



primus®


GET AHEAD IN LAUNDRY+

NEW XCONTROL FLEX PLATFORM



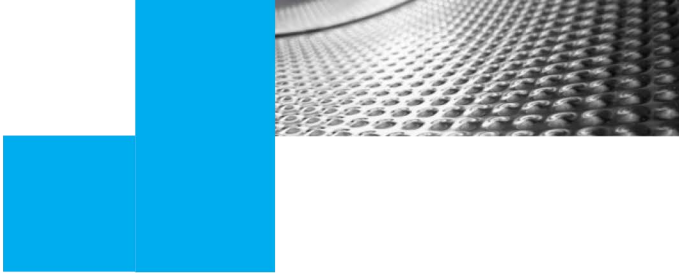


As a world-class player in commercial laundry equipment, PRIMUS constantly invests to develop improved laundry solutions. With more than a hundred years of experience, PRIMUS continues to be at the forefront of technology and innovation. Discover PRIMUS' latest innovation: the new and innovative control platform XControl FLEX®



The revolutionary new XControl FLEX® is a powerful platform that creates a full new range of **opportunities for the future of laundry**. Today, mobile and digital apps offer **user-friendly services** and more possibilities for the **remote management of your laundry business**. This improves dramatically the whole process in terms of efficiency and productivity. Therefore, all our

equipment meets the highest technological standards and is **ready for the future**. Equipped with a large high-resolution 7" touch screen, XControl FLEX® controls improve the user-experience and ergonomics of our machines even more.



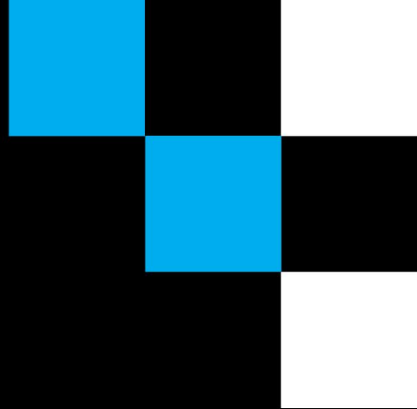
The large screens allow to show more information. The user interface design will **guide users and in-house laundry operators** through the whole process. This improves the experience of any user or operator by simplifying the tasks.

The large display helps to compile data for the in-house manager or self-service laundry owner in order to increase the productivity of their laundry units.

Discover the **groundbreaking and future-proof features** of the new touch control platform on the following pages...



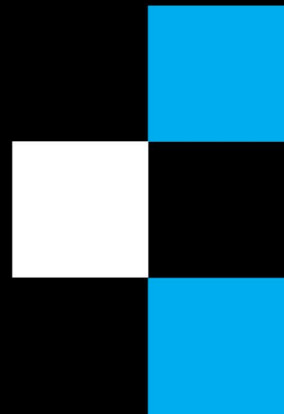
FROM THE LEADER IN ON-PREMISES  
LAUNDRY INNOVATION...







A CONTROL PLATFORM THAT WILL SET THE  
STAGE FOR THE FUTURE OF LAUNDRY





# RETHINK

THE FUTURE OF LAUNDRY



## EASE OF OPERATION

- 2-STEPS CYCLE OPERATION
- INTUITIVE LANGUAGE SELECTION
- IMPROVED TIME MANAGEMENT



## OPL MANAGEMENT

- REDUCED DOWNTIME WITH ADVANCED SERVICE ALERTS
- FLEXIBLE PROGRAMMING FOR ENDLESS APPLICATIONS



## SELF-SERVICE LAUNDRY MANAGEMENT

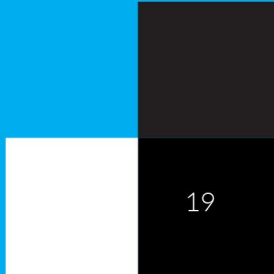
- THE EASIEST CUSTOMER EXPERIENCE
- TAILORED WASH & DRY AT EVERY CYCLE





FLEXIBLE:

