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THE PBSA PARTNERSHIP GUIDE 2026

THE FUTURE OF PURPOSE BUILT STUDENT LAUNDRIES

WWW.STUDENTLAUNDRY.CO.UK



EFFORTLESS LAUNDRY SOLUTIONS FOR PBSA PROVIDERS

THE ALL IN ONE PROVIDER:

COLLECT > **WASH** > DRY > **FOLD** > DELIVER

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INTRODUCTION

Zube is an award winning, disruptive, student-led tech start-up focused on enhancing laundry services for Purpose Built Student Accommodation (PBSA) residents. Using an innovative digital platform, it connects students and PBSA operators with a nationwide network of advanced Purpose Built Student Laundries (PBSL).

By promoting eco-friendly practices and efficient cleaning technologies, Zube assists student accommodation operators in improving their services by offering convenient laundry solutions that streamline routines while fostering community engagement.

Zube emphasizes sustainability, waste reduction, and addressing social causes within a circular economy. The initiative also supports well-being, education inequality, clean water initiatives and mental health awareness, making it an ideal choice for both students and PBSA operators.

A student-led model:

The organization is dedicated to aligning its efforts with the needs and values of the student community.



Zube[®]
Student Laundry

www.studentlaundry.co.uk

CURRENT CHALLENGES

Market research & the latest GSL index data indicate that laundry is now almost at tipping point - a notable concern for students & Purpose-Built Student Accommodation providers.

- 1. Student Surveys:** Laundry services frequently appear among top concerns, including issues of availability and costs
- 2. Focus Groups:** Students report frustration with time spent on laundry, especially during peak usage
- 3. Market Research:** Inadequate laundry options are linked to reduced resident satisfaction and retention rates
- 4. Feedback Platforms:** Dissatisfaction with laundry services is commonly noted in online reviews



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STUDENT PAIN POINTS:

Time Management:

Students often struggle to find time in their busy schedules to complete laundry tasks, leading to added stress.



Affordability:

The expenses associated with laundry and dry-cleaning services can accumulate quickly, impacting students' budgets.



Delays:

Students frequently experience delays when utilizing laundry facilities, which can disrupt their schedules.



Quality Issues:

Inconsistent washing and drying performance can negatively affect the overall laundry experience.



Limited Access:

Prescribed washer and dryer rations (75:1 bed IIRC) mean that at times of peak demand availability becomes frustratingly limited.



Lack of Additional Services:

There is a notable demand for services like duvet and bedding laundry, dry cleaning, and care for specialized garments, including feather and down-filled coats, 'hand wash' only & 'do not tumble dry' items.



MARKET GAP:

The market currently features outdated laundry service providers that frequently lack quality, premium garment care options, innovation, and adaptability. This gap presents an opportunity for Zube to introduce an innovative approach.



CURRENT FRUSTRATIONS FOR PBSA OPERATORS:



✓ Modernisation:

Inefficient and outdated laundry machines.

✓ Frequent Machine Breakdowns:

Regular maintenance and repairs are inconvenient.

✓ Limited Nationwide Solutions:

Few providers offer comprehensive UK coverage.

✓ High Energy Costs:

Increased operational costs and environmental concerns are significant.

✓ Space Utilisation:

Valuable building space is occupied by laundry facilities.

✓ Regulatory Compliance:

Stricter fire safety and health regulations demand attention.

✓ Negative Resident Feedback:

Poor laundry quality and a lack of customization often lead to lower tenant satisfaction, adversely affecting PBSA reputation and retention rates.



COMPETITOR LANDSCAPE

Zube provides laundry solutions for students and Purpose Built Student Accommodation (PBSA) operators, focusing on sustainability and technology.

- 1. The existing PBSA laundry market** mainly relies on outdated machines, leading to high resource use and low satisfaction, which increases the need for more efficient options and user convenience.
- 2. Traditional laundrettes** often have limited self-service features and lack modern technology, with some not prioritizing environmental responsibility.
- 3. Domestic washing machines** within higher-end assets (such as studio apartments), can be resource-intensive and prone to breakdowns leading to high maintenance costs.
- 4. Laundry apps** often deal with higher costs and subcontractor reliance, leading to inconsistent service and delays. In contrast, Zube maintains its own infrastructure, ensuring reliable service and accountability.





OPPORTUNITIES

This situation presents an opportunity for innovative laundry solutions that can enhance both the student experience and operational efficiencies for their accommodation providers.

WHY CHOOSE ZUBE?

✓ Extensive Network of PBSL:

Zube offers a comprehensive network of (PBSL) Purpose-Built Student Laundries, ensuring nationwide coverage and consistent quality across locations.

✓ Convenience for Students:

Our services are designed to provide ease, value and accessibility, allowing students to focus on their studies without the hassle of laundry logistics.

✓ Additional Premium Services:

Zube offers duvet and bedding laundry, dry cleaning, and delicate item care for 'do not tumble dry' and hand wash only items.

