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**Video**

**Audio**

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Music (upbeat — from our library of music that doesn't have to pay royalties) behind the sound of quarters. Photo of investor cover — green marble with quarters and title "Turning Small Change into Big Business." Fade out as video of man counting stacks of bills fills screen.

Announcer: Do you like the idea of turning small change into a big business?

Shot of man leaving building with golf club bag over his shoulder

Does the idea of being your own boss appeal to you?

Shot of woman in front of bank looking at bank book with wide smile of satisfaction

Would you invest your money in a business with the potential of double-digit growth?

Music reaches crescendo as graphic YES covers screen

If you answered yes to any of these questions, you're ready to own a coin-operated laundry.

Prospective investors in office setting — middle class, moderate dress, neat, articulate

Man (skeptical): A coin-operated business? Can't be much money in that. People stick a few quarters in a washing machine and they're out the door. What kind of business is that?

Camera is man behind desk. He's a voice over from then on.

Announcer: It's big business!

Views of people at coin-operated laundry, going in and out ...

Yes, at coin-operated laundries customers do stick quarters in machines and they're out the door, but... they come back, week after week.

Pan to customer either bringing in dry cleaning, or one of the other businesses.

And if they have the opportunity, they will bring in their dry cleaning, film to be processed,



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CU of woman

shoes to be repaired, and much more! Those quarters add up to big dollars!

Woman: That sounds okay, but we're looking into a burger franchise. What does the coin-operated laundry business have to offer that a fast food franchise doesn't?

Word build over still of laundry front

1. No royalties to pay
2. Own your own business
3. You're the boss

Man behind desk: First of all, it's not a franchise. You don't pay royalties to someone else. You own your own business. You're the boss. You make all the decisions, including how to spend the profits.

Testimonial — person who owns coin-operated laundry, speaking about being your own boss, making the decisions.

(Testimonial)

CU of man

Man: Okay, that sounds good, but we've never owned our own business and don't know anything about coin-operated laundries.

Full photo to one third of screen

1. Man on phone in office
2. Woman in suit talking to employee
3. Owner programming washer

Man behind desk: You need no special skills to operate this business. It's easy to run and you decide how you want to run it, as an absentee owner, a second business, or your primary source of income. You customize your business to fit into your lifestyle.



**Video**

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Owner talking to distributor — possibly going over plans for new facility if Madison location is available. If not, distributor leading a service training class.

And this is where our distributor network comes in. You can draw on their expertise for everything from designing your store to servicing your equipment — a full turn-key program!

Testimonial: Anyone fitting above description and how the business fits their lifestyle. Talk about help of distributor.

(Testimonial)

3/4 view of woman enthused, sitting forward

Woman: This is sounding better all the time. Tell us more.

CU of operator emptying coin box. Pan to WA of store with customers loading machines.

Man behind desk: It's a cash business, no accounts receiveable, credit cards or bad checks to deal with.

And it's one of the few service businesses where the customer pays before receiving the service. It's easy to run — the customer does all the work!

Testimonial

Testimonial: Ease of operation. What you need to know to get started.

1/4 frame over background of CU of machines

1. Large store
2. Small store
3. Single store
4. Multi-locations

Announcer: It's not a labor intensive business, and you choose the style of the store — whether you want it to be large or small, a single store or multi-locations.



Video	Audio
Testimonial	Testimonial: Small store owner
Testimonial	Testimonial: Multiple store owner or new store owner.
CU of man, earnest expression.	Man: But supposing we invest in one of these coin-operated laundries and then the economy takes a nose dive.
People doing laundry.	Announcer: It's a recession-resistant business. Everyone has to do their laundry and you draw from a wide cross section of customers — young adults to seniors, singles to families. You're providing a necessary service. They have to go somewhere to do their laundry — why not <u>your</u> store?
Testimonial	Testimonial: Increasing income with other businesses such as shoe repair, dry cleaning, fluff and fold, film drop off, or pack and ship.
View of any additional services we can tape.	Announcer: You're only limited by your imagination and the potential is limitless for the returns on your investment.
CU of woman	Woman: Tell us more about these distributors. What exactly do they do? Do we have to pay them to help us?



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Word build over background of two men or man & woman shaking hands.

1. Site locations
2. Design
3. Financing
4. Construction
5. Start-up
6. Training
7. Service

Announcer: Distributors are an important ingredient in this formula for success. They can be a valuable resource when it comes to the demographic analysis for site location, the design of your store for optimum return on your investment dollar, financing options, store construction, start-up and training of you and your employees. They can service your equipment or teach you to do it yourself.

Testimonial: Distributor help.

"FREE" splashed across black screen.

Announcer: And the service is free.

Man and woman look at each other and nod their heads.

Man: Sounds good. We'd like to know more about owning a coin-operated laundry. Where do we go for more information?

Show nice laundry, go inside and pan line-up of washers and dryers.

\*Announcer: Deal with a reputable company with dependable products. Speed Queen is a leader in the industry with state of the art technology incorporated into all their machines, and they carry a full line of products to get you started and keep you going!

Remember, when you invest in a coin-operated laundry, invest wisely.



**BECKER**  
Communications, Inc.

Title: Investment Seminar Video  
Client: Speed Queen  
Date: 1/23/95 7 min.  
Page: 6 of 6 Draft: Final

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**Video**

Green marble background, quarters on it with title (same as beginning). As announcer speaks, quarters slide off marble and focus is on stacks of dollar bills.

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**Audio**

So, if you're looking for a sound investment, where you can turn small change into big business with a minimum of expertise — owning a coin-operated laundry is for you.

\* This paragraph and accompanying views of Speed Queen can be changed to UniMac.