



Professional
Laundry
Utility
Service

Never purchase laundry equipment again!

Introducing revolutionary



The Advantage

Pluslux understands that clean laundry is very important for your business but it's not your #1 priority. If healthcare is your business, you are concerned with patient care and Medicare reimbursement rates. If hospitality is your business, you prioritize satisfied guests and financial metrics like RevPAR and ADR. Whatever your business, you are concerned with cash flow and avoiding unnecessary capital expenditures. You always want to spend money carefully.

With the revolutionary Professional Laundry Utility Service – **PLUS** – you receive the highest quality on-premise laundry processing with no capital investment in equipment. Simply use as needed the laundry equipment we supply but pay *only* for what you use. Imagine, no expensive linen rental or commercial laundry contract and no warranty worries because parts and service are included *forever!*

PLUS conserves capital, ensures you always have functioning laundry equipment, and is tax advantaged because you write it off as an expense without laundry equipment on the balance sheet. You have no capital tied up in washers and dryers.

Concentrate On Your Business

PLUS is the only approach to laundry which combines the financial flexibility of outsourcing with the superior quality and control of on-site laundry processing. With **PLUS**, laundering becomes a utility service – just like water, gas, and electricity. Like any utility, you pay for **PLUS** only when you use it with no long-term obligation.

Purchasing and servicing laundry equipment is not a priority in your daily business. **PLUS** is the smart alternative – it frees up capital for more urgent business priorities and eliminates all laundry headaches. If you have an old laundry room that needs new equipment now but no budget for it, then **PLUS** is the perfect solution!

Medicare Reimbursement

PLUS is reimbursable by Medicare so it could cost little or nothing if you are a Skilled Nursing Facility, Hospice, Rural Health Clinic, Hospital, Renal Dialysis Facility, or Home Health Agency. It rarely makes sense to invest in capital equipment when you can acquire a new Electrolux Professional laundry with reimbursement for **PLUS** laundry services, including parts and service. For details on reimbursement refer to the back page of this brochure and please review our separate information piece on Medicare reimbursement for **PLUS**.

Budget With Confidence

PLUS allows you to budget laundry expenses predictably by eliminating the risk of unanticipated repairs or capital expenditures. **PLUS** transfers financial risk to us – Pluslux. Experience proves that **PLUS** is less expensive than owning equipment, so why pay more? We can lower your expense for equipment, chemicals and utilities. Pluslux includes comprehensive parts and service with every **PLUS** laundry through our local Authorized Distributor. That's why **PLUS** is your worry-free choice.

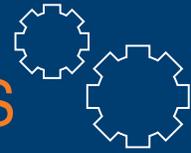
Always The Best Laundry

When you choose **PLUS** you are guaranteed the best laundry solution even if your business needs change. If you need additional equipment in the future, no problem – we can add it. Time for new equipment in the future? No problem, we will provide it! With **PLUS** you always have exactly the right laundry equipment to serve your business no matter how your business grows or changes. Pluslux is your long-term partner for optimal laundry solutions, ready to serve all your laundry needs locally, nationally, and around the world.





How PLUS Works



- Pluslux determines your laundry needs with our sophisticated Laundry Analysis software, and we share the information with you for review and confirmation. **PLUS** laundries can process 50 to 500 lbs per hour, depending on your needs.
- We pick exactly the right equipment for your business, factoring in available space and your unique requirements. Since you don't purchase laundry equipment you never have to worry about being "over sold."
- After installation – which we arrange – Pluslux will train your staff in proper laundry procedures to assure the highest quality and productivity.
- With **PLUS**, when you need clean laundry just wash and dry as usual. As you use the washers and dryers **PLUS** tracks usage. Once a month we invoice for actual usage of the equipment at a fixed price per cycle. There is no minimum purchase requirement and no long-term contract. Like any other utility you control consumption and the cost is a tax deductible business expense.
- **PLUS** is less expensive than owning machines because we give you the benefit of our massive wholesale purchasing power for equipment, parts and service labor.
- Use **PLUS** to replace old laundry equipment with no need to budget an investment in capital equipment. **PLUS** means you can get new laundry equipment now, without waiting for budget approvals, because there are no up-front costs. **PLUS** laundries use less water, energy & chemicals so savings start immediately.

