



DashLocker installs 24/7 dry cleaning lockers at Benchmark Properties in Manhattan

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DashLocker, the newest in-building amenity provider for NYC developers, landlords and residents, announced it has signed a partnership with Benchmark Real Estate Group to install lockers offering 24/7 dry cleaning, wash and fold laundry, shoe shining and package delivery services at four multi-family properties in Manhattan.

"We're always looking for additional ways to provide value to our residents. By adding DashLocker, we are able to differentiate our property portfolio by turning unused spaces in our buildings into a convenient, time-saving amenity." said Aaron Feldman, co-founder of Benchmark Real Estate Group. "In addition, the locker installations enable us to offer our residents direct access to a quality service in NYC, without adding to their cost of living, which is hard to do in this rental market. It's really a win-win situation for all."

DashLocker installed 28 lockers across the four buildings, servicing a total of 262 apartments, and hopes to install 1,000 more lockers in similar buildings over the next six to twelve months. The Benchmark buildings include:

• 65 Bank Street, a pre-war walkup building with 37 apartment units, located between Bleecker and West 4th Streets in the West Village.

• 425 Third Avenue, a nine-story apartment building with 101 rental units, located between 29th and 30th Streets in Murray Hill.

• 28 West 26th Street, a boutique pre-war building with 25 apartment units, located between Sixth Avenue and Broadway in the Flatiron district.

• 320 East 22nd Street, an eight-story apartment building with 99 rental units, located between First and Second Avenues in Gramercy Park.

"Our goal at DashLocker as a dry cleaner has always been to have relationships with our customers first, doing whatever we can to simplify their busy lives. For us this means being part of their daily routines from the easiest location possible -- their home," said Ariele Gonzalez, vice president of business development at DashLocker. "We couldn't think of a more logical partner than Benchmark, which seeks to add value to any building it acquires. We look forward to serving their residents and continuing to work more with the company in the future." DashLocker installs, maintains and operates lockers at no cost to building managers or property owners. Through its web-based user interface, the company processes all orders and handles customer inquiries, maintenance and daily pickups without requiring building staff or tips. DashLocker will install approximately one locker for every 10 apartment units in a building. Lockers are 15-inches wide and 22-inches deep, and operate without any special hook ups or WiFi.