- Information ..... 23
- Communication ..... 31
- User-friendly interface ..... 39
- Profitability ..... 47
- For The Future ..... 55

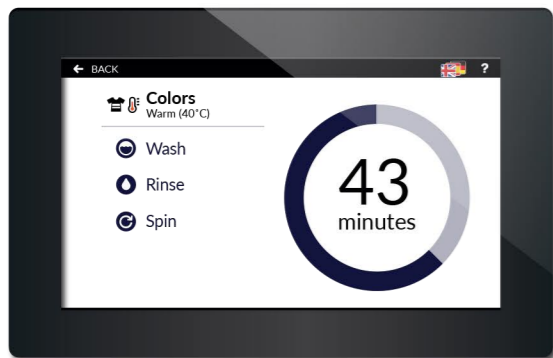




#### FLEXIBLE INFORMATION:

- Fewer interventions
- Better staff efficiency
- Improved ergonomics and user-friendly experience
- Maximum machine performance and unit productivity
- Reduced consumption of water, energy and detergents
- Fast program selection saves time
- Quick start thanks to a 2 clicks program selection
- Faster start thanks to fewer program selection

## CLEAR USER GUIDANCE THROUGHOUT THE LAUNDRY PROCESS



The large 7" graphic display of the XControl FLEX® shows clearly the steps to follow by users and operators. Instructions are available in up to 34 languages of your choice. The graphics will assist you on every stage. The screen is fully readable in broad daylight thanks to its high resolution and high contrast display improving the user experience and ergonomics of your equipment.

## OWNER/MANAGER



### BETTER STAFF PRODUCTIVITY

In-house laundry managers will benefit from the higher efficiency of their staff. Self-service laundry owners will save time assisting their customers and will reduce incoming calls for customer support.

## USER/OPERATOR

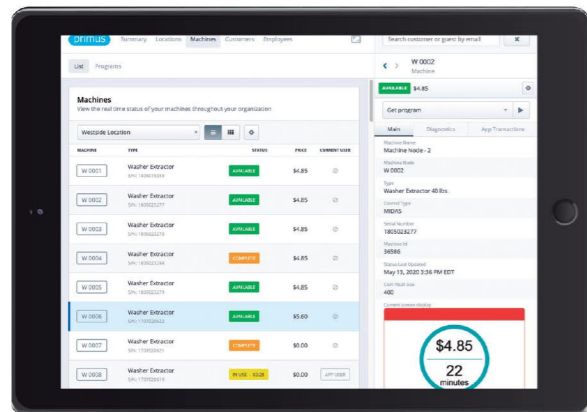


### MORE EFFICIENCY

Because of the high visibility, very clear visual and text, self-service laundry users and in-house laundry operators will run smoothly the process through every stage. Thanks to the user interface design, no further explanations are required. Displays can be easily read, improving ergonomics and user experience. As a result, users and operators can do their laundry faster and more efficiently.



## LAUNDRY MANAGEMENT THROUGH THE CLOUD



The integrated i-Trace® laundry management system offers plenty of choices to improve your business and all the information that you need.

- Your units can be connected to the cloud.
- Using the Primus software you can adapt the programs easily from anywhere, and upload or download data to the machines.
- This powerful tool expands your range of possibilities to track and process the data that you need to manage through the cloud.

i-TRACE®

## OWNER/MANAGER



### REMOTE CONTROL FOR REAL TIME OPTIMISATION

Self-service laundry owners and in-house laundry managers can now have complete control over their units, regardless of where they are. They can track and measure every detail of the laundry process and their machines. By doing so, they can boost the performance of their machines and the productivity of the laundry units. They can also copy existing programs and push out new programs to one or all the machines immediately.

