



"Un" common area laundry rooms: Coinmach is helping to preserve water at your property

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George Carlin pointed out that the most recognized name in bottled water spelled backwards was "NaÃ-ve." That was obviously because we consumers lined up to pay \$1 or more for 12 ounces of water in a pretty bottle. We all think nothing of it. I often ask people I am presenting a laundry solution to if they bought a cup of coffee that morning, and if so, how much they paid for it. The answers I get continue to shock me. Some of us pay \$3 to \$5 for a cup of coffee.

So now I get to the point. We all take water for granted. Water is one of our planet's most precious natural resources and yet we treat it as if it were, well, just not that important. After all, if it was truly important, wouldn't it be on the news every night like the price of a barrel of oil or a gallon of regular unleaded?

Fact - Water rates in the U.S. are rising, and fast. In New York City, a 12.9% rate hike is on its way. It's the third double digit price increase in as many years. Do a little reading and you will find that across the country, water is on its way up, big-time, and we had all better pay attention.

Fact - Common area laundry rooms professionally planned, rehabilitated and installed by Coinmach, an Energy Star partner, use less water. Up to 60% less.

Fact - The Obama Administration has put a large emphasis on energy conservation and there are now more tax benefits than ever before for energy saving initiatives in commercial properties. More are on the way.

With new high efficiency front load washers from LG and Speed Queen, Coinmach will not only help your common area laundry use less water, but less electricity and gas. With the latest technology in vended laundry, Coinmach brings your residents the convenience of card based payments instead of coins, on line laundry room monitoring and energy conservation that increases your bottom line. Oh, and let's not forget all being good global citizens while we are at it.

As an official Energy Star partner, Coinmach can help you realize increased utility savings in your laundry room. Coinmach will also assist and facilitate a comprehensive effort to save utilities beyond your new front load washers and dryers by helping your property participate in the Department of Energy's "Energy Star Challenge." Educating residents on the benefits of the purchase and use of Energy Star rated products, from light bulbs to computer monitors can make a difference in our global carbon footprint. And it makes a difference in your resident's pocket each and every month.

Coinmach and Energy Star can help you make a difference at your property. After all, what's more valuable than a 100% occupied energy efficient multifamily property with happy residents and a healthy bottom line?

Water prices may not be on the evening news yet, but keep watching. It will be soon. Let Coinmach and Energy Star help you and your residents be part of the solution and keep our planet's most

precious natural resource around for generations to come.

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