From Startup to Scale

How Western State Design Has Been Helping Laundry Businesses Thrive for More Than 50 Years

For more than five decades, Western State Design has been a leading provider of turnkey laundry solutions across the vended, on-premises, and commercial/industrial markets. Founded in 1974 by Dennis Mack and Dennis Frank, the company has built a reputation for delivering high-quality equipment, parts, and service. In 2016, WSD became part of EVI Industries, further strengthening its capacity to provide full-service commercial laundry solutions.

Headquartered in Hayward, Calif., WSD continues to thrive as one of North America's largest suppliers of commercial laundry equipment, parts, and related services. The company employs 75 parts and service professionals and is backed by a national network of industry experts. WSD's mission is simple yet powerful: to provide tailored solutions that go beyond just selling products, ensuring the success of clients' businesses that depend on high-performance laundry operations.

A Team Built on Experience and Dedication

One of WSD's greatest strengths is its team. Comprised of professionals from diverse backgrounds – including hospitality, construction, the armed forces, and finance – WSD's staff brings a wealth of expertise that enhances their ability to serve clients effectively. This broad perspective enables the team to develop customized solutions that cater to each client's unique needs.

"The strength of our team is not just in our individual expertise but in how we bring our varied experiences together to support our customers," said Todd Hyrn, executive vice president at WSD. "We're not just selling equipment – we're problem-solvers who understand the real-world challenges of running a successful laundry operation."

Long-term employee retention further sets WSD apart. Many team members have been with the company for 10 to 25 years, acting as mentors and role models for new hires. This culture of respect and collaboration translates directly into exceptional customer service.

"When a client reaches out to us, they're met with an immediate and coordinated response," Hyrn explained. "That dedication and urgency are what keep customers coming back and why many new clients find us after experiencing slow or unhelpful service elsewhere."

What Sets WSD Apart?

WSD's success stems from its commitment to offering more than just equipment – it provides comprehensive,

personalized solutions. The company understands that laundry businesses rely on seamless operations, and its team is dedicated to ensuring their clients' success. This customer-first philosophy has led to a steady influx of new business, as satisfied customers spread the word about WSD's prompt and effective service.

"We understand that our clients' businesses depend on their ability to provide clean laundry, whether they operate laundromats, hotels, hospitals, or industrial facilities," Hyrn noted. "That's why we take our role seriously and approach every challenge with urgency and precision."

Keys to a Successful Laundromat

Drawing from years of experience, WSD emphasizes several key factors for a thriving laundromat business:

- **Prime Location:** High visibility in a densely populated area, ideally near retail businesses, is crucial.
- **Quality Equipment:** Reliable, easy-to-use machines with multiple payment options ensure repeat business.
- **Maintenance and Cleanliness:** Preventative upkeep and a welcoming environment enhance customer satisfaction.
- **Customer Amenities:** Wi-Fi, vending machines, folding tables, and even play areas or cafés can differentiate a laundromat.
- **Superior Customer Service:** Hiring and retaining the right staff is critical to building a loyal customer base.
- **Effective Marketing:** A combination of traditional advertising, social media, and loyalty programs helps attract and retain customers.
- **Smart Financial Planning:** Controlling utility costs, optimizing machine selection, and implementing dynamic pricing all contribute to profitability.

Advice for New Laundromat Owners

For those considering entering the laundromat industry, WSD stresses the importance of a well-researched approach:

- Develop a comprehensive business plan covering startup costs, revenue projections, and ROI analysis.
- Choose the right location by evaluating market demand and avoiding oversaturated areas.
- Select a durable equipment lineup and invest in modern payment systems to meet customer expectations.
- Implement strong marketing strategies, including local SEO, social media advertising, and loyalty programs.
- Plan for scalability, whether through additional services like wash-dry-fold or by opening multiple locations.

With a customer-centric philosophy and an experienced, dedicated team, Western State Design remains a trusted leader in commercial laundry solutions.

As Hyrn put it, "Our goal is to help our clients not just succeed, but thrive in this industry. When they grow, we grow alongside them."