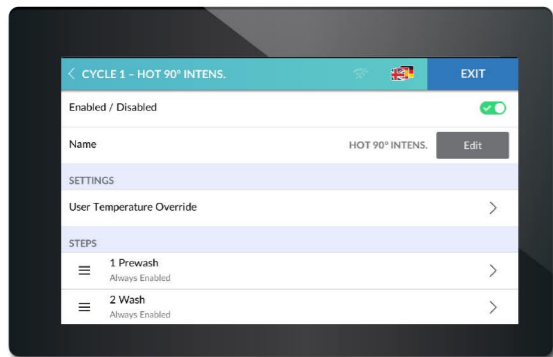
## USER/OPERATOR



### ALWAYS ACHIEVE THE BEST PERFORMANCE

In-house laundry operators will be able to work in an even more structured way, thanks to the extensive information received by the in-house laundry managers. The machines they work with, will always be at a maximum performance to improve proficiency on the laundry floor.

## FLEX CHOICE



With XControl FLEX® you can add the most used programs of your in-house laundry business to your favorites. You can determine yourself which programs are the most convenient for your business, so they can be selected quickly to increase efficiency and save time.

## OWNER/MANAGER



### INCREASE THE ACCURACY OF YOUR STAFF

Operators choosing more quickly laundry programs, boost productivity and efficiency of in-house laundry facilities.

## USER/OPERATOR



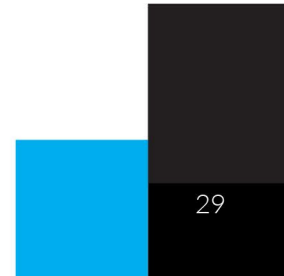
### THE RIGHT PROGRAM AT ONE TOUCH

The in-house laundry operator no longer needs to browse for the required program, as it is right at their fingertips. They can select the right program quickly and easily, without any further adjustments. This is a saving time feature that improves the efficiency of the task.

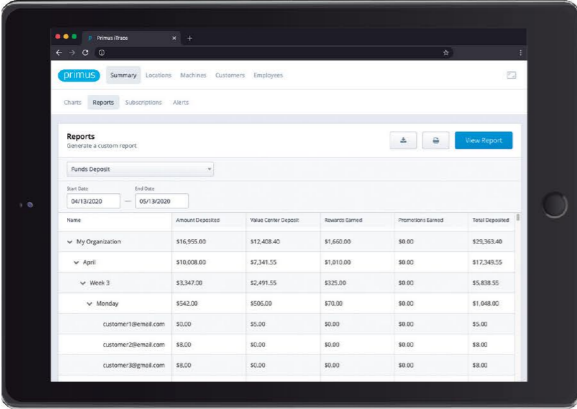


## FLEXIBLE COMMUNICATION

- Reduction and prevention of machine downtime
- Immediate intervention in the event of technical problems
- Easy set-up for detergent suppliers
- Remote programming of machines
- Programs tailor-made for the needs of every customer and business



## SERVICE ALERTS FOR PREVENTIVE MAINTENANCE



With i-Trace® the service and error messages are easily understandable, as they are displayed in 34 languages in full text descriptions keeping the downtime of your machines at a minimum.



## OWNER/MANAGER



### PREVENT DOWNTIME OF YOUR MACHINES

Thanks to the service alerts, in-house laundry managers and self-service laundry owners can prevent downtime of their machines and anticipate the management of their spare parts and technical service. They can arrange for services to be carried out during quiet periods, so that their machines can run at full speed when they or their customers need them.

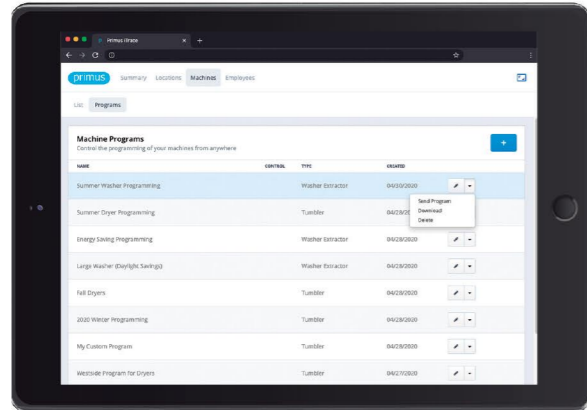
## USER/OPERATOR



### ANTICIPATE ISSUES BEFORE THEY OCCUR

In-house laundry operators are informed about issues and thanks to the clear wording of the alert, they can intervene immediately to solve it, either by fixing it themselves or by calling for assistance. Self-service laundry users benefit from the greatly reduced machine downtime.

