry
and various business
models meet to
create new value.**

Shop in Shop

Korea Laundry has created more profit models through collaboration with a variety of businesses, including self-laundry, coffee shop, nail shop, flower shop, and convenience store, as well as a single business model for self-laundry. Provides high customer satisfaction.



Self Laundry
& Cafe



Self Laundry
& Convenience store



Self Laundry
& DIY car wash



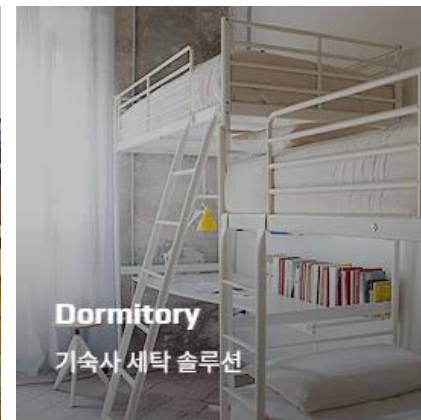
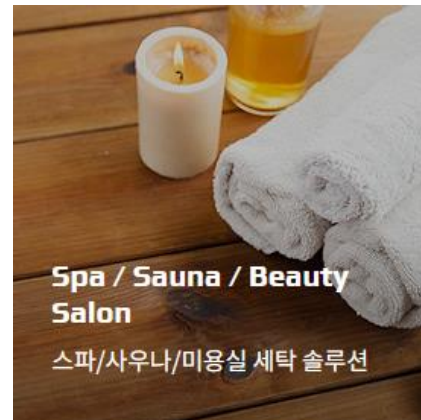
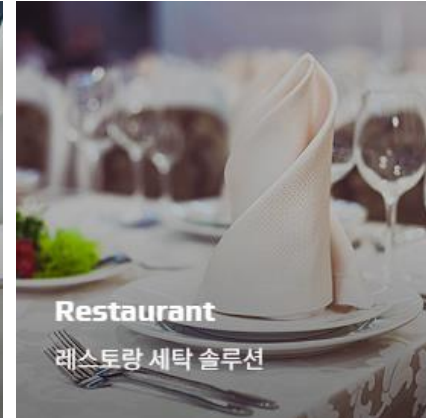
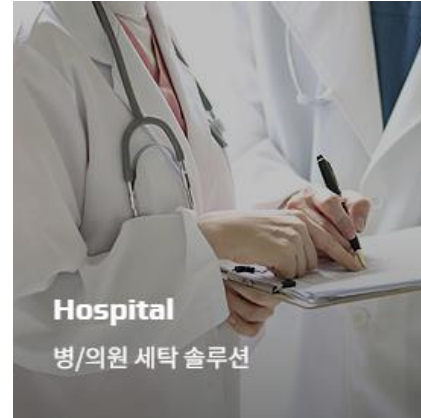
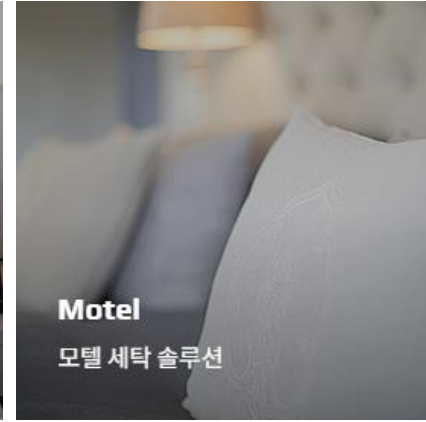
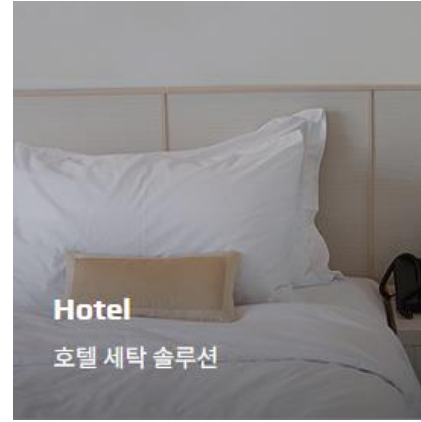
Self Laundry
& Gas station