✓ Flexible Laundry Subscription Plans:

Our choice of flexible subscription plans accommodates varying student lifestyles and budgets, promoting user engagement and satisfaction.

✓ ESG Policies:

Zube's environmental, social, and governance (ESG) policies align with the values of both students and PBSA operators, a commitment to sustainability and well-being.

✓ Student-Led Model:

Our operations prioritize student input and feedback, ensuring our services are tailored to meet their preferences and needs.

✓ Regulatory Compliance:

Zube provides a comprehensive solution that includes collection, cleaning, and delivery, streamlining the laundry process while enhancing overall service efficiency.

✓ Increased Revenue & Asset Value

Our partnership provides opportunities for earnings through various commission structures, including multiple subscription and pay-as-you-go models, as well as ZUBE commercial short-term rental turnover. This framework enables operators to leverage additional revenue streams effectively.

MARKET INSIGHTS:

Parents prioritize affordability, reliability, and eco-friendliness in their decisions, presenting an opportunity for targeted marketing of convenient laundry solutions for their children.

Specialised high value premium add on services and uplifts are frequently purchased by international students.



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PBSA PARTNERSHIP & PROPOSAL



Aligning with PBSA values:
Enhancing student life through exceptional service

ZUBE provides solutions that correspond with the goals of purpose-built student accommodation (PBSA). Zube aims to enhance the student experience through reliable services that support academic success and provides PBSA with an all in one service provider.

By integrating our laundry services into PBSA environments, ZUBE offers convenient, affordable, and sustainable solutions, allowing both students and PBSA operators to concentrate on their primary objectives.

PROPOSAL OVERVIEW

✓ Welcome Pack

Each resident will receive a complimentary ZUBE laundry starter pack, which includes laundry bags and a branded Zube suit carrier for Drycleaning and steam ironing services.

✓ Drop-off/Pick-up Solutions

ZUBE offers various drop-off and pick-up solutions, including fully staffed kiosks. Laundry lockers as-well as the utilisation of existing reception areas as drop-off and pick-up points.

✓ Continued Service for Short-term lets

ZUBE is dedicated to providing ongoing service for short-term guests during out-of-term periods, offering comprehensive bed linen rental and laundry services.

BEDROOM ESSENTIALS

Students can purchase essential bedroom items like duvets, pillows, towels, and bed linens at discounted rates. This initiative is designed to ease the burden of buying and transporting bulky goods, providing both cost savings and added convenience.

HOW IT WORKS

Operator 'builds in' a laundry service into their room rate offering their residents a Zube laundry pick up and drop off service whenever required. Operator continues to offer a self service option with in house machines alongside Zube service.

✓ Solution Selection:

The PBSA operator chooses one of the following service solutions:

- ZUBE Manned Kiosk
- Zube Laundry Locker Installation
- Reception Drop-off and Pick-up



✓ Subscription Payments:

The operator collects all laundry subscriptions upfront from students and remits payment to ZUBE, net of the agreed commission.

✓ Additional Services:

Payments for premium services and pay-as-you-go transactions are collected on a monthly basis, with the operator making monthly payments to ZUBE, minus their commission.

✓ Order Processing:

All laundry orders are collected and processed at the nearest Purpose-Built Student Laundry (PBSL) facility, ensuring that laundry orders are returned within 24 hours or same day express depending on personal requirements.

SERVICES AND PRICING PLANS



Market research indicates that over 80% of students are willing to subscribe to a better, more convenient & sustainable laundry service.

SERVICE OFFERINGS:

✓ Subscription Options

A variety of flexible laundry subscription plans to suit individual budgets allowing them to pre-pay for services for their entire term, resulting in potential savings.

✓ Pay-As-You-Go Services

Pay as-you-go service for those who prefer the flexibility of only paying for laundry services as they use them - allowing access to on-demand solutions only when needed.

✓ Additional Premium Services:

Duvet and bedding laundry, dry cleaning, steam ironing and delicate item care options for 'do not tumble dry' and 'hand wash' only items.

✓ Zube for Parents:

This initiative enables parents to pre-pay for their child's laundry needs, while also providing access to exclusive offers and incentives.

ZUBE Mega Deals & Extras:



ZUBE COMMERCIAL

Your trusted partner for PBSA hospitality and operational needs

ZUBE COMMERCIAL enhances operational efficiency for holiday and short-term Airbnb rentals during out of term periods, by providing high-quality bedding, towels, and tailored laundry and linen rental solutions.

ZUBE supports PBSA operators in streamlining operations and reducing costs, ultimately offering convenience and opportunities for improved returns for investors and stakeholders.



STREAMLINING OPERATIONS & REDUCING COSTS



IMPROVED RETURNS FOR INVESTORS & STAKEHOLDERS

GROWTH AND ROLL OUT PLAN



STRATEGIC OVERVIEW:

Zube's growth strategy focuses on establishing a scalable operational model that allows national PBSA operators to centralise their multi-site laundry contracts with a single service provider, offering convenience and consistent service quality.