## FLEXIBLE PROGRAMMING OF YOUR CYCLE



With the i-Trace® laundry management system, the machines can be programmed and quickly. Programs can also be easily copied or adopted from other machines via USB. The simple interface easily tracks and optimizes the financial and operational performance providing an extensive range of possibilities for laundry. Choose from 15 pre-set customizable programs accordingly to your needs.

i-TRACE®

## OWNER/MANAGER



### TAILOR-MADE SOLUTIONS FOR YOUR BUSINESS

In-house laundry managers and self-service laundry owners benefit from the state-of-the-art programming options provided by i-Trace® dashboard. The availability of so many freely programming options is a great advantage, especially in businesses where heavy soiling is involved, while all specific laundry needs can be met. Self-service laundry owners can meet the full spectrum of their customers' needs by providing them with numerous tailor-made laundry options, including cycle modifiers.

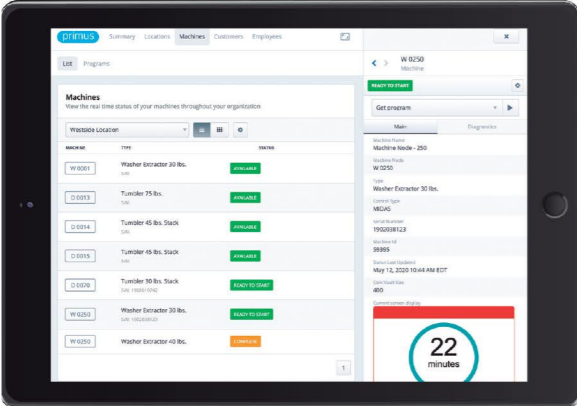
## USER/OPERATOR



### CUSTOMIZABLE PROGRAMS

In-house laundry operators and self-service laundry users benefit from the options shown on the large high-resolution screens that are easily readable from any angle. Their specific needs are met via the 15 pre-set washing programs, customizable using Primus i-Trace® software or directly on the user interface XControl FLEX®. They can set the desired program easily, thanks to the intuitive control. The intuitive user-friendly control and easy programming also benefit the detergent supplier, who can program the right settings quickly and easily.

## WIDE RANGE OF COMMUNICATION TOOLS ACROSS ALL MACHINES



Owners can remotely access at any moment to the machines data through their mobile device and i-Trace®. These functionalities measure and track the performance of your machines easily, making the whole process faster and more efficient. It also improves the customer experience as any type of issues can be fixed remotely (e.g. machines can be diagnosed and restarted through i-Trace®).



## OWNER/MANAGER



### KEEP YOUR EQUIPMENT UP TO DATE ALL THE TIME

In-house laundry managers and self-service laundry owners can be sure that their laundry business will always be running smoothly with these technologies. Measuring and tracking the performance of their machines was never this easy. Besides, these communication tools provide a consistent way of communicating with all the devices at the laundry unit.

## USER/OPERATOR



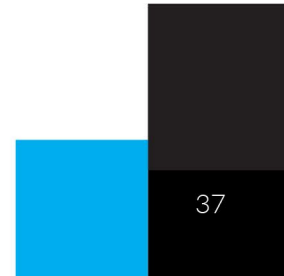
### BE MORE EFFICIENT AND PRODUCTIVE

In-house laundry operators can save time diagnosing and restarting the machine thanks to i-Trace®. They don't need to remove the panels of the machines any more. This means that they can work more efficiently without wasting time. Detergent suppliers can enter the necessary settings easily.