Self Laundry
& Flower shop

OPL

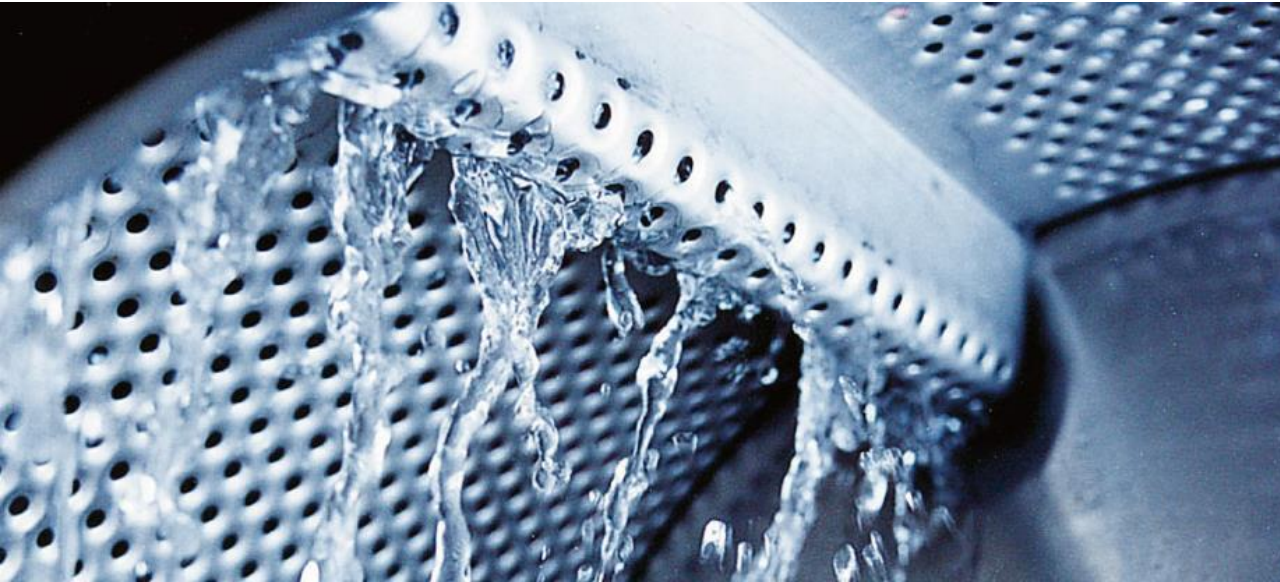
We provide OPL washing solutions that can dramatically reduce energy and water supply costs by building a lineup from super-large washing equipment to small-sized washing equipment for commercial use and maximizing the efficiency of the equipment's operations.



Washing Program

The world-class technology of electrolux washing equipment and the best competitiveness created by Korea Laundry, Korea's best laundry solution expert group, are truly differentiated laundry courses.

The competitiveness of laundry courses depends on the choice of consumers, and the 13 different laundry courses provide customers with the best laundry quality and high satisfaction.



Standard Wash



Standard Wash
(warm)



Antibacterial



Antibacterial
(warm)



Eco-Friendly



Eco-Friendly
(warm)



O2 Bleach Wash



O2 Bleach Wash
(warm)



