

# DOMUS *NEWS*

NO. 3 - INTERNATIONAL EDITION

SEPTEMBER 2023

## WHAT'S NEW?

More efficient and connected models.

P.4

## THE INTERVIEW:

Johan Stuyven, official DOMUS distributor in Belgium.

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## EXHIBITIONS:

TEXCARE Asia and a lot more!

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## Information is essential for a good management.

Discover how DOMUS machines have been designed using up-to-the-minute technology to connect them to the cloud and obtain a large variety of information that will allow you to optimize your time, and analyze and manage your business efficiently.

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## Presenting the Domus Awards

Introducing the new DOMUS Awards, a new annual award to celebrate the dedication and effort of our best dealers to promote the most efficient machines and internet connectivity (IoT), included as

standard and free of charge on all ControlTouch II models.

The celebration will include a prize ladder, trophies, and commemorative kits.

Full details inside.



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# Revolutionizing laundry:

## The power of IoT-connected equipment



Dear reader,

**W**e all are experiencing how our everyday appliances are getting smarter and more connected. As the Export Director of a leading laundry equipment manufacturer, I am thrilled to share how the integration of the Internet of Things (IoT) with laundry equipment has transformed the industry, making it more efficient, sustainable, and convenient than ever before.

Thanks to IoT-connected laundry equipment, and DOMUS advanced features in washers and dryers, efficiency has reached unprecedented heights. These cutting-edge machines are designed to streamline operations, **optimize energy consumption, and reduce water usage**. By leveraging data analytics and real-time monitoring, owners can optimize wash cycles, program precise detergent dosing, and let the machine automatically adjust load parameters, resulting in substantial time and resource savings.

The hallmark of **free IoT connection in our laundry equipment** lies in its ability to seamlessly connect to the internet, allowing users to access a range of features remotely. With just a few taps on a smartphone or computer, individuals can monitor the status of the equipment, receive alerts, and even customize settings from anywhere in the world.

In our era of increasing environmental consciousness, it is paramount that we embrace sustainable practices in every aspect of our lives. By optimizing energy consumption and water usage, **DOMUS machines significantly reduce their environmental footprint**.

Imagine a future where your laundry machine can automatically reorder detergent when supplies run low or seamlessly sync with other smart devices in your industrial laundry to optimize energy consumption. These possibilities are not far-fetched but rather the next phase of the laundry industry's evolution.

I hope you enjoy the magazine!

Eduard Colomer  
International Sales Director  
✉ [e.colomer@domuslaundry.com](mailto:e.colomer@domuslaundry.com)

# What's new?

more efficient and connected models



## Efficiency, technology, and environmental friendliness

At DOMUS we offer a wide variety of features to improve the efficiency of our industrial washing machines and tumble dryers, to ensure optimal use of water, energy and chemicals in each washing and drying cycle.

Sometimes when it comes to renewing or extending laundry equipment, we only consider the purchase price, but what **we should pay more attention to is the consumption of this washing machine or dryer.**

### How do we improve the efficiency of our machines?

Thanks to the knowledge we have accumulated in our **more than 100 years of experience in the industry** and investment in the latest technology, we are able to develop features and solutions that really help our customers to make maximum savings in their laundry.

Top performance as standard:

- ✓ **The highest G-factor on the market.**
- ✓ **Water Saving:** water and chemical saving configuration.
- ✓ **Intelligent consumption.**
- ✓ **DOMUS CONNECT free** on TOUCH II washing machines, dryers and ironers.
- ✓ **Intelligent humidity control** in dryers.
- ✓ **Air recirculation** in tumble dryers.

Plus exclusive options and accessories, such as the **ECOTANK** and **ECOTANK XL** or the weighing system in washers.



Scan the QR and discover the video on **how to save 70%** on your annual water consumption.

