



primus®

GET AHEAD IN

INTELLIGENT VEND LAUNDRY

WORLDWIDE HEADQUARTERS

Alliance Laundry Systems
P.O. Box 990 Shepard Street
Ripon, WI 54971, USA
Phone: +1 920 748 3121
Fax: +1 920 748 4564
alliancelaundry.com

Alliance Laundry CE
Místecká 1116
Příbor, 742 58, Czech Republic
Phone: +420 556 768 800
Fax: +420 556 768 882

Primus by Alliance Laundry Systems

www.primuslaundry.com





WE HELP ENTREPRENEURS BUILD

SUPERIOR CUSTOMER EXPERIENCES WITH FASTER, CLEANER LAUNDRY

Primus is made to keep your laundry customers coming back for more. They quickly learn our machines are easier, faster and produce better results. Plus Primus Digital Laundry technology learns what your customers want – and helps you give it to them.

HIGHER PROFITS FOR LAUNDROMATS AND MULTI-HOUSING LAUNDRIES

Whether you're into cash/card laundry, route laundry or both, choose Primus to improve your bottom line. We innovate with purpose to help you grow. Our European heritage of inventive technology and eco-friendly efficiency makes business sense.

INNOVATING FOR PERFORMANCE

Primus professional laundry equipment is designed to keep your operation running reliably. Upgrade with Primus Digital Laundry technology for the advantages of a networked approach to vend management. We innovate for your business performance.

NETWORKED EFFICIENCY

Primus Digital Laundry control solutions let you monitor and manage your business through your preferred device whenever you want.

Networked business → easier management, better business

SUPERB CUSTOMER EXPERIENCE

Ergonomic designs keep the workflow moving. The I-Trace app helps customers use the machines and pay via mobile. People love the ease and reliability of the experience.

Satisfied customers → more revenues, stronger customer base

SPACE SAVING EFFICIENCY

Primus equipment comes in a wide range of capacity and footprints so your laundry is precisely matched to your needs.

Ideal size → higher throughput, more efficiency

FAST TURNAROUND TIMES

Our powerful, smart equipment cuts laundry time. Sensors and load analysis optimize processes and resource use.

Maximum efficiency → lower costs, greater control

USER FRIENDLY

Primus laundry controls do all the hard thinking. Your customers will come to rely on the simple, effortless routine.

Easy experience → customer loyalty, faster throughput

TOUGH, DURABLE MACHINES

Primus equipment is built to last. If you do need parts, they are available fast via our unequalled customer service.

Higher reliability → more uptime, less costs

SUPERIOR FABRIC CARE

Primus applies power gently and precisely to deliver a perfectly clean hygienic wash. It's tough on dirt and easy on fabrics.

Longer lasting fabrics → better service, more satisfaction

ECO-FRIENDLY

Many laundry owners appreciate how Primus hardware meets or exceeds stringent water and energy consumption regulations and standards.

Using less resources → lower costs, higher efficiency

CHOOSE THE PRIMUS PREFERRED PACKAGE, PERFECT FOR YOUR NEEDS

The vend laundry business is changing. Customers now prefer digital payments to coin boxes. Some owners are differentiating with new services. Some differentiate with experience. At the core is making sure you have the right equipment.

CONNECTED SOFT-MOUNTED PREFERRED

WITH REMOTE DASHBOARD AND CUSTOMER APP

Primus high performance softmount washers offer exceptional efficiency. Pair with T line dryers and promote your service as the green, upmarket option. Add an ironer and offer professionally finished flat linen services on-site.



FX105 FX180

FX LINE

- From 6.5kg/13lb to 28kg/61lb
- XControl FLEX®
- Stainless steel panel
- Cascade™ drum technology
- Patented Soap Hopper
- Large drain valve (Ø 76mm)
- Easy access to all vital parts from the front
- Large door opening for easy loading and unloading



DX16 DX13/13

DX LINE

- From 11kg /220lb to 2 X 13kg/300lb
- XControl FLEX®
- Electrical, gas and steam heating
- Large door opening
- Axial airflow
- Stainless steel front panel with black painted door
- Grey painted side panel Large lint filter
- Galvanized drum
- Stainless steel front panel with black painted door
- Grey painted side panel
- Reversing drum
- SafeTech™ Fire Suppression System



I33-160

I LINE COMMERCIAL

- Ironing speed and temperature indicators
- Frequency controlled motor
- Space saving wall installation: front return
- Automatic cool down
- Easy to operate microprocessor
- Patented direct drive system*
- Patented central suction system*
- Metal fiber premix burner*

* Available on I33



HARDMOUNT PREFERRED

FOR EFFICIENT, RELIABLE LAUNDRY STORE PERFORMANCE

Primus hardmount washers apply brute force with finesse. They go perfectly with our DX dryers. Long lasting and efficient, they deliver commercial grade performance, for a lower initial investment.