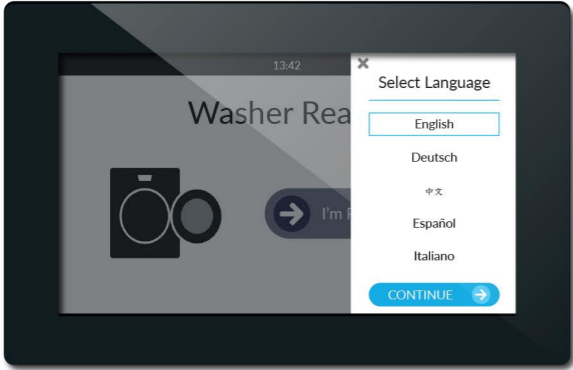
### FLEXIBLE USER-FRIENDLY INTERFACE

- Always a solution in just two clicks away
- Operating the machine in your own language
- More efficient and productive staff thanks to fast, easy cycle selection
- Real time information on laundry status
- Real time information on equipment and prevention of technical problems





## EASY LANGUAGE SELECTION



Change the language quickly and easily in just two clicks with the new XControl FLEX®. In vended environments, the language changes back to the default shortly after the cycle has ended. This enables the next user to start operating the machine with the most commonly understood language. Hence, less breakdowns due to misuse, no more misunderstandings, and less calls asking for assistance thanks to the easy-to-understand instructions.

## OWNER/MANAGER



### IMPROVED STAFF EFFICIENCY, LESS BREAKDOWNS & SERVICE INTERVENTIONS

This feature is a big advantage in tourist resorts and multicultural areas. Self-service laundry owners can offer their users a better service in their own language in just two clicks. Self-service laundry owners will receive less calls for service, because the instructions are given in the user's own language, there are no misunderstandings, and the machines are used properly. In-house laundry managers can benefit from more efficient staff, as operators using different languages grasp quickly how to use the machine and will require less time to learn how to operate the unit.

## USER/OPERATOR



### OPERATE THE MACHINE IN YOUR OWN LANGUAGE

Switching languages takes just one step for self-service laundry users. This means that they can start using the machine immediately in their own language and be sure that they have selected the right program. In-house laundry operators can change the language into the one they require in just a few quick steps. This makes them feel confident at their workplace and ensures that they make no mistakes when selecting the program.



## FAST CYCLE SELECTION IN JUST TWO STEPS



Selecting a cycle has never been this easy. Starting a washing cycle takes only two steps. XControl FLEX® user interface is very intuitive, which makes it simple to find the chosen settings quickly. The large 7" high-resolution, high contrast graphic screen ensures that the dashboard is easy to read from any angle. They display more information to help when selecting the required program or settings quickly and easily.

## OWNER/MANAGER



### STAFF EFFICIENCY THANKS TO EASY PROGRAM SELECTION

In-house laundry managers will save time on training their operators. The productivity of their laundry units will increase, because staff will be able to work faster. Self-service laundry users will appreciate how the machines are user-friendly and will come back.

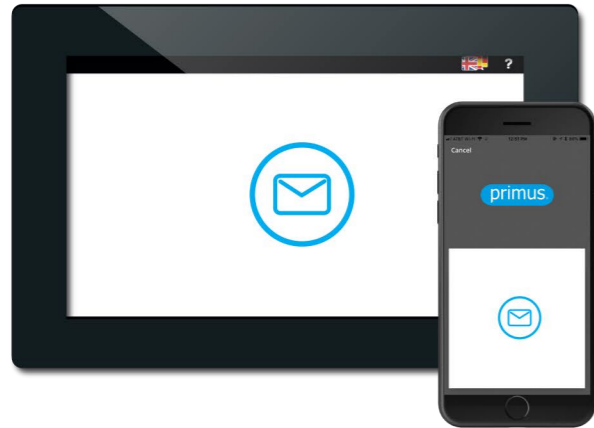
## USER/OPERATOR



### MAXIMUM USER-FRIENDLY

In-house laundry operators will be able to work faster and more efficiently. First-time self-service laundry users won't have psychological barriers when it comes to using the machines. They will feel confident about selecting the right program and will leave your premises satisfied and likely to come back.