Premium Wash



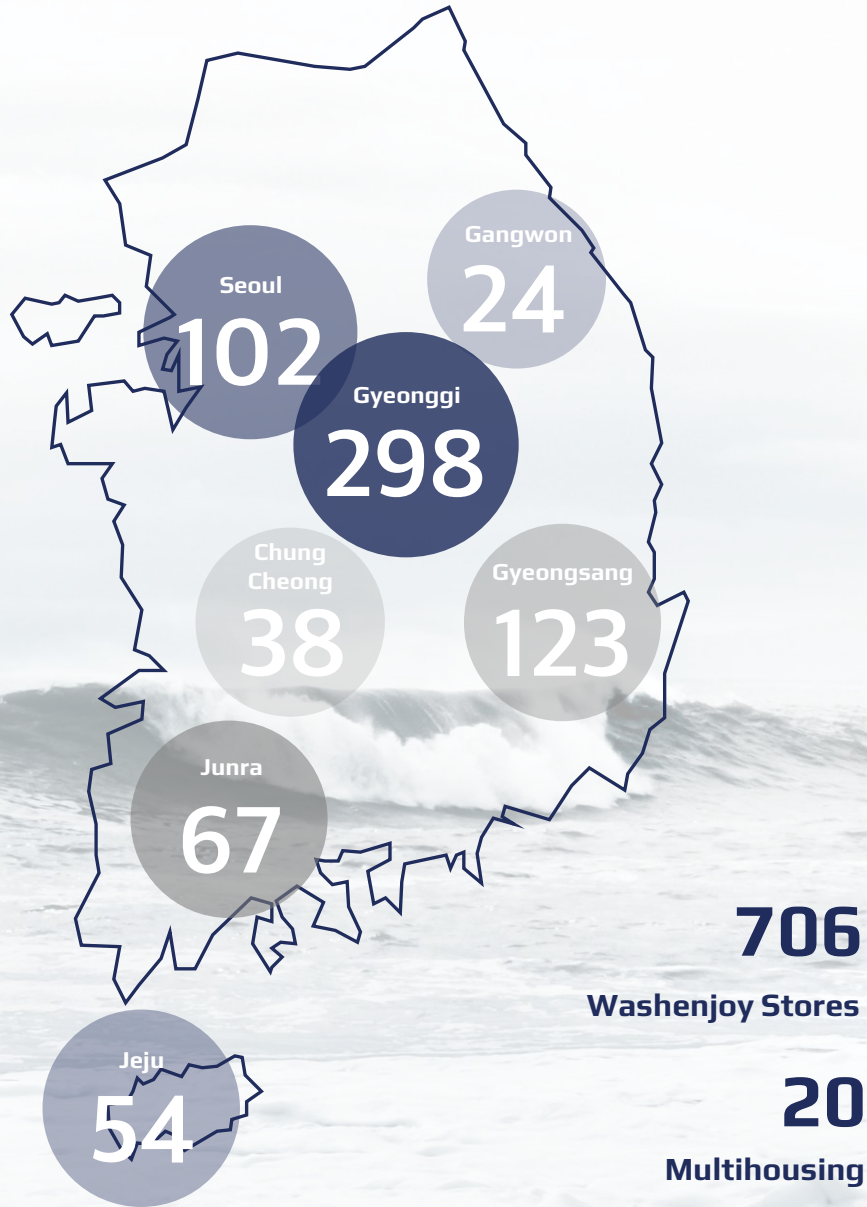
Quick Wash



Extra Rinse



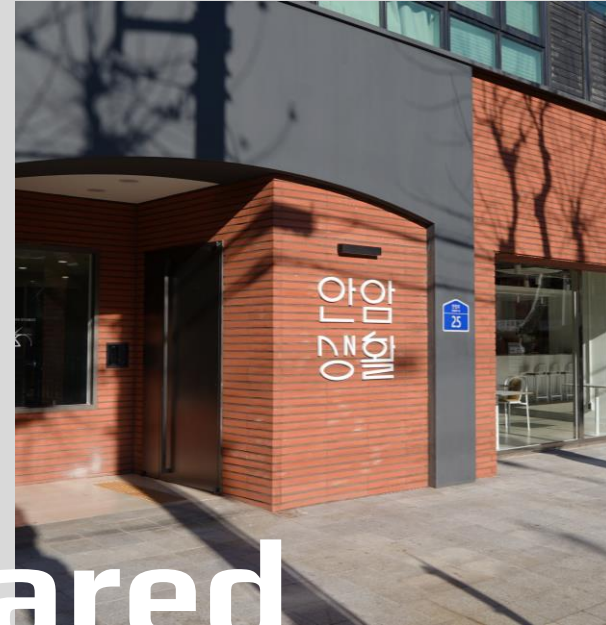
Drum Wash



We will change the paradigm of the laundry business with a new way of thinking unique to Korea Laundry.

An-Am Life

An-Am Life is an online/offline platform where you can share talents, experiences, and goods with a variety of community facilities including a youth living space with a shared laundry room, co-working space, youth laboratory, sharing kitchen.



Shared House

Episode 101

Variety of housing types and unit options, housing space suited perfectly for your lifestyle. A new landmark SK D&D Episode 101 in Seongsu-dong. Presenting the value of sharing KLC washing solution is added to make the cleaning of the large bedding of the residents possible.



CO- Residence

Episode 121

Library, kitchen, storage, lounge, and laundry room. The special and comfortable space, the Co-Living House SK D&D Episode 121, presenting the value of sharing KLC washing solution is added to make the cleaning of the large bedding of the residents possible.



CO- Residence

Daon Laundry

A space where your heart is respected, a space where you can feel relaxed and warm. Daon Laundry is with everyone who wants to create a healthy lifestyle through fun imagination and various experiences.



Multi Housing

My Little Laundry Room

In “My Little Laundry Room” Urban-style living house, Chungmuro Hessen Smart. LG commercial washing equipment suitable for the washing business environment of multi-house in Korea meets the knowhow of KLC to create trendy environment.



Residential Complex

Kiosk

IoT

LVM

LID

**Beebot
Manager**

**Wash
&PAY**

**Korea Laundry's
special IT solution
provides convenience
to customers and
shop owners.**

New rules for membership that have overcome all existing limitations.