RX LINE



RX80 RX240

- From 8kg/17lb to 52kg/114lb
- Xcontrol®
- Stainless steel panel
- Cascade™ drum technology
- Patented Soap Hopper
- Large drain valve (Ø 76 mm)
- Easy access to all vital parts from the front
- Large door opening for easy loading and unloading



T11 T24

T LINE

- From 9kg/190lb to 24kg/530lb
- Radax™ airflow technology with Radial and Axial airflow up to 16kg
- Easy to use microprocessor
- Large door opening for easy loading and unloading
- Heat pump (HP) available
- Easy Control microprocessor
- Radial and Axial airflow combined with power dry™
- Large diameter stainless steel drum

GET AHEAD IN LAUNDROMAT TECHNOLOGY



ECO-FRIENDLY WASHING

ECO3

Featured on our FX range of washers, the ECO3 system optimizes water levels for economy and environmental friendliness without losing washing quality. This means as much as -15% water, -20% energy consumption and -25% residual moisture compared to previous models.



SENSOR CONTROLLED DRYING

Senso-dry

Our innovative humidity sensors protect your linen from over-drying. This saves energy and ensures you always get outstanding results.



Airflow Radax

Using a combination of radial and axial airflow, this innovation reduces energy consumption while maintaining outstanding drying performance.

PRIMUS DIGITAL LAUNDRY

Laundry entrepreneurs worldwide are experiencing the benefits of the networked laundry. Now it's your turn.

i-Trace Monitoring Dashboard

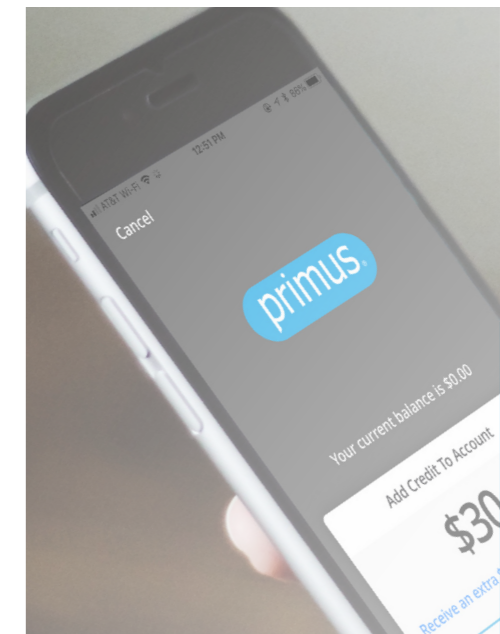
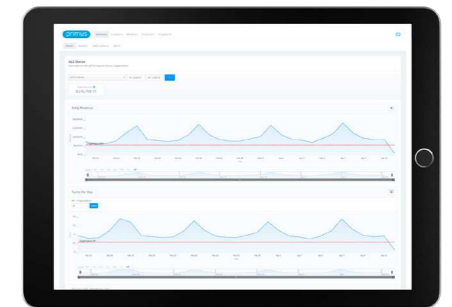
Make your business smarter with networked machines connected digitally to you.

- View the performance of your entire laundry in real time from any web browser
- Remote control any machine and check its status
- Monitor your business from anywhere, obtain detailed reports, develop customer offers to maximize uptime

The Primus App

The Primus App makes your laundry more attractive to customers. It's full of opportunities to build your business. Get it from the Apple or Android app store and see for yourself.

- Easy card payment for customers
- Better control for customers over wash and dry options, queueing and more
- Endless opportunities for loyalty programs and digital customer engagement initiatives



NEW XCONTROL FLEX PLATFORM



GET AHEAD IN CUSTOMER EXPERIENCE AND CLOUD BASED PROGRAMMING CAPABILITIES

Primus' latest control, XControl FLEX platform, features an enhanced customer experience and brand-new functionalities for connectivity and data accessibility available anywhere, everywhere, in the cloud.

XCONTROL FLEX PLATFORM

- **7" (5" on stack tumbler dryers), full color, touch screen display**
Easy to read from any angle and customizable display
- **Intuitive user-friendly interface**
Offering all data at a glance. This best-in-class interface offers an excellent operator guidance
- **Clear step-by-step instructions available in 34 languages.**
Simplifies operation for users, any selection is no more than two touches away

WASHER EXTRACTOR FEATURES

- **15 wash cycles for OPL (12 for VEND)**
& 8 easy -to-understand cycle modifiers
- **Wash cycles can be customized for specific needs**
- **Machine programming & performance data accessible through cloud.**
Allows owners to remotely access live machine data on mobile device

GET AHEAD IN VEND LAUNDRY

Connect i-Trace and Primus app to provide the best-in-class laundromat experience to your users.