[domuslaundry.com/en/water-savings-industrial-laundries/](https://domuslaundry.com/en/water-savings-industrial-laundries/)

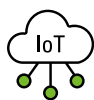


**New ECOTANK XL**  
a water recovery tank

**New 60 and 80 kg capacity**  
washing machines.

**New tumble dryers with**  
**automatic sliding door**  
(option)





## DOMUSCONNECT

Putting all the information about your machines at your fingertips in real time.

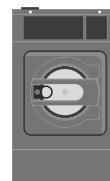
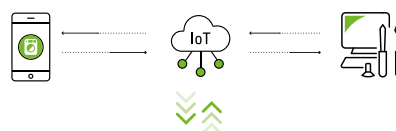
The Internet of Things (IoT) has had a major impact on industrial laundry, allowing companies **to control and monitor their operations remotely and in an automated way**, meaning that problems can be resolved quickly before they become a major issue or avoid unnecessary travel.

In addition, IoT allows companies **to collect and analyse valuable data about their operations**, enabling them to optimise their operations and offer personalised services tailored to each customer's needs.

Thanks to Domus' commitment to innovation, all TOUCH II microprocessor models incorporate **Domus Connect, a free, standard platform** that allows all this information, data, and machine metrics to be accessed and managed remotely.

This two-way communication between machine and user, through the cloud, allows you to optimise your time, as well as better analyse and manage your business remotely.

- ✓ Responsive Web-APP
- ✓ Multi-language
- ✓ Secure communication
- ✓ Easy to use
- ✓ Useful for everyone
- ✓ Constantly evolving



READY TO CONNECT!



**Ethernet connection,**  
standard on all TOUCH II  
machines



## New automatic sliding door on large tumble dryers

Improving ergonomics, safety, and the optimisation of your spaces.

The new sliding door, with manual or automatic opening, is available as an option on the **45, 60 and 80 kg** tumble dryers.

This innovation offers significant benefits, as it **enables faster and more convenient loading and unloading**, reducing downtime and increasing laundry efficiency.

In addition, the sash door ensures **greater safety for the user**, preventing injuries when opening and closing the door and optimising the available space to the maximum.



Want to see how it works?



[www.domuslaundry.com/en/efficient-dryers-eco-energy/](http://www.domuslaundry.com/en/efficient-dryers-eco-energy/)

# The report

## DOMUS SELF-SERVICE SOLUTIONS

Are you thinking of setting up a self-service laundry business? Do you run a petrol station and have thought of adding a small laundry for your customers? Do you run a hotel or campsite and need a self-service laundry module for your guests?

Whatever you are looking for, at DOMUS, we have a tailor-made solution for you:

### Clean+us

If you have a small business that requires laundry services, but you don't have enough space, or you don't want to make such an important investment, from Domus we want to show you our Clean+Us modules, specially designed to be compatible with our Heavy Professional line of self-service washing machines and dryers.



### Clean&Move

DOMUS offers a system of transportable modules, fully equipped and with different configuration options. It allows the creation of customised laundry establishments for each customer.

Thanks to the Clean&Move modules, you will have a mobile self-service laundry with state-of-the-art machinery.



### Clean&Go

Clean & Go by Domus is a laundry with a modern, bold, and functional design that will allow you to create and decorate your own self-service laundry. In addition, we provide all the necessary support and advice in the opening process, set-up, and paperwork, including machinery, signage design, legislation and training without charging branding, training or support fees, nor entry fees, advertising royalties or sales royalties. The business and the turnover would be entirely for you!



### Highly efficient state-of-the-art machinery

At Domus we offer you the latest technology in self-service laundry. We are a trusted manufacturer with extensive experience in the sector. Our washers and dryers are designed to be completely autonomous and easily adaptable to any self-service model.


### Always connected


They are also highly energy efficient and have advanced connectivity so you can control them from anywhere. They are resistant, versatile and do not require a lot of maintenance. In short, Domus offers you the best self-service laundry equipment on the market.