**WATER, GAS & ELECTRICITY ARE UTILITIES.
NOW LAUNDRY IS A UTILITY TOO.**

YOU ONLY PAY FOR WHAT YOU USE!



PLUS by Pluslux LLC features Electrolux Professional laundry equipment.



lowers water & chemical costs.



Smart Dosing System

Whenever housekeeping loads **PLUS** washers with less than a full load, the washers calculate the actual load weight and automatically *lower water consumption* to match the load – savings are huge!

PLUS washers use liquid detergent, bleach, softener and other laundry chemicals. Electrolux washers are compatible with Smart Dosing System software, a unique **PLUS** technology which automatically calculates the precise amount of chemicals required for each load. **PLUS** Smart Dosing reduces environmental impact to a minimum while saving you thousands of dollars!* **PLUS** also extends the useful life and quality of your owned linen by eliminating excessive chemical exposure. Smart Dosing is like having a laundry expert supervising every wash load.

When you combine business expense tax deductions (or Medicare reimbursement for healthcare) with cost-savings from automatically reducing water, energy and chemical consumption, as well as less frequent linen replacement, the superiority of **PLUS** is clear.

PLUS reduces water and chemical consumption to match the weight of each load.

FULL LOAD	HALF LOAD
LOAD 60-65 LBS	LOAD 30-33 LBS
1. PLUS Washer Calculates Load Weight	1. PLUS Washer Calculates Load Weight
2. Smart Dosing Adjusts for Load Weight	2. Smart Dosing Adjusts for Load Weight
3. Less Water & Less Chemicals Consumed	3. Less Water & Less Chemicals Consumed

**62% of all washer loads are less than a full load, so your cost savings are significant when Smart Dosing is utilized. Your laundry chemical company supplies the Smart Dosing hardware.*



is ideal for every business whether seasonal or operating all year long.

Seasonal Businesses + Professional Laundry

PLUS allows businesses such as country clubs, resorts, marinas, camps and other businesses with highly seasonal cash flow to utilize professional laundry equipment with no investment while benefiting from the superior performance of an on-premise laundry. Now you have a professional alternative to costly linen rental or using appliance laundry machines that can't do the task of laundering reliably.

We can deliver your **PLUS** equipment before the season begins and remove it when the season is over. Or, we will create a solution that keeps laundry equipment on-site all year long. Whatever your business requirements, there is a **PLUS** solution that is just right for you!

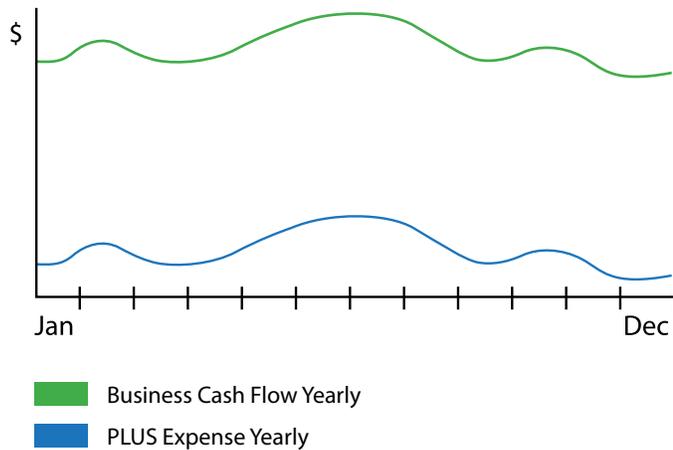
Drycleaners + Professional Laundry

Drycleaners are washing more garments every year. If you need new equipment for shirts, laundry and wetcleaning, but don't want to purchase equipment, **PLUS** is perfect.

