

Easy Card™ & Integrated Easy Card™



DEXTER

What is Easy Card™?

Easy Card™ takes store management to the highest level. Laundry customers start machines by swiping a reusable card, instead of dropping quarters. This provides a faster, cleaner, and simplified experience for the laundry customer and owner.



Customers love the convenience of Easy Card™ and owners appreciate all the benefits. There are no quarters to manage in an Easy Card™ store, saving laundry owners hours of collecting, sorting, and transporting heavy money. By simply unlocking the cabinet, grabbing a stack of bills, and printing a receipt, laundry owners can collect money in minutes versus hours.

Gaining access to your Easy Card™ system remotely can be a powerful management tool. Owners can dial-in to a store to monitor sales, collections, and system status. Also system modifications to prices and account information can be done from the privacy of your home or office.

Penny increment pricing can be a huge financial advantage for your store. Quickly modifying prices to accommodate fluctuating utility costs ensures that you maintain your stores profitability. Another advantage is that changing in smaller \$.01 increments is much less noticeable by your customer base.

This gives you flexibility your competition doesn't have and promoting business with creative marketing like time-of-day pricing will separate your store from others. Easy Card™ offers a win-win solution for you and your customers.

Integrated Easy Card™:

In response to the ever increasing popularity of card systems, Dexter offers you the opportunity to have Easy Card™ built in to your equipment at the factory! Ordering your equipment with Integrated Easy Card™ your ensures that your equipment is installed to our specifications and better protects your readers from the harsh environment of the self service laundry.

Commonly Asked Questions and Answers About Easy Card™

Will Easy Card™ work on my equipment?

Easy Card™ can be adapted to most major brands of laundry and vending equipment. Whether building new or retrofitting existing laundries, the benefits of Easy Card™ are the same.

How many stores use the Easy Card™ system?

There are currently hundreds of locations operating nationwide with more successful owners switching to Easy Card™ every month.

Can I customize the cards to include my logo and change the colors?

Yes! The inexpensive magnetic stripe Easy Card's can be customized for a nominal fee. Contact your Authorized Dexter Distributor for details. In addition to being economical, Easy Card's™ have proven to deliver the reliability needed in a self service laundry over the past 14 years.

How can I get started with Easy Card™?

Easy Card™ systems and cards are sold and supported through Dexter Distributors. They can show you the benefits of switching to Easy Card™ and discuss the benefits of Easy Card™ for your store.



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Using Easy Card™ to Improve Business

Increasing Profits:

Easy Card™ supports penny increment pricing, which over time can make a big difference to your bottom line. Quickly adjust for changes in utility costs or react to your competition. Save time and money by never manually changing coin slides or programming coin drops again. Since Easy Card™ owners get paid in advance for services, they also profit from retained card balances known as "float". Owners keep their customer base because the end user can only use the remaining balance in their store. When the customer adds funds to the card, the cycle continues and any unused account balances fall straight to your bottom line.

Marketing to New Customers:

Marketing possibilities are endless with Easy Card™. Optional time-of-day or day-of-week pricing and customer loyalty bonuses can be implemented to attract more business. Easy Card™ also allows you to customize your own promotions by offering discounts and special offers for up to 99 different user groups like charities, seniors or industrial accounts. Your customers will like the convenience of using an Easy Card™. Larger capacity machines are easier to start and Easy Card™ eliminates all coin related troubles like jamming, miss counting, and overflowing coin boxes. Doing laundry is just easier with Easy Card™!

Save Time:

With Easy Card™, collecting takes minutes versus hours. Unlock the cabinet, grab a stack of bills, print a receipt and go about your day. No more collecting, sorting, refilling, or counting of coins. Not only does Easy Card™ save you time every week, but it's safer, too. With Easy Card™, all cash and customer transactions are accurately accounted for. Easy Card™ not only protects against vandalism and theft, it offers peace of mind.

Remote Management:

Easy Card™ owners can remotely change most aspects of their store operation. Changes to system set-up, pricing, and customer account information can easily be made from the comfort of your own home, office or even while you're on vacation! Easy Card™ systems also include the Windows® based Easy Manage™ software. Convert your store data into valuable management information by choosing from over 250 reports. Each report can be customized to your business needs.

The Easy Card™ payment system was developed for laundry owners and customers to eliminate the day-to-day problems related to starting machines with coins.



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The Easy Card™ system is affordable and can pay for itself.

We offer many competitive financing options. Contact us to learn how quickly an investment in Easy Card™ can pay for itself in your laundry.

Easier Collections, More Competitive Pricing

Not only do I love the Dexter Easy Card™ system, our customers love it too. First of all my customers are so happy that they don't have to lug a pocket full of quarters to the Laundromat anymore. That makes their life a lot easier. And for me, we don't have to count those quarters either. We count bills. Our collection time is only seconds versus a half hour to 45 minutes for a coin store. Our exposure is minimal since no one even knows when we are collecting. That is a major safety benefit to us. In addition the Easy Card™ system naturally deters vandalism, since there is no money in the machines.

When we have to raise our prices, we can do it in increments of just pennies, verses the old fashion way of jumping up .25 cents every time. This makes our store extremely competitive. We are very happy with all our Dexter equipment, and the Easy Card™ system is the only way to go!

– John Gatas, Island Oasis Laundry

Easy Card™ System Shows Sizable Profits

The Easy Card™ system by Dexter has proven to be huge in terms of residuals to our bottom line. The system complements nicely the entire Dexter line of equipment which we have installed in our laundry. We can do so much more by vending in penny increments rather than .25 cent jumps which is the case with most other stores. The benefits to me the owner is constantly unfolding. For example the ease of collections is great. I can collect my store in less than a minute. The bottom line is, with Easy Card™, our patrons find it a lot easier to do their laundry and for the owner—it is much more profitable!

– Matt O'Connor, Lake Effect Laundromat



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Main Components of Easy Card™ System

Cabinet: Easy Card™ can be installed using a single cabinet (SC) or dual cabinet (DC) configuration. Our heavy-duty welded steel cabinets provide high security and extra protection for your investment. Each cabinet includes a 600 bill capacity verifier, card reader, and 110 card capacity dispenser.

Servers: For the ultimate in dependability Easy Card™ comes standard with rack mounted DELL® servers which give your system all of the processing power and reliability you could ask for. And for even greater peace of mind, an optional online back-up server is available. If the main system server were lost for any reason, the backup takes over without user intervention.

Software: For increased stability, Easy Card™ servers run on Linux™, known throughout the networking industry for its operational stability and continuous run-time.

Cards: New cards are issued and customers can add value to their existing account at any Easy Card cabinet. The inexpensive mag-stripe cards are made from durable pvc and are reusable.

Network: Easy Card™ card readers are networked through industry standard Ethernet switches and Cat 5 cables. The Easy Card™ network can be expanded up to 8,000 total device readers with optional hardware.

Readers: A card reader replaces the coin acceptor on each piece of vending equipment. Each reader is set with an independent network address. By using industry standard Multiple Drop Bus communications, Easy Card™ communicates to multi-priced vending equipment on your system like snack, soda and soap machines.

Options: By adding optional touch screen displays, owners can better display instructions on how to operate the card system and laundry equipment. Easy Card™ touch screens are also used to deduct value from an account for in-store sales and drop-off wash/dry/fold.