Thanks to the IoT access we offer free of charge (available for all washing machines and dryers)


with TOUCH II), our customers can manage their business remotely and get a wealth of information:




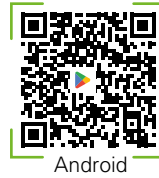
 **Financial, timetable, technical, telemetry** and telemetry statistics...

 **Remote desktop to monitor**, block and operate the machines in real time and remotely.

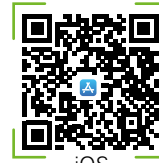
 **Possibility of downloading all the data** in various formats.

 **Remote technical service**, data retrieval for after-sales service, error messages, software updates...

 **Laundry management/business monitoring**: Create programmes/discounts, control of schedules, control of income and collections, ...



Android



iOS



Download the app and streamline your business!

**DOMUS Laundry is our own free App for iOS and Android.** Now users can conveniently manage the booking and payment of laundry programmes from their mobile phone via our APP. In addition, they will have the possibility to:

- ✓ Search for Clean&Go laundries near you and add them to your favourites list.
- ✓ Get real-time information on the status of the wash or dryer.
- ✓ Book and pay.
- ✓ Receive notifications when the programme is about to end.
- ✓ Review your transaction history.
- ✓ Access discounts.





# New self-service projects

These are some of the recently opened Clean & Go self-service laundries around the world.



Portugal



Belgium



Thailand



Spain

# Why choose Clean&Go?

By \_Domus

1

**Extensive experience**  
of more than 100 years.

3

**NO royalties or commissions:**  
a franchise model that's right for you.

2

**Latest technology:**  
maximum efficiency and connectivity.

4


**Comprehensive support:**  
we accompany you throughout the  
whole process.



📍 Ireland



Want to see more projects?

 [domuslaundry.com/en/projects/](https://domuslaundry.com/en/projects/)





# The interview

## Johan Stuyven

Official distributor of  
DOMUS in Belgium

Continuing our series of interviews with managers and representatives from DOMUS offices around the world, today we talk to Johan Stuyven from LDL in Belgium.

### 1. First off all, we would like you to tell us a bit about how LDL started.

We started up in 2002, and then we took over another company. It was an existing company it was working with about ten people.

And then we kept growing. We took over other companies. And now in 2022, 20 years later, we work with about 50 and 60 people.

We do a turnover about 15 million euro, and we have about 40,000 machines in the market. That's the position that is today. But the start of the company was taking over another company.

### 2. How did your partnership with DOMUS begin?

we started up with DOMUS in 2018, and the start of the relationship was because we took over one company, Unibell, who was a Belgian company, and the company was a dealer with DOMUS machines.

And that way we had a first contact with Domus. We met the people of Domus, and in the first context, we were impressed by the energy of the company, let's say, and the people in the company. But also, we saw they were very motivated and they were developing high quality machines. And that's why from our side, we were motivated to continue the collaboration with them.

### 3. What is LDL's main line of business?

We are focused on the OPL market, in which health care is an important market, but also hotels and bed & breakfast are important. Wellness and saunas as well. But in fact, if we summarized in a sentence how we look to the market we'd say: "everybody who has to wash one, two, three times a day is a potential customer."

So, we have a very large market. There is a huge potential in our ideas.

### 4. What is the current situation of the industrial laundry business in Belgium?

In fact, the industrial laundries are going in evolution to more

industrialization, in a way they are working with washing tunnels, ironing streets, and in fact they don't have quite a lot of machines that we sell. So, for us, the market of OPL is much more important than the market of the industrial laundries. We sell some individual machines to them, but not in a great quantity, and not in the same quantity as we sell machines to the OPL market.

### 5. What are the main opportunities for growth in Belgium nowadays?

I think we have to continue our strategy and working on the OPL market. It may sound strange, but most of the machines we have in the market are industrial machines. And I think there is a big potential for what we call the extended home market in which it's, let's say the washing machines that do between three and five cycles a day. Industrial machines, in our belief, do more than five cycles a day, and in that market we have already a good position.