## GET NOTIFICATIONS VIA EMAIL AND APP



Self-service laundry users will always be informed on the status of their washing. The estimated time is shown on the machine with a countdown on the display. They can download the Primus App to pay and receive an email or app notification when their laundry is done. In-house laundry managers and self-service laundry owners will receive preventive maintenance alerts via email, so they are informed immediately of any issue that may arise and can react faster. Even when they are not there, they can be sure that machines are working correctly.

## OWNER/MANAGER



### IMPROVED CUSTOMER LOYALTY

Self-service laundry owners can maximize customers' loyalty by assuring them they are in good hands when coming to their store. Email and app notifications are in their customers' own languages, which improves the customer experience even more. Customers that try this feature will love the user-friendly service and will be happy to return. Both in-house laundry managers and self-service laundry owners can react faster in the event of technical problems. Thanks to the real time updates they and their technicians/technical team receive via app or email.

## USER/OPERATOR



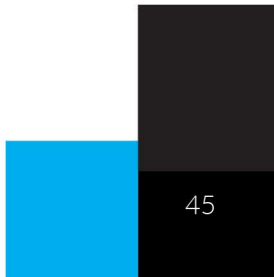
### GOOD CUSTOMER EXPERIENCE

Self-service laundry users will feel in control of the laundry process. They are not forced to stay in the self-service laundry while their laundry is being processed. This means that they can optimise their time management and combine doing their laundry with another quick shopping stop.

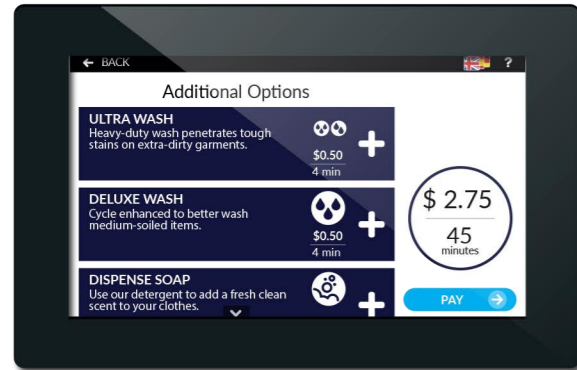


## FLEXIBLE PROFITABILITY

- Experiment with price settings and attract customers directly
- Provide more laundry options to customers
- Less interventions, less concerns
- Improve customer satisfaction and loyalty
- Fast, easy payment through mobile banking or with cash, card or membership card



## FLEXIBLE PRICE SETTING, FROM ANYWHERE IN THE WORLD



The flexible price setting-feature allows self-service laundry owners to adjust prices easily in real time, depending on the time of the day and the kind of washing program chosen by the customer. This means that they can bring people into the laundry and make special hourly offers. Cycle modifiers: Dispense Soap, Water Level, Extra Time, Warm Rinse, Spin Speed, Speed Cycle, Medium/Deluxe, Heavy/Ultra. These will allow to offer customers more options and charge more for the extra services, increasing profit. The flexible prices can be programmed remotely from anywhere in the world through your i-Trace® dashboard.

## OWNER/MANAGER



### STAFF EFFICIENCY THANKS TO EASY PROGRAM SELECTION

Self-service laundry owners can attract more price-sensitive customers by giving price reductions during off-peak hours and letting their machines run at a higher capacity at times when business is usually slower. Moreover, this feature makes it possible to experiment with price settings by running promotional offers. Self-service laundry owners can now adjust prices wherever they are, at any time.