Kiosk

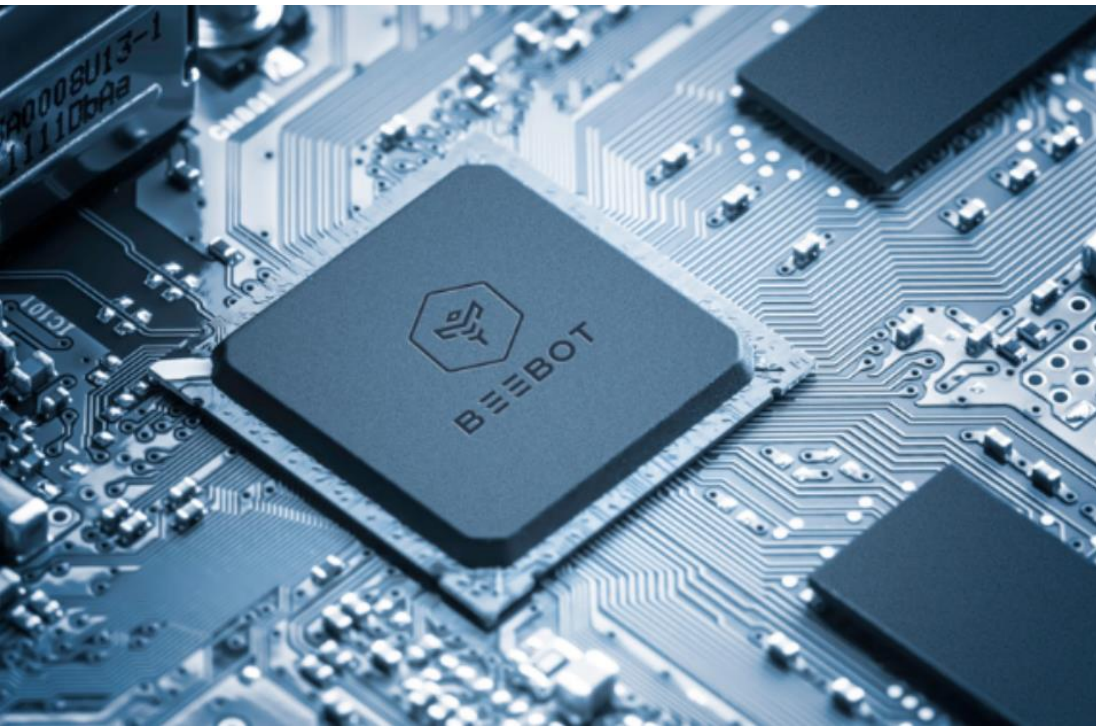
Smart kiosks that enable smart membership and support store operations more efficiently lead new membership trends with excellent membership programs and unprecedented marketing, convenience, payment systems and design.



Through IOT, you can do business smarter.

IoT

Beebot's IoT platform reinforces the IoT platform by applying security expertise to years of experience in embedded systems, as well as device coupling to data retention, monitoring and control technologies. Get business-optimized IoT intelligence beyond imagination, from ultra-light device connectivity to any form of application.



Complete a new level of
optimized design with
meticulous detail.

LVM

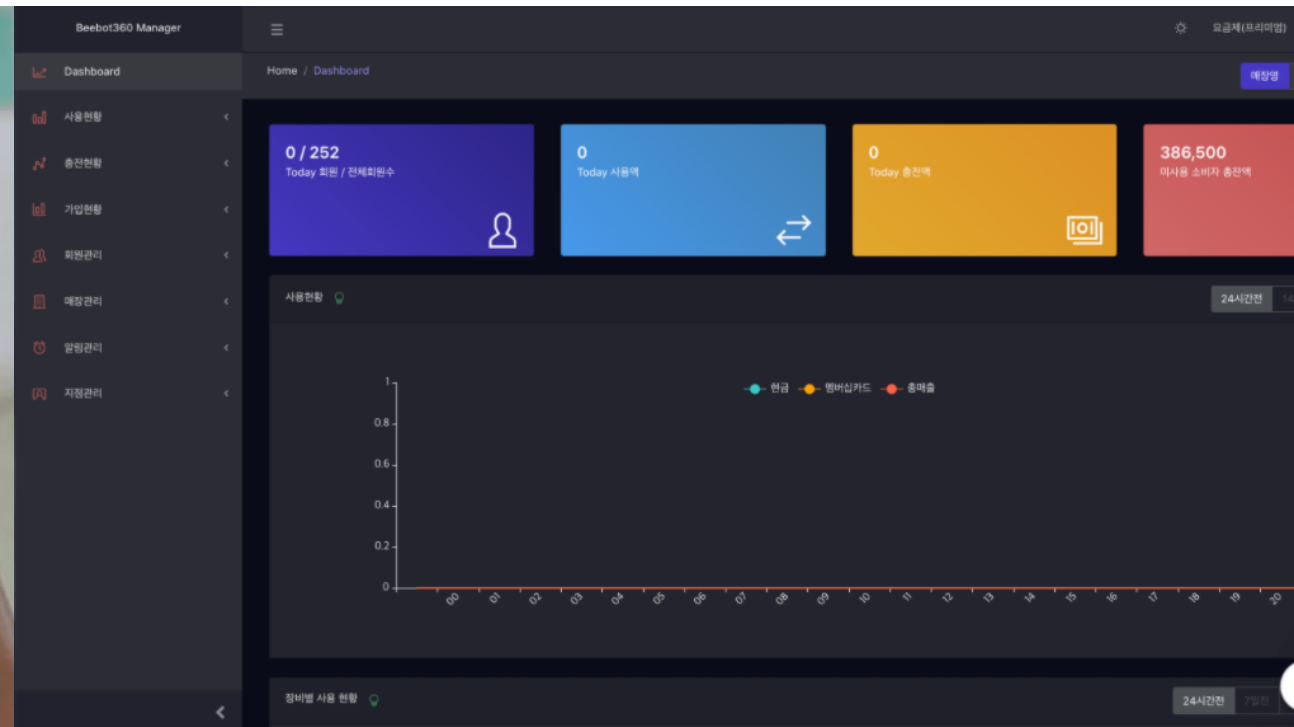
Every product designed and developed by Beebot is filled with careful consideration and sensitivity. Through constant research and design, Beebot merchandise vending machines and coin changers provide a high level of stability for users unlike traditional designs.