But in the extended home market we believe there is a lot of growth opportunities and the heavy professional washing machines by Domus, in our belief, are very good machines. And as I see, they are developing also heat pump dryers. So we believe that is the future.

### 6. About self-service laundries, what do you think is the situation in Belgium?

We do sell that, but in Belgium, the market of the coin laundries is a market with a big maturity. Every city has more than one automatic laundry. So we can say there is a kind of saturation.

And the market of the coin laundry is mostly the renewing of machines and very little new coin shops. So it's an important market for us in terms of renewing machines. But in fact, I come back to the point that we believe that the most important market with potential of growth is the OPL market.

France and Belgium are two countries in which there are a huge amount of coin laundering. In the past it was very good for


us because we build up quite a lot of coin shops. But now when you have 2 coin shops, let's say, in a city of 8000 people, there is no place for more.


The only thing that most businesses do is renewing these machines.

### 7. Based on your experience, what are the most important strengths of DOMUS?

We appreciate flexibility in Domus, we appreciate very much their drive in getting their machines better and also in the development of energy efficiencies. I think in that way, DOMUS is doing a good job and we appreciate them and we are very happy to work together with them.

You can contact us by:

 [laundry.nl](http://laundry.nl)

 [info@laundry.nl](mailto:info@laundry.nl)



# Domus Awards

Rewarding innovation and efficiency



## We are proud to introduce the DOMUS AWARDS!

This event celebrates the outstanding achievements of our remarkable distributors worldwide. With no registration required, it's an automatic opportunity for all Domus distributors to participate.

This first edition comprises two categories: **BEST ECO-ENERGY DEALER** and **BEST INNOVATIVE DEALER**. We will crown deserving winners in each category and unveil the **TOP 10 dealers** worldwide.

**On 31 October**, we will announce the winners and personally present the DOMUS AWARDS trophies

and prizes. Winners can share their inspiring success stories on our website and Domus Laundry platforms.

Awarded distributors will receive significant exposure in **Domus News magazine**, on our **website**, and through our **social media networks**, celebrating their innovation and efficiency achievements.

Don't miss this incredible opportunity to be part of the illustrious DOMUS AWARDS, celebrating exceptional accomplishments of outstanding distributors worldwide!



The **BEST ECO-ENERGY DEALER** awards honours dealers committed to **promoting energy-efficient products**. Sales performance of scorable products like ECOTANK XL, ECOTANK, Flatwork ironer with radiant burner, ECO-ENERGY dryers, high spin washing machines, and the DYNAMIC range with humidity control determines the winners.



The **BEST INNOVATIVE DEALER** award celebrates dealers embracing cutting-edge technology by **connecting the most machines to the Internet of Things (IoT)**. The winner is determined by the percentage of sold machines successfully connected.



### FREQUENCY

There will be 1 edition per year. The winners will be revealed on 31 October 2023



### ELIGIBILITY

All national and international dealers who meet the requirements of each category



### WINNERS

1 winner per category in a ranking of the top 10 each category



# By your side

## for more than 100 years

Domus has always been characterised by its proximity to distributors, in building long-lasting and trusting relationships with customers.

Enthusiasm and motivation to work well together are the keys to Domus' relationship with its partners.

There are currently three plants dedicated to the manufacture of industrial laundry machinery, working closely and with many synergies: a plant in Barcelona with 14,000 m<sup>2</sup>, one in the Basque Country with 50,000 m<sup>2</sup> and one in Lamotte (France) with about 4,000 m<sup>2</sup>.

These modern plants respond to the needs of dynamism, product evolution and business growth, allowing production with the latest technology.

We are specialists in the development of industrial laundry machinery, supplying a wide variety of sectors and offering a wide range of products.



### We provide a comprehensive service based on 3 main pillars:



#### Technology and innovation

as a leading company in the manufacture of industrial laundry machinery, we are constantly evolving to offer efficient solutions with the latest technology.