Small Businesses + Professional Laundry

Gyms, restaurants, salons, medical offices, assisted living facilities, and many other businesses often use appliance washers and dryers which can't keep up with demand and often breakdown. Why tolerate poor quality laundering with frustrating appliances? **PLUS** makes a professional laundry affordable for everyone!

PLUS laundry expense tracks your business cash flow



When your business is busy you generate more cash flow and do more laundry. When business is slower cash flow moderates but you also do less laundry. **PLUS** laundry expenses track your business cash flow because you only pay for **PLUS** when you use it. That's much better than purchasing equipment which is often idle during low season.

When laundering becomes a utility you can budget for the expense based on your normal business cycle. **PLUS** includes all parts and service so you never have a budget surprise. Pluslux can also prepare management reports to help you improve housekeeping efficiency.

- Yes** maximum financial flexibility
- Yes** tracks your business cash flow
- Yes** saves money compared to outsourcing
- Yes** extends life of your owned linen
- Yes** warranty never expires
- Yes** maximum environmental sustainability
- Yes** reimbursed by Medicare for most healthcare facilities

- No** capital investment for equipment
- No** long-term contract or lease
- No** service or spare parts expense surprises
- No** equipment obsolescence
- No** housekeeping complaints about laundry equipment
- No** missed deliveries or short counts from linen rental or commercial laundry companies

Ready to Learn More?

Receive a Free PLUS Proposal

There is so much more to tell you about **PLUS** and how it fits your business. Just tell your Pluslux Authorized Distributor you want a free **PLUS** proposal and we will start immediately. Provide basic information on your business (how many rooms or beds; types or weight of laundry; days and hours of laundry operation) and we will prepare an analysis. Pluslux's Authorized Distributor will determine the right equipment mix, confirm all installation details, and present a complete pricing proposal.

Pluslux can get your new laundry equipment up and running fast, with staff training and comprehensive parts and service support always included. We can take care of all the details – but the first step is up to you.



Email us at info@plusluxllc.com or call toll-free **866-575-1010** and let's get started!



Pluslux

- In business since 1955
- The leader in professional laundry in North America
- Leader in innovation by inventing **PLUS**
- Extensive distributor network

PLUS

Frequently Asked Questions

“Is **PLUS** available on all brands of laundry equipment?”

PLUS was invented by Pluslux and patented for use exclusively on Electrolux Professional laundry equipment. PLUS includes all parts and service labor so we have invested heavily in training our Authorized Distributor network. PLUS is much more than just laundry equipment: it is equipment, software, parts, and local service support as well as our reputation as an ethical, trustworthy laundry partner.

“Can I start with **PLUS** but purchase the equipment later if I want to?”

Of course! We want our customers to always be satisfied with our equipment and services. You can upgrade your laundry right away with PLUS, but if you

later decide to purchase the equipment we will give you a fair buyout price based on the equipment condition. Pluslux is of course happy to sell you equipment, but we know PLUS is a superior financial model for most businesses. The choice is always yours.

“Who will take care of repairs to the laundry equipment?”

Pluslux exclusively uses Electrolux Professional laundry equipment for PLUS because it is the finest, most reliable laundry equipment. If in the future your equipment requires repairs, our local Authorized Distributor will provide parts and service at no cost to you. Pluslux is so confident in the quality of Electrolux Professional laundry equipment that we cover all parts and service costs ourselves. Your only responsibility is routine maintenance (like removing lint from dryer lint

Electrolux

- Global leader in appliances
- Global #1 in professional laundry
- Widest product line for professional laundries
- Leader in environmental sustainability



screens). That's one reason why PLUS is a great program: you never risk paying for an expensive repair. With PLUS you have a life-time warranty that never expires!

“What happens when the laundry equipment gets worn out?”

