

# A Weinberg Word for Coin

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## Learning the Hard Way

As most of you know Weinberg is a fourth generation company. I have prided myself on starting my career at Weinberg from the bottom up. I started in the warehouse at a young age and have been involved in every facet of the business. Recently we had some challenging staff changes which led me to realize how much of the company I was not familiar with.

I spend roughly 60-70 hours a week at work. I am not afraid to work hard, get my hands dirty and learn new things. I have recently spent a lot of time working on spotting, marketing, wet cleaning and coin laundry. I discovered during these difficult times, when you are the owner; you pick and choose what you want to learn. That's when I realized I have not really learned these new things; but have simply been introduced to them.

Until you actually have to do something on your own you really never have a full grasp of the process. Had I spent more time doing the spotting myself, writing marketing material, training wet cleaning in plants and fully laying out a coin laundry, I would have been ahead of the game. I am glad that I have become familiar with all these duties; it will help me to run a successful company.

My advice to anyone in the dry cleaning, coin laundry or OPL business is to make every effort to truly be a part of every aspect of your business. Spend time acquiring hands on training and doing the work yourself.

As always I appreciate your business.

David Weinberg, President

## Welcome Back

Dan Allen was an employee of Weinberg from May of 2004 until August of 2008. At that time Dan moved to Florida to care for his Mother. Recently Dan decided it was time to move his mother back to Minnesota. It was perfect timing, Lars Danielson, who filled Dan's position



decided to move on and start his own business. Dan now is back with Weinberg, running the territory he previously held. Both Weinberg and Dan are very happy.

## Time to "SUPERSIZE"

Believe it or not Laundromats used to have rows and rows of top load washers. Maybe a 30# or 40# washer or two and that was it. Actually you can still see a few of these in the rural areas. Obviously Laundromats have changed dramatically. Top loaders are a thing of the past (too much water consumption) and 60# -80# machines are now standard. However, customers are asking for even larger machines. You may wonder why there is a need for larger machines. The answer is for various reasons – certain ethnic groups use large prayer rugs, others are known to have large families with children very close in age range, nontraditional customers are opting to do their bedding, rugs, and window treatments at the Laundromat rather than using a dry cleaner. It is not uncommon to see a #125 washer or even two in a Laundromat.

Weinberg recently installed a #125 continental hard mount machine in Twin City Laundromat in Minneapolis. Twin City opened early this year and it became apparent rather quickly that they needed something bigger than the 62# machines they initially chose for their new Laundromat. The response to this machine has been overwhelming. Both the owners and customers are looking forward to a second machine soon.

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## Starting Over with Continental



A few months ago, Weinberg very proudly and excitedly introduced our customers to the Electrolux coin and on premise laundry (OPL) line. We were asked to take on this line and work very hard to establish the brand in the Metro area, which we did.

Weinberg put in two beautiful Electrolux Laundromats and several Electrolux retools. In addition, we sold several Electrolux machines in the OPL market. The staff at Weinberg spent time, money and lots of energy to make this happen. The numbers we did in a one year period were amazing by anyone's standards but specifically in coin industry. It is rare for a company to put in two brand new stores with a brand new line; however, we worked hard and got it done. This sounds like a perfect picture, unfortunately not so.

In early June, Electrolux chose to take the line away from Weinberg and give it to another company. Without so much as an explanation, the line was gone. This left us to handle the equipment deals we had in the works, the parts in our warehouse, the equipment in process and most importantly no explanation for our customers. This seemed to be devastating and we questioned our next step.

Weinberg has not been in business since 1938 by quitting. We like the coin business and we are good at it. Plus the market needs a reputable company. We were in this for the long haul. We know our customers bought their equipment from the Weinberg Company not the manufacturer or the sales person (which also went with the line). We have learned countless new lines over the years and we could do it again. With our

service team, experienced and professional sales staff we know we would come out on top. Now we needed an equipment line that was as solid as we were.

Weinberg researched their options and so did the equipment manufactures. Continental Equipment and Weinberg Supply have teamed up to take the coin industry by storm. Continental makes strong, solid machines. They have an OPL dealer in the twin cities who is their number one dealer in the United States. If that doesn't say something, then what does? In addition, they are local – Oshkosh, Wisconsin. They are an amazing group of people who have collaboratively been in the coin business for 100's of years. The gentleman who started the company, Mike Floyd, still runs it and is fully immersed in the business. Additionally, they offer something no one else does, Continental University. This school is where they train potential and existing investors on how to run a Laundromat properly. A person will learn everything from how to package fluff and fold to machine service and maintenance to marketing and so much more.

Weinberg could not be more comfortable and confident with this line. It far exceeds anything we have sold in the past. Check out their website at [www.continentalgirbau.com](http://www.continentalgirbau.com). We will have a show room full of continental equipment very soon.

Please contact David Weinberg at [952.285.2105](tel:952.285.2105) [david@weinbergsupply.com](mailto:david@weinbergsupply.com) or Erin Doll at [952.285.2119](tel:952.285.2119) [erin@weinbergsupply.com](mailto:erin@weinbergsupply.com) for any questions on Continental or Laundry equipment.

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