FX105
10,5kgs



DX13/13
2x13kgs








DRYER FEATURES

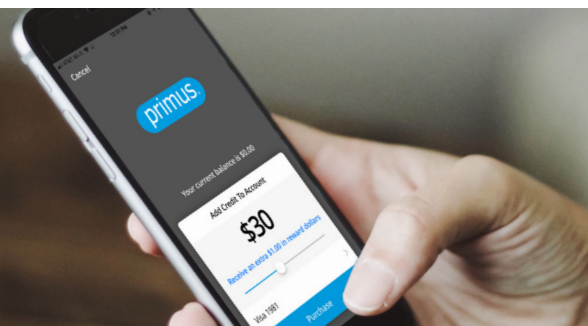
- **5 cycles + 2 modifiers (Reversing and Anti-wrinkle) for Vend and up to 99 cycles for OPL**
- **Auto dry capability (OPL only)**
- **Moisture sensing option (OPL only)**
- **Advanced cycle programmability (OPL only)**
- **Count up timer (OPL only)**

THE PAYMENT OPTION YOU AND YOUR CUSTOMERS PREFER

PRIMUS EQUIPMENT COMES WITH THE PAYMENT OPTION YOU WANT FOR YOUR LAUNDROMAT

You can have a completely digital pay-at-machine store with no central cash collection. Or collect all your cash in one place.... Which works best for you and your customers?

- 
Coin pay
 The traditional laundromat coin box option. Collect cash on the go every day.
- 
Tokens or loyalty card
 The closest thing you can get to issuing your own currency. Great for customer bonding.
- 
Central payment system
 Customers can pay any way they want, and you're ready to take it: cash and credit cards.
- 
Primus value center
 The perfect bridge between cash and mobile payment: your customers easily enter cash money in the value center to load into their Primus app to pay their laundry.
- 
App payment
 Hassle-free digital mobile payment offers multiple opportunities to deepen your customer relationships, including offering rewards.



CHECKLIST FOR LAUNDRY SUCCESS

GETTING ACCURATE ANSWERS TO THESE QUESTIONS WILL REALLY HELP YOUR DECISION MAKING. FILL IN THE SPACES THEN CALL PRIMUS TO DISCUSS.

MY LAUNDROMAT PROJECT

1. What is my ideal laundry size?

_____ sqm / sqft (choose preferred measurement unit)
 or number of machines.

2. Laundry location

- Commercial/retail environment
- Under-served rural area
- Tourist precinct
- Dense urban area
- Multi-housing environment
- Neighborhood income level: Lower Mid High
- Population density: Lower Mid High

3. Management

- Onsite self-management
- Offsite management and monitoring via app

CUSTOMER EXPERIENCE

4. Which business model do you have in mind?

- Self-service laundromat
- Attended/assisted laundry service
- Multi-housing service (route laundry)

5. How do customers prefer to pay?

- Cash Credit card App Other _____

6. Ideas for service differentiation (vending machine, kids' corner, library, bar etc.)

7. Ideas for customer engagement (loyalty card, promo with local business, ad campaign etc.)



LAUNDRY PEACE-OF-MIND FROM THE WORLD LEADER

Choosing Primus gives you access to the resources of Alliance Laundry Systems for all your laundry solutions needs in the days, months and years ahead.

Alliance Laundry Systems makes the world cleaner as the premier provider of laundry solutions. We deliver leading performance in commercial laundry through our family of brands, including Primus. Laundry is our sole business.

Alliance leads the world in commercial laundry sales, product range, global reach and R&D investment.

■ SUPERIOR TECHNOLOGY

In recent years, we've invested over EUR264 million in R&D to make laundry better. Our global team of scientists, engineers and designers are dedicated to purpose-driven laundry innovation.

■ STRONGER NETWORK

You're never too far from better laundry, thanks to expert Alliance teams in 14 strategic locations worldwide and over 1,200 specialist commercial laundry distributors.

■ BUSINESS AND FINANCIAL SERVICES

In some regions we support our customers with comprehensive financial services. In the past 20 years, we have helped laundry entrepreneurs grow with over EUR1.7 billion in loans.■

■ COMPREHENSIVE TRAINING

Alliance Laundry Systems University offers training for everyone involved in the laundry process.

■ AWARD-WINNING CUSTOMER SUPPORT

Order Alliance Genuine Parts and experience our exceptional service for yourself.

Visit alliancelandry.com for more information