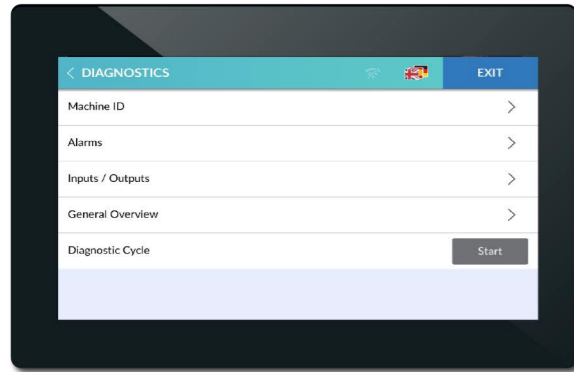
## USER/OPERATOR



### ALWAYS THE BEST PRICE FOR DOING THE LAUNDRY

The cycle modifiers provide self-service laundry users with more options for doing their laundry. In addition, price-sensitive customers can benefit from promotional offers and price reductions on specific days or at certain times of day.

## LARGE, VERY CLEAR, SCREEN GRAPHICS



The user guidance on the 7" XControl FLEX® control screen explains every step clearly, thanks to the large screen graphics. Errors are explained in the selected language of the operator, user or technical teams (not just the default language) to misunderstandings. This means that engineers will be fully informed. They will be notified of the relevant error or maintenance issue immediately, by notification or email, and will be able to track the problem remotely. In addition, maintenance alerts will pop up ahead of time to prevent downtime of your machines. This feature will result in less call-outs for the owner or manager.

## OWNER/MANAGER



### FEWER WORRIES AND FEWER CALL-OUTS

Self-service laundry owners and in-house laundry managers can sleep soundly, thanks to the very clear guidance on the user interface. Less call-outs will be necessary, because there will be fewer errors and some of the issues can easily be solved by the users or operators themselves. Owners and managers worry less and can focus more on the management of their business. Self-service laundry owners receive fewer calls resulting from handling errors. Because they are able to track more data, will take faster and more accurate decisions.

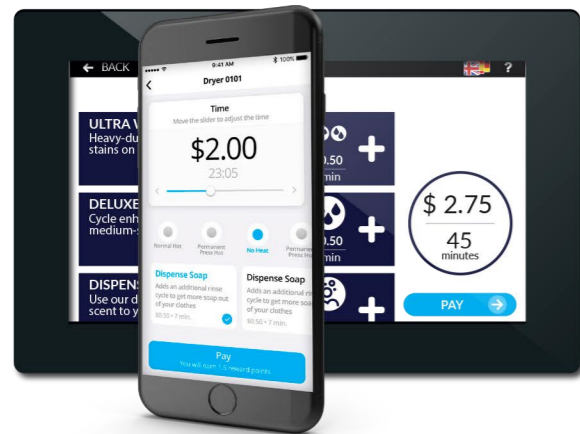
## USER/OPERATOR



### THE ULTIMATE USER-FRIENDLY EXPERIENCE

The user-friendly interface and clear instructions will make self-service laundry users confident about every step they take, since using the machine is as easy as using a smartphone. This will remove barriers when it comes to using other machines, and the users will be more likely to come back to the self-service laundry. In-house laundry operators will be able to work more efficiently, as they won't be interrupted by possible errors.

## VARIOUS PAYMENT METHODS



Combined with Primus i-Trace® software and Primus App, the new XControl FLEX® generation of controls will offer a full cash less solution secured through cloud technology. The new XControl FLEX® software on our vend machines allows third party systems to integrate various payment methods. In addition to coin payment, it will be possible for self-service laundry users to pay via mobile banking, card, or membership card. They will be guided through the payment process in the language of their choice, and each step will be assisted by animated visuals to make sure everything is clear.

## OWNER/MANAGER



### ONLINE ACCESS TO RECEIVED PAYMENTS

Self-service laundry owners won't need to collect cash every day. With this option they will be able to i-Trace® and to access the data remotely. Electronic payments save time, so they will be able to work more efficiently. In addition, they will be able to meet customer requirements by offering more payment methods, thus improving customer loyalty and satisfaction.