With PLUS, we replace your laundry equipment about every 5 years to ensure you have the latest technology and the best laundry results. When you purchase equipment *you* own it, which means you pay future parts and repair costs and the technology becomes older with each passing year.

“PLUS sounds great – so what is the catch?”

There is no catch – PLUS really is that great! Pluslux invented PLUS because we decided to focus on the

business needs of our *customers* and to create an innovative laundry program from that starting point. Pluslux is obsessed with laundry equipment but we discovered a simple truth: our customers are obsessed with their own industry, not the laundry industry. With PLUS, our customers take advantage of a financial model for laundry services that is less expensive over years than purchasing and repairing capital equipment themselves. Pluslux owns thousands of PLUS machines so our wholesale cost for equipment, parts and labor is lowest and we pass the savings to you with a low cost per use. Pluslux owns the equipment so you can be confident we will install the correct equipment for your business and take care of it better than anyone. With PLUS, your business interests and ours are the same.

PLUS was invented by Pluslux, the leading supplier of professional laundry solutions. With a complete range of Electrolux Professional laundry equipment, Pluslux will create a laundry solution for the specific needs of your business. Healthcare, hospitality, gyms, clubs, salons, restaurants, and all businesses which require professional laundry processing can benefit from the revolutionary Professional Laundry Utility Service.

PLUS technology is patented.
All rights reserved. Copyright 2013.
Pluslux and Electrolux are trademarks.



by **Pluslux**

Medicare Reimbursement Policy for PLUS

The US government reimburses healthcare providers for numerous operating expenses. These Medicare reimbursement rules are described in the Provider Reimbursement Manual and in detailed CMS* cost reporting forms (spreadsheets) for different types of healthcare facilities.

The Provider Reimbursement Manual - Part 1 states in Section 2102.2 Costs Related to Patient Care: "These include all necessary and proper costs which are appropriate and helpful in developing and maintaining the operation of patient care facilities and activities. Necessary and proper costs related to patient care are usually costs which are common and accepted occurrences in the field of the provider's activity."

This general policy of Medicare cost reimbursement eligibility is confirmed for **PLUS** laundry operating costs in CMS cost reporting forms for these providers:

- **Skilled Nursing Facilities** are reimbursed for **PLUS** under form CMS-2540-10, Sections 4113, 4120, 4121, 4157 and 4160. See Worksheet A, BI and B1, line 6. Cost code 0600.
- **Hospices** are reimbursed for **PLUS** under form CMS-1984-99, Section 3810. See Worksheet A, lines 10 and 11. Cost codes 1000 and 1100.
- **Hospitals** are reimbursed for **PLUS** under form CMS-2552-10, Sections 4013 and 4057. See Worksheet A, line 9 and Worksheet K, lines 7 and 8. Cost code 0900.
- **Rural Health Clinics** are reimbursed for **PLUS** under form CMS-222-92, Section 2904. See Worksheet A, p.2, line 32. Cost code 3200. See also Medicare Claims Processing Manual, Section 40.
- **Renal Dialysis Facilities** are reimbursed for **PLUS** under form CMS-265-11, Section 4206. See Worksheet A, line 14. Cost code 1400.
- **Home Health Agencies** are reimbursed for **PLUS** under form CMS-1728-94, Section 3240. See Worksheet K, lines 7 and 8. Cost code 500.

According to CMS, "A lease of equipment is considered a capital-related cost while a purchase of services is considered an operating cost." **PLUS** is not a lease; **PLUS** is a purchase of laundry services reimbursed by Medicare as an operating cost.

*CMS is the Centers for Medicare & Medicaid Services, the US federal agency which administers Medicare & Medicaid and which creates the rules for reimbursing healthcare facilities, including their laundry operating expense. CMS creates the "CMS cost reporting forms" for healthcare providers. Reimbursement is based on these forms.



Pluslux LLC

461 Doughty Boulevard • Inwood, NY 11096-1384
(866) 575-1010 • info@plusluxllc.com

www.plusluxllc.com