**The store in my hand.
Easily check sales and
customer visit statistics.**

Beebot Manager

Beebot Manager's telemetry technology is responsible for demonstrating technological ability to record, monitor, and control data from remote locations and systems. The most important management technology, in unmanned enterprise. The Statistics Dashboard, provides sales and media management, and provides remote measurement and monitoring that also affects the user experience for a variety of application metrics.



Innovation in digital marketing connects with unmanned businesses.

LID

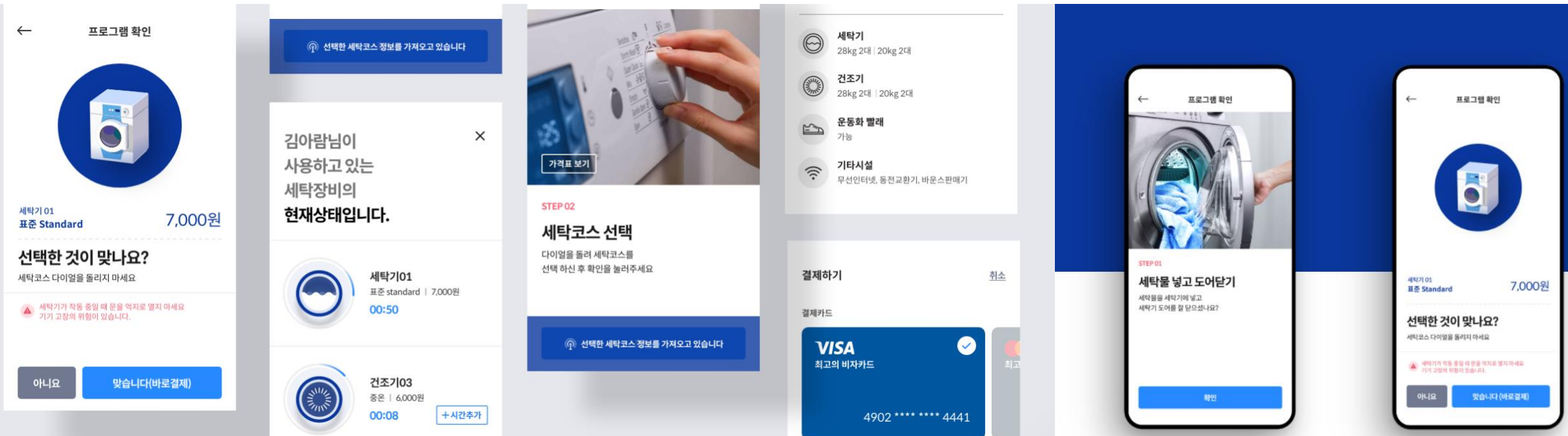
A set-top box mini-player for various marketing images and video transmission. Beebot System and Beebot Intelligent Display work together to improve unattended store experience, select different displays optimized for each store, and operate space efficiently.



Experience wash&PAY optimized for unattended systems.

Wash&PAY

Wash & Pay is easier and faster than any other payment method, makes non face-to-face payments, and has evolved from RFID plastic cards to help protect the environment. Through Beebot management system, payment, statistics, and membership are outstanding.



**Korea Laundry is
dreaming for global
laundry service,
and is innovation
today as well.**



**Dream for
Global Laundry
Solution**

Global Laundry Solution



Wash Enjoy is entering the Thai market following China and Japan.



The general manager of Electrolux laundry equipment all around the world visit the washenjoy. It's about cooperation.



Business partnership with Indonesia



Washenjoy China branches open



'Beebot os' export contract to japan.



Business partnership with Phillipine.



Electrolux coin laundry Japan conference



Electrolux coin laundry italy conference

Thailand China

Thailand will open a total of 13 branches.
China will open a total of seven branches.



Thailand

Khaosan	Huaykwang	Wang Lang
Bang Pu	Bang Pong	Ramkhamhaeng
Bang Waek	Vibhavadi	On Nut
Bang Kruai	Sattahip	...
Rama	Sukhumvit	...

