

GROW WITH SMART LOCKERS

A decision guide for operators who
want more locations and more orders
without new storefronts.

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[BOOK A 15 MINUTE CONSULTATION](#)



How To Use This Booklet

This booklet shows you how to expand your laundry or dry cleaning business using laundry lockers. Inside, you will learn which locker types suit your service, how the system fits into your existing workflow, and which software and support options match your goals.

Once you finish, complete the order form and we will prepare your personalised Letter of Engagement with exact pricing, timelines, and a clear plan for installation and growth.

We Help You Decide

- Where you want to place your first locker locations
- The locker types and quantity that match your services
- Whether to keep your software or switch to a locker-ready system
- Whether you want help securing locations with a [Sales Pack](#) or [Launch Sprint](#)
- Whether to add the [Resident Usage Marketing Pack](#)
- Your first year expansion plan and expected return

Start Automating Your Store Now

[GET LETTER OF ENGAGEMENT](#)

Trusted By Laundromats And Dry Cleaners Worldwide In 100+ Laundries

From local shops to regional chains, Breezy operators grow using professionally installed lockers, ready to send agreements, and property targeted lead tools.

Why Operators Love Laundry Lockers

- Extend operating hours without adding staff
- Add drop off and pickup points across your city
- Reduce counter workload and handle peak demand overflow
- Increase revenue per day with minimal extra overhead
- Serve customers 24 by 7 without keeping your store open
- Build a local network of remote locations for a fraction of the cost of a second shop
- Modern, digital first experience that elevates your brand

“

“We added lockers to reduce counter pressure, but it quickly became a major growth channel. Customers love the after hours access and our staff workload dropped instantly. We now run multiple remote locker locations and our throughput has never been higher.”

Jan Wodnicki - Yashu Washu, Chicago

As seen on

 CBS

 USA TODAY

 FOX NEWS

 NBC

Why Operators Add Lockers

1. Grow Revenue Without Opening A New Store

Lockers let you place your business directly inside nearby apartment buildings, universities, gyms, industrial sites, and office buildings.

This gives you the effect of opening a new storefront at your customers' doorstep without paying rent, signing leases, or increasing overheads.

2. Capture New Customers In The Same City

Each locker location becomes a micro drop-off point that brings in new orders from residents and workers you may not currently reach.

3. Build A Multi-Location Network With Low Risk

Instead of investing in a second physical store, lockers create a low-cost, low-maintenance way to expand citywide and increase daily volume.

4. Reduce Counter Bottlenecks (Optional Store Automation)

If you choose to use lockers inside your store, they help shift drop-offs and pickups into a self-service flow, easing pressure during peak times and reducing attended hours.

5. Offer Convenience That Keeps Customers Loyal

Lockers give your brand a modern, 24 by 7 experience — something traditional competitors cannot match.

Our Service End To End;

Step 1. Review this booklet and choose your setup

Understand the business model, locker types, software options, and support packages. Decide your locker quantity, service level, and first year growth goals.

Step 2. Complete the order form

Tell us your locker choices, software details, and support needs.

We use this to prepare your Letter of Engagement.

Step 3. Receive and sign your Letter of Engagement

Your Letter of Engagement outlines your pricing, selected services, estimated shipping, rollout plan, and answers to common logistical questions. Once you review and sign it, you place a deposit so we can begin production and prepare your onboarding.

Step 4. Get your sales, marketing, and software set up

After the deposit is placed, we build the materials included in your package such as your website, decals, pitch deck, proposal letter, legal agreement, and lead list. We also set up your locker software, train you on the system, and walk you through how daily operations will work.

Step 5. Win your first building locations

Use your Sales Pack to contact apartments, offices, universities, and gyms. Send proposals, book meetings, and secure approvals with confidence.

Step 6. Install your lockers and launch

Lockers arrive branded and ready to bolt together. Indoor is preferred. Outdoor possible under cover. Your first location goes live as soon as cleaning is connected.