SCALABILITY AND LONG-TERM IMPACT:

Phase 1: North East (Newcastle, Durham, Sunderland, Teesside)

The Newcastle prototype will serve as a blueprint for future expansions and replication into additional cities.

Phase 2: North West

Insights from Newcastle will guide the replication of this model into Manchester, Liverpool, Leeds, and Sheffield.

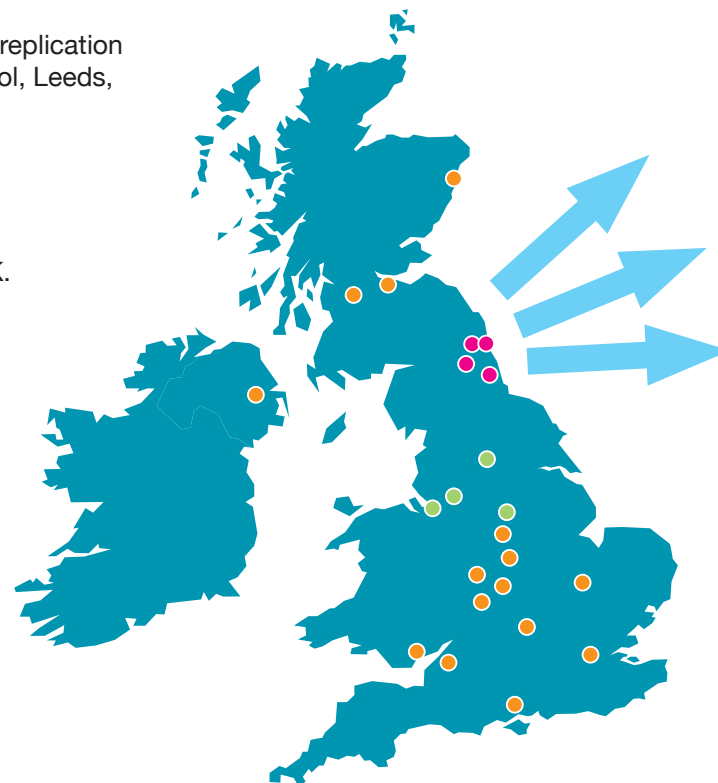
Phase 3: UK

Full roll out & replication across the UK.

Phase 4: Global

Foreign markets

-  Phase 1 - North East
-  Phase 2 - North West
-  Phase 3 - UK



OUR COMMITMENT TO HYGIENE

Setting new standards in garment care, cleanliness, and environmental responsibility.

CERTIFIED HYGIENE EXCELLENCE

We take hygiene seriously - every garment that passes through our facility is treated with the utmost care and precision.

Our cleaning processes comply with Hohenstein-certified hygiene standards, ensuring that every item is professionally sanitized and safe for use. From down-filled jackets to delicate garments, our hygiene control systems eliminate bacteria, odours, and allergens without compromising fabric quality. Confidence in every clean. Our goal is not just to clean clothes, but to deliver true hygiene you can trust.

Using world-leading laundry and dry-cleaning technology, we continue to set new benchmarks for efficiency, hygiene, and cleaning performance - delivering results that redefine industry standards.



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SUSTAINABILITY



INTELLIGENT WATER MANAGEMENT

Water is one of our most valuable resources - and we treat it that way. Our facilities use advanced water recycling, purification, and filtration systems that significantly reduce consumption while maintaining world-class cleaning performance. This ensures both environmental responsibility and exceptional cleaning consistency.

Every drop counts. We clean smarter, not wastefully.

ENVIRONMENTAL RESPONSIBILITY

We're committed to reducing our environmental footprint through every step of our process.

- Eco-friendly detergents and biodegradable solvents
- Energy-efficient machinery and optimized wash cycles
- Reusable garment packaging and recycling programs

Our operations are continuously reviewed to meet the latest sustainability benchmarks, helping us contribute to a cleaner, greener future for our clients and our planet.

Clean garments, clean conscience.

SUSTAINABILITY IN ACTION

From resource management to waste reduction, every decision we make supports long-term environmental health. We partner with suppliers who share our vision of eco-responsible garment care, ensuring transparency, quality, and accountability at every level.

Sustainability isn't a trend – it's part of our DNA.



APPENDIX

✓ Partnerships

Zube collaborates with universities, PBSA providers, and organizations like Student Minds to enhance sustainability and mental health support.

✓ B Corp Journey

Zube is currently seeking B Corp certification, demonstrating commitment to purposeful practices and an inclusive workplace.

✓ Water Management

Zube uses water recycling machines and filtration systems to minimize wastewater. Plans include rainwater collection and recycling technology to achieve a 20% reduction in water use by 2026.

✓ The Zube Foundation

The Zube Foundation offers scholarships and sponsorships to children in developing countries with educational barriers. Recipients later support their communities and address educational inequality.

✓ Giving Back

Student Minds, Zube Foundation, clean water initiatives.

pbsa news

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**student
minds**

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