China

Sinwon	Yungil	Ryongjing
Nanchang	Baljun	
Gongsin	Gungangro	



Call enjoy



Clean enjoy



Support education



las365

**The biggest
difference that
Korea Laundry has is
its original service.**

Call enjoy

It's a 24/7 call center service for client companies.



CALL ENJOY

정수님이든 24시간 365일 '콜엔조이'하세요!
하루 1천번이든 모든 문의전화로부터 해방 될 수 있습니다

집주님들이 가장 원하셨던
위시엔조이 연중무휴 콜센터 서비스
"콜~엔조이" 출시

WASHENJOY

왜 CALL ENJOY 이어야 할까요?

CALL ENJOY는 한정된 콜센터 운영시간이 아닌
24시간 연중무휴 서비스를 제공합니다.

상담범위는 어떻게 되나요?

- 전국지역내
- 전국 48개점
- 동업인사내
- 도도인사내
- 매점인사내
- 영업차량인사내
- 콜센터
- 콜센터담당자

콜엔조이 서비스 어떻게 신청하면 되나요?

온라인쇼핑몰
www.las365.com을 통해
쉽고 간단하게
가입신청!!

동전결제이나 충전카드 오류 등으로 환불요청 발생 시



장비오류로 급히 해결해야 하는 상황은 어떻게 처리되나요?



매장에 휴대폰 번호가 있는데, 콜센터 번호는 어떻게 홍보되나요?

휴대폰번호 대신
CALL ENJOY!!

24시간
위시엔조이 콜센터
1644-5982
010-8111-1111

24시간 고객과의 소통!

CallEnjoy 서비스에 고객 전화가 걸려오면 사전에 초시된 해당 정보의 디테일한 정보까지 바로 파악이 되어 친절하고 빠른 고객 응대를 할 수 있습니다.

TRUST TIME

LADY TIME

SAVE TIME



업무시간, 여가시간, 늦은저녁, 출장, 휴가, 주말, 공휴일 등
고객 문의 응대에 대한 어려움이 없으셨나요?
보다 스마드한 고객관리와 체계적인 고객 컴플라이언스 시스템으로
발래방을 운영해 보세요.



CALL ENJOY

우리 매장으로 어떤 문의가
왔는지는 어떻게 알 수 있나요?

긴급상황에 따라 전문적이고
친절한 상담원이 고객과의
신속한 안내 상담을 통해 처리된
문의를 매일, 매월, 이메일로
점주님께 보고서 발송

Clean enjoy

Smart Cleaning Service for
Multi-Housing client companies.



Educational Support

Provide training support necessary for equipment education, business management, and operation.