Step 7. Grow and scale your network

Use your Sales Pack and marketing assets to add new locations and boost usage. Founders choose one of two paths.

How The Service Works

For Customers



Step 1. Create an account and place items in a locker

Customers sign up, find an empty locker, place their garments inside, and follow the lock instructions on the door.

Step 2. Submit the order in the app

They enter their order through the app using your chosen software.

Step 3. Receive automatic updates

System notifies them when cleaning is complete and their order is ready.

Step 4. Collect anytime

Pick up using the code and locker number whenever it suits.

For Drivers Or Staff



Step 1. View daily pickups and route

Drivers open the app to see all orders and the route for the day.

Step 2. Access lockers and collect items

They unlock compartments with an RFID key or master code and take items to the cleaning partner.

Step 3. Return cleaned items to any open locker

Finished garments are placed into available lockers and secured.

Step 4. Trigger automatic customer alerts

Customers are instantly notified that items are ready for pickup.

For Owners



Step 1. Install lockers and set up support

Lockers are delivered, branded & installed. Owners activate support channels and marketing assets.

Step 2. Monitor everything in the dashboard

Orders, payments, locker status and activity appear in the admin section.

Step 3. Let automation handle the operations

Notifications, payments, and routing run through the software.

Step 4. Focus on growth and new locations

Once running, owners secure more buildings and grow the network while cleaning is outsourced.

Proof From Industry Leaders



Pressbox, Chicago

Pressbox pioneered the locker-drop laundry/dry-cleaning model in Chicago. Launched in 2013, it installed self-service lockers in apartment and office buildings, paired with a mobile app. Within a few years it scaled to 100k+ customers and was acquired by P&G in 2018 for integration into the Tide Cleaners system. This shows that the locker model can go from pilot to acquisition in a short time.



Breezy Laundry Lockers, Melbourne

Launched in 2012, Breezy became the biggest locker-based laundry network in the Southern Hemisphere. The company installed 150+ 24/7 locker banks across apartments, offices, universities and gyms, proving that a fully automated, store-free laundry model can scale profitably. Breezy's decade-long operation demonstrates the global viability of smart-locker laundry services.



Laundry Locker, San Francisco

Laundry Locker (San Francisco) built a 24/7 kiosk/locker network throughout the Bay Area from 2005 onwards, placing lockers in residential, office and public-access locations. With 350+ locations and recognition for eco-friendly cleaning, it was acquired by Mulberrys in 2018 and is a strong proof point for both access convenience and sustainable garment-care

Best Locations For Laundry Lockers

Laundry lockers **can be installed almost anywhere** people live, work, study, or move through daily. This page will help you understand where lockers fit best, what services to offer, and how pricing changes based on customer type and location.

Below are the most successful types of sites, the services commonly offered, and the price range typically suitable for each audience.



1. Apartment Buildings

Busy professionals, families, young couples, high-rise and mid-rise residents.

Ideal services

- Wash Dry Fold
- Dry Cleaning
- Household items (bedding, towels)

Price positioning

Medium to High
Customers pay for convenience.
Higher-value dry cleaning and premium wash-dry-fold plans perform well.



2. Office Buildings

People drop off before work and pick up after work; willing to pay more for convenience and fast turnaround.

Who lives here

Corporate staff, managers, government workers, tech companies.

Ideal services

- Dry Cleaning
- Shirt services
- Business attire care

Price positioning

Medium to High



3. Universities & Colleges

Students living on campus or in student housing.

Ideal services

- Wash Dry Fold
- Bulk laundry bags
- “Weekly laundry plan” subscriptions

Price positioning

Low to Medium

Lower pricing, high volume.

Students value affordability and speed.



4. Gyms & Fitness Centers

Health-conscious professionals, commuters, frequent visitors.

Ideal services

- Wash Dry Fold
- Towel service
- Activewear cleaning
- Shoe cleaning (optional)

Price positioning

Medium

Gym members appreciate convenience, especially around work hours.



