

CASE STUDY

Eaves Peabody

CASE OVERVIEW

Eaves Peabody is a 247-unit complex located in Peabody MA and owned by AcadiaBay. There are 26 buildings with one and two bedrooms as well as a central laundry office. Automatic Laundry relies, Inc. in early 2011, has a long-term track record of designing, installing, operating, and managing distributed apartment homes in some of the best U.S. markets.

KEY BUSINESS GOALS

- Facilities renewal
- Equipment upgrade
- LaundryConnect™ Pay implementation



THE GARDEN APARTMENT CONUNDRUM

Challenges for Residents at Eaves Peabody

Garden apartments have always been a challenge for laundry service providers who want their machines to operate as a laundry card platform. The hurdle in implementing a card based payment solution is finding a convenient location for residents to add value to their laundry card when:

- There is no laundry office on the property
- The laundry office is far enough away that it requires residents to drive or
- The hours for the laundry office to open are limited.

Since 2011, Automatic Laundry has been providing the convenient laundry services at Eaves Peabody. Residents are able to do laundry using a laundry card at the machines in their building. When it comes time to re-load value on their laundry card, residents can drive walk on-site to the laundry office where there is a centralized add-value station. Residents only need a debit or credit card to add value to their laundry card.