



ENERGY STAR in the Laundry Room

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D&R International, Ltd.

On behalf of the U.S. Department of Energy

Realty Management Services



REALTY
Management Services, Inc.
MANY STORIES. ONE VISION.

- Headquartered in Bethesda, MD
- Manages more than 30 properties
- 26 years of experience in the Washington metro market



Coinmach Service Corporation



- Leading provider of laundry equipment services in North America
- Operate approximately 875,000 pieces of laundry equipment in 80,000 locations



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The Laundry Room (BEFORE)



- Basic furnishings and window treatments
- 14 conventional-efficiency clothes washers and dryers

The Clothes Care Center (AFTER)



- New, attractive furnishings and window treatments
- 14 high-efficiency, ENERGY STAR qualified clothes washers from LG Electronics
- 14 Speed Queen dryers
- Vending machines
- Television
- Folding areas

Expected Savings of \$2,600/yr.



	Water	Gas**	Electricity
Savings/Load	20.5 gallons	0.023 therms	0.041 kWh
Prices	\$0.00621/gallon	\$1.29/therm	\$0.1375/kWh
Savings/Load	\$0.127	\$0.030	\$0.006
Savings/Year*	\$2,031	\$464	\$91

* Based on 15,932 loads per year (14 washers and 1,138 loads per washer).

** The clothes dryers and central water heater are fueled by natural gas.

ENERGY STAR

Clothes Washers



Advantage	Benefits
Bigger	<ul style="list-style-type: none">• Fewer loads of laundry each week• No need to wash bulky items off site
Gentler	<ul style="list-style-type: none">• Clothes last longer• Can safely clean hand-washables
More Efficient	<ul style="list-style-type: none">• Save \$100-\$200 per washer per year• Offer residents a green amenity

Execution



- Coinmach approached RMS with the idea.
- Sold owners on utility bill savings coupled with improved resident amenity.
- Negotiated contract extension and revision.
- Notified residents in advance. Made arrangements for the use of other laundry facilities during the switch.
- Replaced equipment and improved room.
- Held open house (with food!) for residents.

Lessons



- Consider other laundry room upgrades at the same time.
- Allow for delays.
- Over communicate timeline/game plan with partners and residents.
- Start selling the new amenity/upgrades as soon as you have final approved details. Incorporate into all your marketing and advertising materials.
- Educate the residents on the use of proper detergent to gain efficiencies with the new machines and ensure high levels of resident satisfaction.