5. Hotels & Serviced Apartments

Travelers, long-stay guests, business visitors.

Ideal services

- Wash Dry Fold Cleaning
- Express service
- Guests’ personal laundry

Price positioning

Medium to High

Guests pay more for speed and reliability.



6. Industrial Complexes & Worksites

Warehouse staff, factory workers, manufacturing plants.

Ideal services

- Wash Dry Fold
- Uniform cleaning
- PPE and workwear cleaning

Price positioning

Low to Medium

Often contracted with the business and priced based on volume.



7. Shopping Malls & Retail Centers

Shoppers, retail employees, commuters passing through.

Ideal services

- Dry Cleaning
- Express Wash Dry Fold
- Quick drop-off service

Price positioning

Medium to High
Depending on the mall.



8. Supermarkets & Grocery Chains

Families, working professionals, daily shoppers.

Ideal services

- Wash Dry Fold
- Dry Cleaning pickup and drop-off
- Family laundry bundles

Price positioning

Medium
High convenience during weekly shopping.



9. Transport Hubs (Train & Bus Stations, Airports)

Commuters, travelers, airport staff, frequent flyers.

Ideal services

- Express Dry Cleaning
- Fast turnaround WDF
- Hotel guest laundry integration

Price positioning

High, A convenience-driven, time-sensitive audience.



10. Luxury Condos & High-End Residential Buildings

Affluent professionals, families, luxury renters.

Ideal services

- High-end Dry Cleaning
- Premium Wash Dry Fold
- Specialty garment care (delicates, suits, couture)

Price positioning

High, A premium service environment.

Summary:

Pricing By Market Type

Low to Medium Pricing

Universities

Industrial complexes

Student housing

Medium Pricing

Gyms

Supermarkets

Community centers

Office buildings (mid-tier)

Medium to High Pricing

Apartment buildings

Hotels

Retail centers

High-end offices

High Pricing

Luxury apartments

Airports

Premium office towers

ROI Planner

Per location revenue about 1,000 to 5,000 dollars per month. Margin about 50 percent. That equals profit per location per month about 500 to 2,500 dollars.

Scenario	Starter	Builder	Network
Lockers	10	25	50
Locations	2	5	10
Estimated investment including freight	\$5,500 to \$6,000	\$10,000 to \$11,250	about \$15,000
Profit per month at low use	\$1,000	\$2,500	\$5,000
Profit per month at mid use	\$3,000	\$7,500	\$15,000
Profit per month at high use	\$5,000	\$12,500	\$25,000
Payback range	about 1 to 6 months	about 1 to 4.5 months	about 0.6 to 3 months

Multi-Purpose Laundry Locker

For wash dry fold and dry cleaning

Price: from \$300 per locker; see price list below



Key Specifications

Dimensions: 15.4 inches wide (390 mm), 23.6 inches deep (600 mm), 78.7 inches high (2000 mm).

Interior hanging height: 37.4 inches (950 mm)

Battery operated: Runs on long-life AA batteries with 3+ years expected lifespan.

No internet required: Locks operate without WiFi or external connectivity.

Modular design: Lockers bolt together easily, allowing you to add or remove units as locations grow.

Wash Dry Fold Laundry Locker

For wash dry fold only

Price: Depends on quantity (pricing table below)



Key Specifications

Dimensions: 17.7 inches wide (450 mm), 23.6 inches deep (600 mm), 78.7 inches high (2000 mm)

Each compartment height: 24.9 inches (633 mm)

Battery operated: Powered by long-life AA batteries lasting more than 3 years.

No internet required: Locks are fully offline, reducing failure points and simplifying installation.

Modular design: units bolt together for easy expansion, relocation, reconfiguration.

Estimated Pricing Including Freight

5 lockers

Single Locker \$550 to \$600

Total \$2,750 to \$3,000

25 lockers

Single Locker \$400 to \$450

Total \$10,000 to \$11,250

50 lockers

Single Locker \$300

Total \$15,000

Exact shipping is finalized at quote.

