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 [www.elaundry.co.uk](http://www.elaundry.co.uk)



Enhance Your Supermarket  
With A World Leading  
Laundry, Ironing & Dry  
Cleaning, Drop off service.

# SUPERMARKET PARTNERSHIP GUIDE 2026

 **eLaundry**<sup>®</sup>  
SUPERMARKET



Elevate your Supermarket's appeal while maximising footfall and efficiency by integrating our innovative laundry and dry cleaning smart locker solutions into your offering.



## THE FUTURE OF SUPERMARKET LAUNDRY COLLECTION & DELIVERY SERVICES

As the market for supermarkets becomes increasingly competitive, the necessity to provide unparalleled services and convenience to your customers has never been more critical.

We are excited to present our comprehensive laundry, Ironing & dry cleaning, collection & delivery service, specifically designed to elevate the customer experience in your supermarket.

# INTRODUCTION

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A pioneering laundry and dry-cleaning collection & delivery service designed for designated drop off and collection points. Specifically supermarket for close locality & convenience.

We combine innovation and sustainability through a nationwide network of state-of-the-art facilities, delivering fast, high-quality garment care with reduced environmental impact.

We are also committed to giving back, dedicating part of our profits to local charities. This community-focused approach enhances the client experience and makes eLaundry an ideal, socially responsible choice for Supermarket operators.

“

*eLaundry is more than a laundry company we are setting new standards in garment care, cleanliness, sustainability and environmental responsibility.*



## THE KEY BENEFITS

1

### Simple, User-Friendly Smart Lockers:

Customers easily access the smart locker services using the eLaundry App enabling straightforward collection & delivery. This seamless operation enhances satisfaction from day one.

2

### Comprehensive Convenience:

eLaundry provides both laundry and dry-cleaning services, covering everything from everyday garments to delicate items requiring special care. Smart locker collection and delivery ensure a hassle-free experience

3

### Commission Based Service & Exclusive Territory:

Supermarket operators will be designated their exclusive territory and will also benefit from monthly commissions from eLaundry sales.

4

### Hassle Free Service For Operators:

Supermarket operators can benefit from hassle free smart laundry locker installations within their supermarket. eLaundry works with the operator for a seamless installation and continued ongoing support.

5

### Increased Footfall:

Operators will see an increased footfall to the Supermarket, potentially increasing fuel and shop sales, providing the customer with multiple convenient services under one roof.

6

### Sustainability Commitment:

Eco-friendly products and methods minimise environmental impact, appealing to today's sustainability-focused customers and enhancing your property's green reputation.

## HOW IT WORKS



1. Operator simply installs eLaundry smart Lockers in their supermarket



2. eLaundry promotes the new location via their App



2. Customers typically drop off their laundry & collect 48 hours later



3. eLaundry services & repairs the lockers directly



5. Any promotions/promotional material will be provided by eLaundry



6. Supermarket operator receives monthly commissions

# OPPORTUNITIES

This situation presents an opportunity for innovative laundry solutions that can enhance both the customer experience & operational efficiencies for supermarket operators.

Our services are designed to provide ease, value and accessibility...

- 1

**Extensive Network of Purpose Built Laundry Facilities:**  
eLaundry offers a comprehensive network of modern Purpose-Built Laundries, ensuring nationwide coverage and consistent quality across locations.
- 2

**ESG Policies:**  
eLaundry's environmental, social, and governance (ESG) policies align with the values of both customers and Supermarket operators, a commitment to sustainability and well-being.
- 3

**Regulatory Compliance:**  
eLaundry provides a comprehensive solution that includes collection, cleaning, and delivery, streamlining the laundry process while enhancing overall service efficiency.
- 4

**Increased Revenue & Asset Value**  
Our partnership provides opportunities for earnings through various commission structures. This framework enables operators to leverage additional revenue streams effectively.

OUR SERVICES ARE DESIGNED TO PROVIDE EASE,  
VALUE AND ACCESSIBILITY...

OUR PARTNERSHIP  
PROVIDES OPPORTUNITIES  
FOR EARNINGS THROUGH  
VARIOUS COMMISSION  
STRUCTURES...