컨설팅&교육 솔루션

정기 사업설명회

셀프빨래방 사업 전문 컨설팅 제공

점주 정기 아카데미 및 세미나

정기기술교육&마케팅실습교육

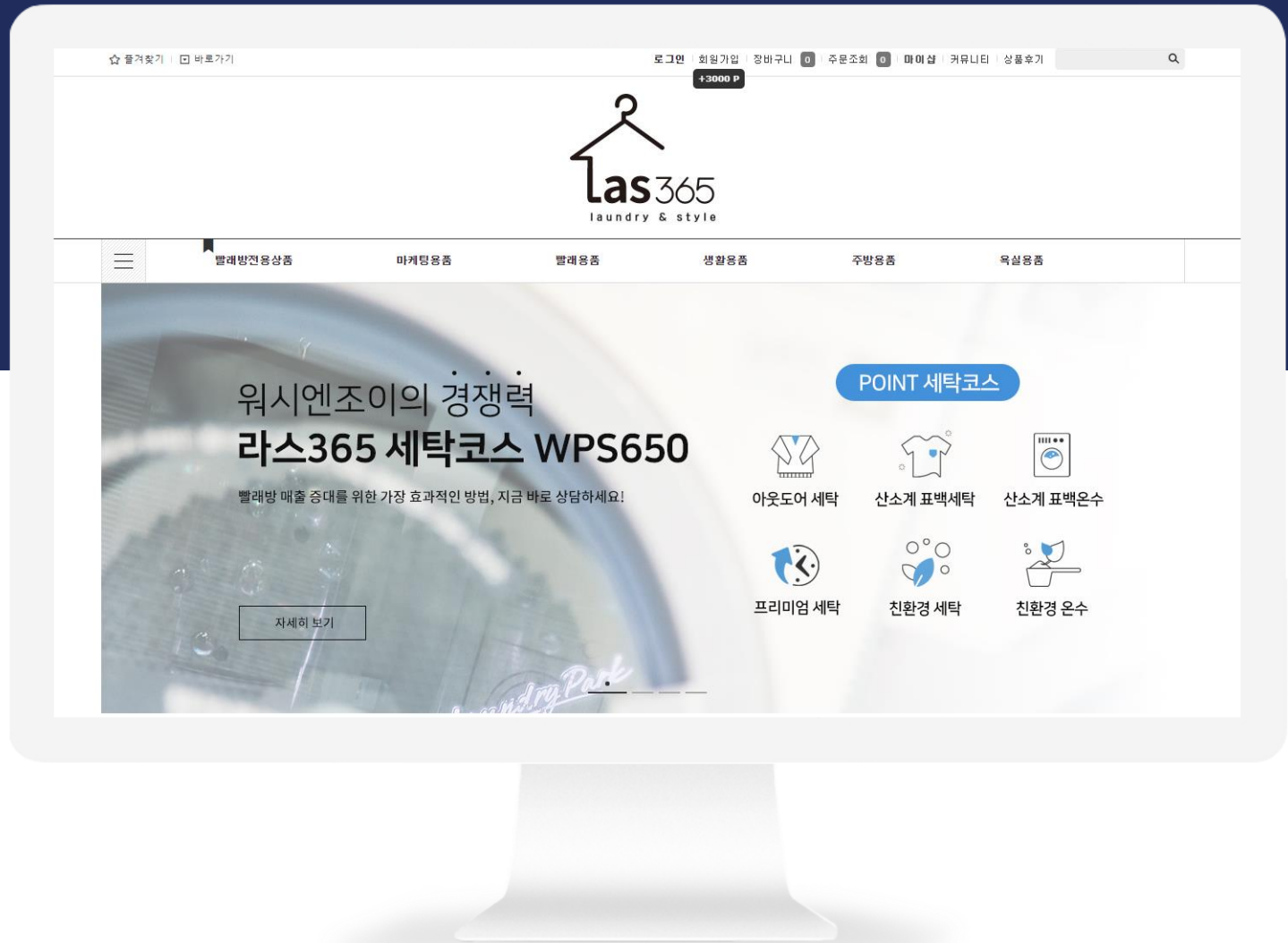
점주 점포 오픈 교육

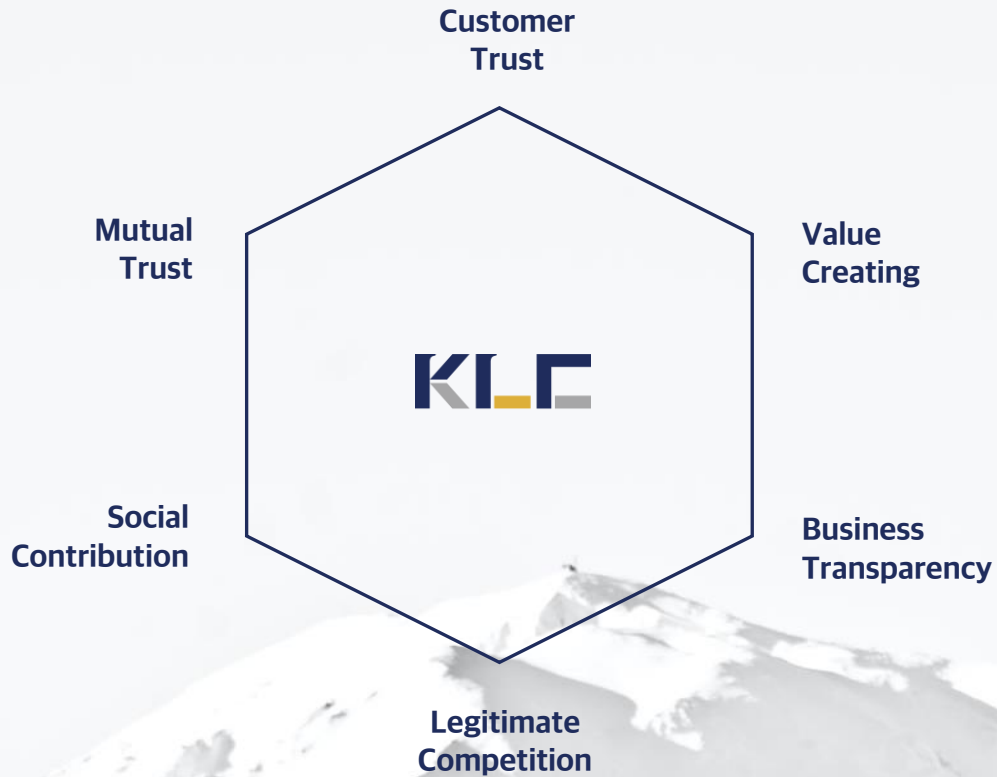
운영&마케팅 교육



LAS 365

We operate a online shop exclusively for client companies to make laundry more convenient and efficient.





**Korea Laundry
aims to bring value
together and achieve
sustainable growth.**

CEO Message

We continued to inform us so that we wouldn't be forgotten in people's memories and achieved innovation through customer satisfaction.