Complete the order form now

And we will create your Letter of Engagement with accurate pricing, a breakdown of services and a clear plan for your business.

[COMPLETE MY ORDER FORM](#)

[BOOK A 15 MINUTE CONSULTATION](#)

Will My Current Software Work With Lockers?

Keep, switch, or add. Pick your path in one table.

Your situation	Your Path	Outcome
You already use CleanCloud, Cents, or SMRT with a locker module	Keep your current system	One login and no retraining. We connect lockers to your account.
You use another POS and are open to switching	Migrate to a locker ready platform	Unified orders, routing, and payments in one place.
You want to keep your POS and run lockers separately	Add MyLockers for lockers only	Locker ops stay simple while your POS remains unchanged.
You are starting fresh	Start with MyLockers	Built for lockers and easy to scale across sites.

Tech notes

Breezy locks run on batteries with expected life more than 3 years and do not require Wi Fi, which reduces points of failure and makes installs faster.

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Results You Can Expect With Our Sales Engine

- Up to **2.0 times** more meetings **in 30 days**
- **Plus 35%** approvals from first outreach
- Lead list delivered in **2 to 3 business days**
- **100%** custom to your brand

Modeled improvement against a cold outreach baseline. Results vary by market and follow up cadence.

What Do You Need Right Now

Your situation	Best fit	Why
We want building approvals fast and have little time to run campaigns	Premium Launch Sprint	We run the first month for you and book meetings
We can self execute outreach but want proven materials	Basic Sales Pack	The full kit to win approvals yourself
We already have sites approved and now need resident adoption after install	Resident Usage Marketing Pack	Branded assets to drive usage after go live
We want the whole engine from approvals to usage	Bundle Premium plus Resident Usage	Faster approvals plus higher utilization per site

Sales & Marketing Service Pricing Table

Estimates include freight. Exact shipping confirmed at quote.

Premium Launch Sprint

\$2,999 one time or \$999/month for 3 months.

Everything in Basic + 20 hours calling, done for you email and LinkedIn, Google Ads setup plus 30 day management, CRM pipeline, manager education pack, two custom building mockups, weekly snapshot. Add calling anytime at 29 dollars per hour.

Sales & Marketing Services

\$1899 one time.

Website, pitch deck and proposal email, legal template, decal and visualization pack, verified lead list in 2 to 3 business days, outreach playbook, objection matrix, targeting guide, ROI calculator, business guide, 30 minute onboarding and proposal review support

Sales & Marketing Services - Discounted Rates

\$1,899 less than 10 lockers

\$949.50 between 25-49 lockers

\$599 50+ lockers

Locker website section, decals, print brochures and posters and banners, social templates, digital ad creatives, on site QR flows, launch checklist

Bundle Premium + Resident Usage

Your letter of engagement will show the combined scope and any bundle notes.

Next Steps

After reviewing this booklet you should know the locker quantity and mix you want, whether you will use your current software or want a recommendation, whether you want the sales, the launch sprint, or resident usage marketing pack.

Complete the order form and we will create your Letter of Engagement with accurate pricing, a breakdown of included services based on your selections, and a full set of next steps and answers to common logistics questions.

“

“Expanding our dry cleaning and pickup service into apartments and offices was a priority. Breezy delivered exactly what we needed. The lockers are durable and easy to manage and customers love the 24 by 7 access. We rolled out to multiple locations and will keep going.”

— YASHUWASHU, OWNER

What happens next

1. Complete the order form by clicking the button below.
2. We review your order form and business model and confirm details.
3. We send your Letter of Engagement with pricing and inclusions.
4. We include a software recommendation, setup or migration estimate, and a simple overview of how the flows will work.
5. We confirm delivery and installation timelines and your marketing milestones.
6. You approve and we start production, branding, and integration support.

Complete the order form now

[GET LETTER OF ENGAGEMENT](#)