

See the great benefits from our work at Brunel University!

It's 10/10 for me.

BEFORE



AFTER



Cheaper and more efficient... just amazing.

STUDENT LAUNCH EVENT

I love the washing machines and dryers!



SALES@WASHCO.UK | 08000 546 546 | WWW.WASHCO.CO.UK

CASE STUDY

Transforming student laundry at Brunel University

BEFORE



The Challenge

Brunel University needed a new supplier after students expressed dissatisfaction with their laundry rooms.

They needed to:

- Upgrade, redesign and manage 12 laundry rooms.
- Support sustainability and net zero goals, including transition from gas to electric tumble dryers.
- Improve the student laundry experience.

The Journey

- 3D visualisations to show transformed laundry experience.
- Seamless installation, minimising disruption during term-time and maintaining functioning laundry facilities throughout works.
- Increased electrical capacity in the laundry rooms, working in partnership with the university, to facilitate transition to electric dryers.
- Flexible payment incentives introduced via fobs.

The Prize

- A transformed laundry experience across 12 rooms, with new equipment, decoration and easy payment.
- Supporting Brunel's net zero targets with electric dryers and offsetting 127 tonnes of carbon with tree-planting.
- Happy students, enjoying new facilities, easier payment and online visibility of machine availability.

AFTER



The Challenge

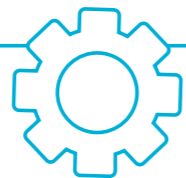
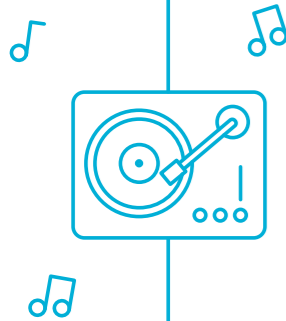
Lightening the laundry load at Brunel

Improve experience and convenience for students

Brunel's students were not happy with their campus laundry facilities. The payment systems were a particular pain point.

The university was also on a sustainability mission and driving towards a net zero target. It needed to bring its laundry rooms up to higher environmental standards.

WASHPOINT had to transform 12 empty laundry rooms at the university, upgrading the equipment, decoration and payment systems. The transition needed to minimise disruption for students and the university.



The Journey

Creating a new laundry experience without the hassle

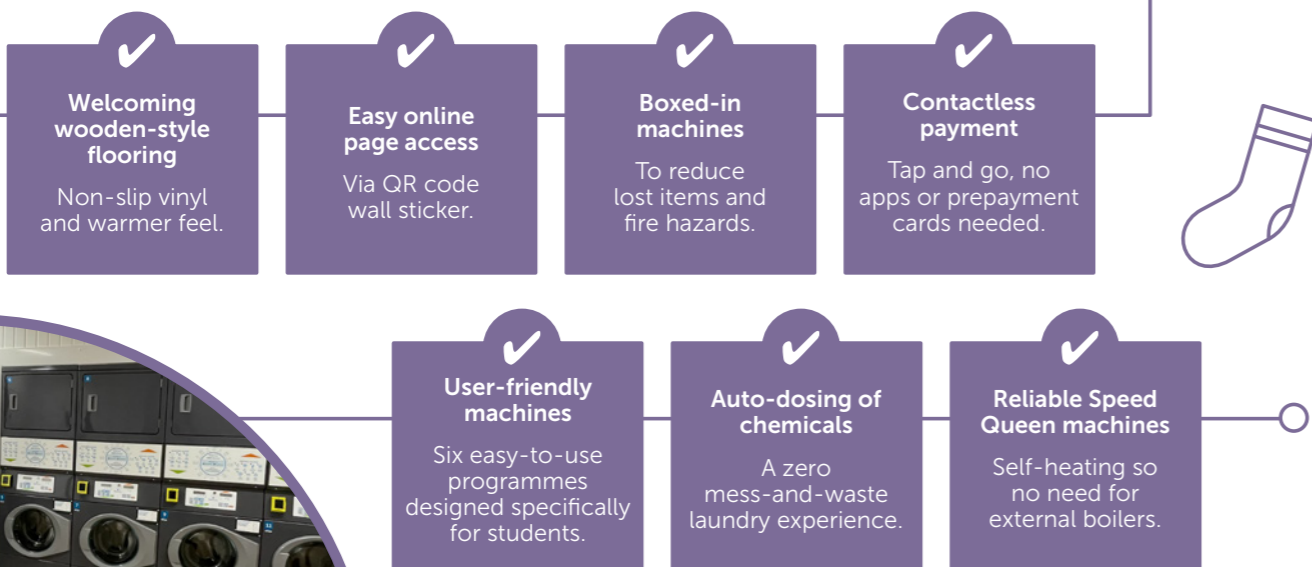
Disruption-free installation

From 3D visualisations, WASHPOINT brought the designs to life.

The installation was carefully managed as the installation took place during term-time, so laundry facilities were maintained throughout, while disruption to the university was minimised.

Students were regularly updated via social media, university channels and washpoint.uk to communicate the access to laundry facilities throughout the upgrade.

The key features of the laundry room transformation were:



The Prize

Happy students. Sustainable solutions

An effortless laundry experience that's better for the environment



Laid-back laundry

Content students, with more time for study and socialising

- **Tap and go payments** – simple contactless credit and debit card transactions.
- **No hidden costs** – auto-dosing of detergent and conditioner in machines.
- **Promos and incentives** – fob giveaways with free washes and dries at student events.
- **No queues** – online checker to see machine availability and alerts when washing finishes.



We desperately wanted to give our students a positive experience. The team at WASHPOINT gave us new ideas and a fresh perspective – they really listened. Their expert team transformed our student laundry and created an easy-to-use solution, without the hassle.

Doug Guy, Operations and Facilities Manager

Switching providers is always a big decision but the great communication from the WASHPOINT team throughout the project made the transition easy. We got lots of marketing support from them for the launch, including social media assets, digital student comms, and promotional copy. We could see the impact of this close partnership during the launch day when over 1200 students attended! We feel in safe hands moving forward with clear account management plans in place and lots of support for our green initiatives.

Sarah Reynolds, Deputy Head of Student Living

A sustainable future

Resource reduction and maximum efficiency

- **From Gas to Electric** – helping Brunel reach their net zero target.
- **Carbon offsetting with tree planting** – a tree planted for each new machine installed, guaranteeing offsetting of 127 tonnes of carbon.
- **Energy efficiency** – new machines reduced water and energy consumption, while high-spin feature reduced drying time.
- **Single-use plastic reduction** – auto-dosing unit in machines eliminated unnecessary plastic use.