## USER/OPERATOR



### EASY, SECURE, FAST PAYMENTS!

Self-service laundry users have different payment options to choose from, depending on the payment system available. The machines are ready for all kinds of third party payment systems. Self-service laundry users can pay by cash, card, smartphone, membership card etc. They won't need to bring cash to the store anymore, but will be able to choose the payment method they prefer. Clear text information and animated visuals will guide them through the steps to be taken. This feature will save time and effort for both local and foreign self-service laundry users.

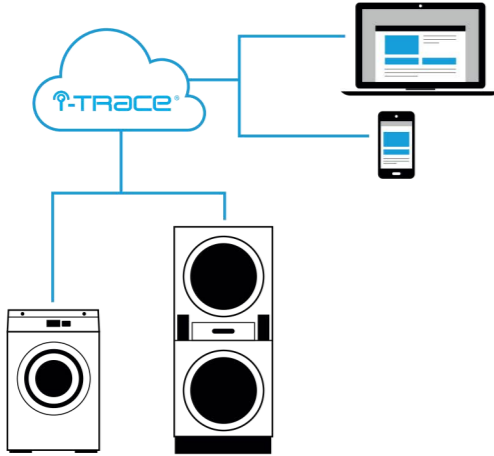


## FLEXIBLE FOR THE FUTURE

- Unlimited data access and unlimited business management
- Future-proof equipment
- Software and machines always up to date
- State-of-the-art and remote support services
- Continuously improving ergonomics and user-friendly



## READY FOR A NEW FUTURE - INTERNET OF THINGS



The advanced control architecture of XControl FLEX® uses web technology with endless possibilities for the further development of cloud-services. You will benefit from all future data management and software improvements to boost your business. The internet removes boundaries and makes it possible to offer support and services from anywhere, at any time. Stay connected now and forever.

i-TRACE®

## OWNER/MANAGER



### HAVE MAXIMUM CONTROL OF YOUR EQUIPMENT

In-house laundry managers and self-service laundry owners will be able to have even more control over their laundry equipment and manage their businesses even better, thanks to the unlimited data access the cloud provides and the numerous possibilities future developments will offer. They will be able to access data and program their machines from anywhere in the world, regardless of where they are.

## USER/OPERATOR



### THE BEST USER EXPERIENCE AT ALL TIMES

Available software upgrades will ensure the ergonomics and user-friendly of the machines will keep improving. As the software is designed to deliver the best user experience, self-service laundry users and in-house laundry operators will benefit from the user-friendly operation and the high performance of the machines, without constraints.



## FLEXIBLE IN ADDING NEW FEATURES



Based on modular technology concepts, XControl FLEX® will make it easy for you to upgrade your software on a regular basis. Cloud services and remote control will keep adding significant benefits with the latest innovations. So you can always keep your equipment up to date for the best performance.

## OWNER/MANAGER



### **YOUR EQUIPMENT IS ALWAYS UP TO DATE**

Because XControl FLEX® is adaptable to any business development or business change, self-service laundry owners and in-house laundry operators will always be able to keep their equipment up to date with easy upgrades.

## USER/OPERATOR



### **THE BEST USER EXPERIENCE AT ALL TIMES**

Available software upgrades will make sure the ergonomics and user-friendly of the machines will keep improving. As the software is designed to deliver the best user experience, self-service laundry users and in-house laundry operators will benefit from more comfort and the high performance of the machines, without constraints.



The logo for CONTROL FLEX. It features a blue outline of a cross with rounded ends. To the right of the cross, the word "CONTROL" is written in a blue, sans-serif font. Below "CONTROL", the word "FLEX" is written in a larger, bold, blue, sans-serif font. A small blue hand icon is positioned at the end of the "FLEX" text, appearing to touch it.



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