# SUPERMARKET PARTNERSHIP & PROPOSAL

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## Aligning with operator values: enhancing customer experience through exceptional service

eLaundry provides solutions that correspond with the goals of supermarket operators to enhance the customer experience through reliable services that support their busy lifestyles and provide supermarket operators with an all in one service provider.

By integrating our laundry services into supermarket environments, eLaundry offers convenient, affordable, and sustainable solutions, allowing both customers and supermarket owners to concentrate on their primary objectives.

## APP INTEGRATION READY

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The eLaundry App has been developed to facilitate the seamless operation of our high tech locker systems and security. This innovative solution ensures a streamlined & seamless experience for the customer's locker drop off and collection.

[www.elaundry.co.uk](http://www.elaundry.co.uk)



**LOCKER  
INTEGRATION  
READY**



# COMMISSION FORECAST & EXAMPLE ILLUSTRATION



All inclusive and built in commission to the operator:

|                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------|
| 100 Drop Offs Per Week                                                                                                                   |
| +                                                                                                                                        |
| 100 Collections Per Week                                                                                                                 |
| +                                                                                                                                        |
| Based on 24 Lockers Used Every 48 Hours<br>(200 Drop Off & Collections Every Week)<br>Average Order - £25<br>100 Orders Per Week - £2500 |
| =                                                                                                                                        |
| <b>Total revenue - £2500</b><br><b>Operator receives 15% commission - £375 per week</b>                                                  |



Increased profits on  
services & shops sales  
from smart locker footfall



# SUSTAINABILITY

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## 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
- Electric vehicles and optimised delivery routes for maximum efficiency

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.**



# OUR COMMITMENT TO HYGIENE & STRINGENT QUALITY STANDARDS

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**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.**



Our cleaning processes  
comply with  
Hohenstein-certified  
hygiene standards...



# COMMUNITY FOCUS

At eLaundry, we hold the conviction that access to clean laundry is a fundamental right that should be accessible to all. We understand that supporting the communities we serve is a vital component of our mission, alongside our commitment to our commercial clients.

Therefore, we proudly offer our laundry services to charities, non-profit organizations, and community groups in need of reliable laundry solutions.

Regardless of whether you represent a community initiative or a charitable organisation, eLaundry provides flexible, and in some instances, complimentary laundry services, enabling you to focus on your primary objectives.

We take great pride in collaborating with organisations that foster positive change and are continuously seeking new opportunities to contribute to the community.

# UK ROLL-OUT

Our national footprint will enable multi asset & national operators to centralise contracts to one service provider improving operational efficiency

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

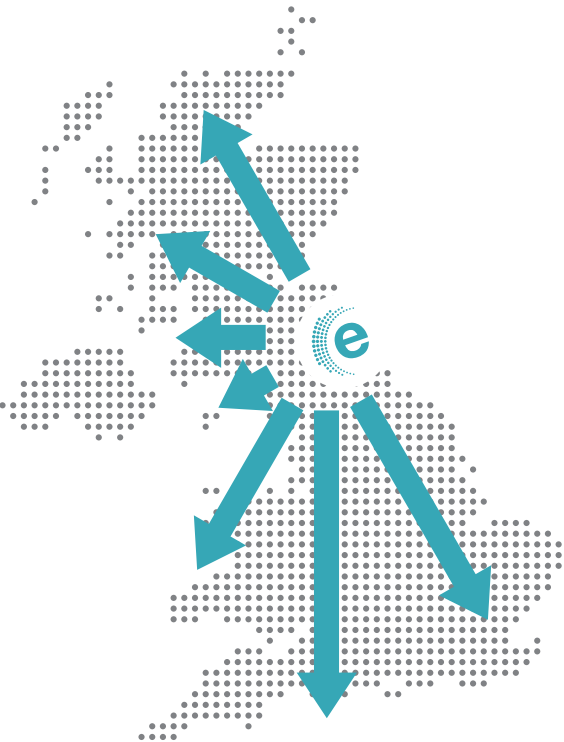
The Newcastle prototype will serve as a blueprint for future expansions and replication into additional cities.

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.



JOIN US IN REDEFINING THE  
CUSTOMER EXPERIENCE

We invite you to partner with us to integrate our All-Inclusive Collection, Delivery, and Dry Cleaning Service into your supermarket offerings.



For further information or to discuss potential collaboration, please contact us:



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JOIN  
THE  
REVOLUTION...