#### Efficiency

with the aim of finding the perfect balance between INNOVATION, EFFICIENCY and SAVING, Domus has made a serious commitment to cutting-edge technology in recent years, developing features in each of the new ranges of ECO-ENERGY washing machines, tumble dryers and ironers.



#### Integral solutions:

we develop products specially designed to meet the needs of all types of customers, markets and sectors.



The Domus brand was inaugurated in 1922 in Vic, near Barcelona, by the founding company Tallers Roca.

One hundred years later, the brand is still going strong and demonstrates its successful global reach today.



# Exhibitions



This year we have many new products that we are presenting to you live at the main trade fairs of the sector.

## Laundrex India Expo

Mumbai, 13-15 September

"We continue to grow in one of the main markets such as India. Thanks to technology and efficiency, despite not being the cheapest option, the market has realised that Domus is economically very profitable. Domus machines pay for themselves in a short time because of their high efficiency". says the export manager.

## TEXCARE Asia

Shanghai, 25-27 September

TEXCARE ASIA is Asia's largest trade fair for textile clothing, leather care and cleaning technology and equipment.

This year 2023 will be the return to Asia for everyone in the laundry sector, after the break suffered due to the pandemic. At Domus we are looking forward to continue increasing our presence in the Asian markets based on EFFICIENCY, TECHNOLOGY and CONNECTIVITY as our main arguments.



Stand of the 2019 edition.

## HORECA Arabia

Riyadh, 27-29 November

This is going to be the first time we'll exhibit in Riyadh exhibition. The purpose is to show our main advantages in technology and efficiency in the Saudi market.

We see that our range of products with its features and technology matches perfectly to demand on their projects. This is why we expect big interest as we already found in the last HORECA JEDDAH Feb '23.



## Past events

# HORECA Arabia

Jeddah, 23 February 2023

We were present at HORECA ARABIA in Jeddah last February where we had a great reception as well as in the rest of the GULF countries where we are equipping great references in the world of hospitality and hospitals.



# EXPOFRANQUICIA

Madrid, 18-20 May 2023

EXPOFRANQUICIA is a crucial event for those looking for business opportunities under the franchise formula. One more year DOMUS displayed a laundry shop in the event. As it was introducing Domus Connect and the Payment APP, the interest was bigger than ever and the visits multiplied.

### The self-service laundry of the future

Clean & Go by Domus is a laundry with a modern, daring and functional design that allows our customers to create and decorate their own space. In addition, we provide all the necessary support and advice in the process of opening, assembly and formalities, including machinery, design, legislation and training without charging any fees for the use of branding, training and support, as well as no entry fee, advertising or sales royalty.

The business and the turnover are entirely for our customers!