Instead of establishing a company and going through the established path, Korea laundry constantly changed and achieved the value innovation of the company and completed the next-generation business model exclusively for Korea laundry.

The Korea Laundry's IoT based unmanned cultural complex with cutting edge technology has been reinterpreted to adapt the Korea Laundry's environment to customers, which changes when it gives them great freedom to do laundry.



The performance and comfort of commercial laundry equipment, dynamism, efficiency, and other concepts combine to provide the best performance in the world to further upgrade our laundry experience.

Korea Laundry will continue to connect and integrate laundry service experiences with client companies to provide creative solutions and create new value to lead the cutting edge laundry business.

CEO

Kenny Seo

Philosophy

We pursue laundry business with efficiency from techniques and business that follows the rule not the trend.



Global Laundry

Create revenue and competitive advantage with the latest global technologies.



Professional

best partner who leads profit generation with years of know-how.



Connectivity to People

Maximize business profits with integrated Laundry services.



Transparent Management

It focuses on sustainable growth rather than on our short-term success and benefits.

Our History

Starting with the opening of its first branch in 2012, Korea Laundry has been leading the lifestyle business, growing and developing.

2012



Washenjoy first branch



The American coin laundry association membership

2013



Korea Laundry established



KC electrical appliances and materials safety certificate



Electrolux coin laundry Japan conference

2014



Korea's top consumer satisfaction



Release of LPS100, the industry's first dedicated membership card for laundromat

Introduction of Collaboration Business System

2015



Korea Marketing Awards 'Hit premonition brand award'

Korea's top consumer satisfaction index 2 years in a row

Korea Professional Company No.1 Brand Award



Develop and release of LPS1000, industry's first KIOSK for laundromat

2016



Korea's top consumer satisfaction index 3 years in a row

Best Brand of Consumer Choice 2 years in a row



Industry's first sales management application developed and released

Launched Smart Cleaning Service 'Clean Enjoy'

Washenjoy 24/7 call service centre 'callenjoy' launched

2017



Korea's top consumer satisfaction index 4 years in a row

Web Awards korea living brand win an award

& Awards living brand win an award



Indonesia investment MOU concluded

KLC & Prugio service MOU concluded for self laundry service for public housings.



World's first 2nd floor laundromat. 'electrolux laundry park' open

Washenjoy lounge, flagship store open

2018



Korea's top consumer satisfaction index 5 years in a row

Korea Marketing Awards Winning the CEO Award



Attracting investment from NHN (5 Billion)

Korean Laundry-NHN, MOU concluded



Technology guarantee fund, a venture company certification



Industry's first smart KIOSK LPS500 developed and released

2019



Korea's top consumer satisfaction index 6 years in a row

Korea's first CINET management Globe best practices awards-country winner



Korea Laundry, People life MOU concluded

Korea Laundry, Socio living MOU concluded



Participating Thai franchise & SME expo 2020

Participating Thai franchise fair (TFBO)

2020

Awards

Winning first place in the Korea Consumer Satisfaction Index for 7 years in a row!

Here is the award breakdown of Korea Laundry, which had been polished for many years until it became a recognized business model.



2015-2021

Korea's top consumer satisfaction index
7 years in a row



2016-2017

Korea Professional Company
No.1 Brand Award



2017-2018

Best Brand of Consumer Choice
2 years in a row



2019

Korea Marketing Awards
Winning the CEO Award



2015

Best Brand Award by Female Consumers



2016

Korea Marketing Awards
Hit premonition brand award



2018

Web Awards Korea
living brand win an award



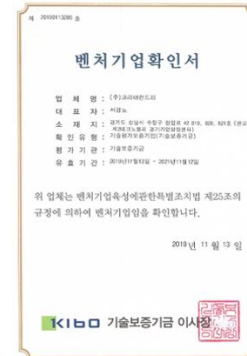
2018

& Awards
living brand win an award

Quality Certification

One and only HACCP certification in the laundry industry.

Commercial Equipment KC Electrical Appliances and Materials Safety Certification, venture company certification, and quality certification provide the best laundry solution.



Technology guarantee fund, a venture company certification
The American Coin Laundry Association (CLA)

HACCP authentication

ISO 9001, ISO 14001 International Standardization Certificate

KC Electrical Appliances and Materials Safety Certificate

Electromagnetic wave certification for electrolux dryers (gas electricity)

Unmanned kiosk electromagnetic wave certificate

NICE Evaluation Information Technology Excellent Corporate Certification.

Korea Industrial Technology Promotion Association(KOITA) Corporate

Research Institute.



Our Partners

Korea Laundry is expanding its value into a new business and growing with its partners.

Electrolux	NHN	Daesung C&S
Miele	Cesco	GPS
Dexter	Toast Cam	
LG	PRUGIO	





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