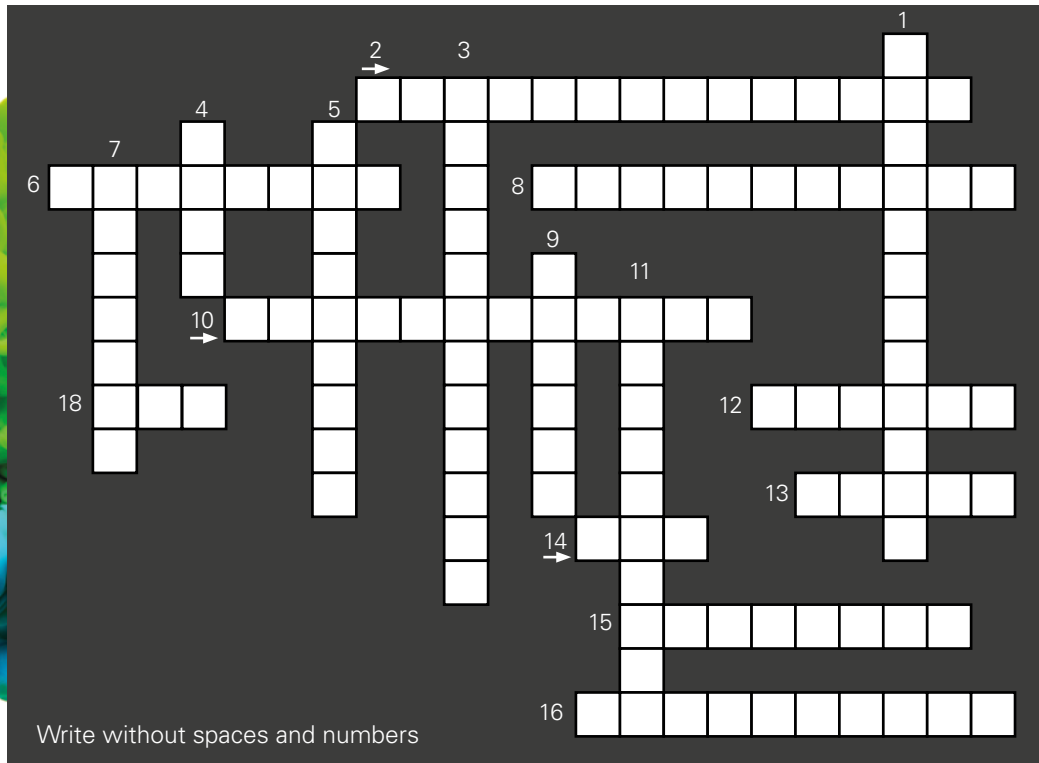
This year, we presented our flagship machines with the latest technology in order to be able to set up a laundry as efficiently as possible. Washing machines with a G Factor of 500, highly efficient dryers with perfume dosing, all connected to the IoT, and much more.

With Clean&Go, it is possible to have a fully autonomous laundry space, ready to work every day of the year with long opening hours, which allows the business to be quickly profitable during the first years of activity.



# DOMUS Quiz

Do you know the main terms related to connectivity, IoT and the internet of our machines? Now is the time to prove it!



Write without spaces and numbers

## Horizontal

2. An integrated chip that controls the functions of Domus machines, such as temperature, speed and duration of the wash cycle.
6. A local area network (LAN) communication standard that allows wired data network devices to communicate with each other.
8. Creating instructions for a computer, or Domus machine, to perform a specific task or tasks.
10. Domus platform that allows you to access and manage all the information, data and metrics of your machines remotely.
12. Device that interconnects computer networks and directs data traffic between them.
13. Data storage space located on the internet, which can be accessed by the user from any device.
14. Program designed to be used on mobile devices, such as phones or tablets (popular abbreviation).
15. A worldwide computer network that uses the telephone line to transmit information.
16. Creation, development and implementation of new ideas, processes, products or services that generate value and improve the lives of Domus customers and users.
18. Digital connection of everyday objects to the internet to improve their functionality and efficiency (acronym, three words).

## Vertical

1. Instant message sent to Domus application users, informing them about the status of the wash, collection times, etc. improving customer experience and business efficiency.
3. The ability of devices to communicate and share data with each other or with external networks.
4. Verb. To transfer information or data from one device to another via the internet.
5. The process of recording, monitoring and transmitting data of, in our case, washers, dryers and ironers to analyse it.
7. Name of the powerful Domus programmer installed in all the medium and high range machines that allows them to be programmed and configured for maximum efficiency and versatility. It can also be connected via the internet and has a touch screen.
9. Synonym for connected or available through the internet.
11. A process that encrypts information to protect privacy and security. At Domus, it is used to ensure that the data of its machines, laundries, customers, cannot be accessed by third parties.



Find the answers and all the benefits that the connection of Domus machines offers as standard and free of charge, by scanning this QR or by logging in:

[www.domuslaundry.com/en/domus-international-news-no-3](http://www.domuslaundry.com/en/domus-international-news-no-3)