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Enhance Your BTR
Offering With a World
Leading Laundry, Ironing
& Dry Cleaning, Collection
& Delivery Service

BTR & CO-LIVING PARTNERSHIP GUIDE 2026

 **eLaundry**[®]
BTR & CO LIVING



Elevate your property's appeal while maximising space and efficiency by integrating our innovative laundry and dry cleaning solutions into your offering.



THE FUTURE OF ALL INCLUSIVE BTR & CO-LIVING LAUNDRY SERVICES

As the market for Build-To-Rent (BTR) properties becomes increasingly competitive, the necessity to provide unparalleled convenience and value to your tenants has never been more critical.

We are excited to present our comprehensive laundry, ironing & dry cleaning, collection & delivery service, specifically designed to elevate the tenant experience in your properties.



INTRODUCTION

1

Welcome to eLaundry BTR

A pioneering laundry and dry-cleaning service designed for residents of BTR and Co-Living developments.

We combine innovation and sustainability through a nationwide network of state-of-the-art facilities, delivering fast, high-quality garment care with reduced environmental impact.

We are also committed to giving back, dedicating part of our profits to local charities. This community-focused approach enhances the tenant experience and makes eLaundry BTR an ideal, socially responsible choice for BTR operators.

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THE KEY BENEFITS

1

Simple, User-Friendly Enrolment:

Tenants easily sign up to access services using operators own app or through the elaundry app or website, enabling straightforward scheduling and communication. This seamless onboarding enhances satisfaction from day one.

2

Comprehensive Convenience

eLaundry BTR provides both laundry and dry-cleaning services, covering everything from everyday garments to delicate items requiring special care. Doorstep collection and delivery ensure a hassle-free experience

3

Professional, Reliable Service Team:

eLaundry's skilled specialists handle all garments with exceptional care and precision, delivering consistent quality that builds tenant trust and strengthens your community.

4

Flexible Service Options for Operators:

BTR/PBSA operators can choose from solutions such as a smart laundry locker Installation within the property, a hotel style reception drop-off & pick-up, tailoring the service or directly to the residence door to their building's needs.

5

Built-In Subscription Payments:

Operators can integrate service packages into room rates, collecting subscriptions and remitting monthly payments to eLaundry, minus the agreed commission - simple, efficient, and predictable.

6

Fast, Efficient Order Processing:

All laundry orders are collected and processed at the nearest eLaundry facility. Most orders are returned within 24 hours, with same-day express options for urgent needs.

7

Increased Tenant Satisfaction & Retention:

Convenient, reliable laundry services reduce one of the biggest daily burdens for tenants. This improves satisfaction, builds loyalty, boosts retention, and enhances overall living experience.

8

Sustainability Commitment:

Eco-friendly products and methods minimise environmental impact, appealing to today's sustainability-focused tenants and enhancing your property's green reputation.

9

Improved Property Value:

Integrating high-quality amenities like ours increases your property's appeal, rental income, and long-term investment returns.

SKILLED SPECIALISTS HANDLE ALL GARMENTS WITH EXCEPTIONAL CARE AND PRECISION...

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HOW IT WORKS



1. BTR operators enrol their property via our online digital platform and receive a unique PIN (property identification number)



2. Operator selects service option: eLaundry smart Lockers, Reception service, Residents room service.



3. Resident is allocated a unique PIN number enabling them to sign up to the service using the eLaundry BTR app, or website



4. Resident receives eLaundry BTR welcome pack with branded recyclable laundry bags, suit carriers etc



5. Resident can then place online orders specifying collection and delivery dates & times



6. The BTR operator receives monthly commissions on all orders

PAYMENTS OPTIONS



Build our service into your room rate and be billed monthly minus your commission



Residents can pay eLaundry BTR directly and operators will be paid monthly commissions

API INTEGRATION READY

The eLaundry BTR application has been developed to facilitate the seamless integration of an operator's own in house digital platform. This innovative solution ensures a streamlined & seamless experience for both the operator and their resident end users.

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**API
INTEGRATION
READY**



WHY ELAUNDRY BTR

As Build-to-Rent properties evolve, tenant convenience and operational efficiency have become crucial.

Our All-Inclusive Laundry & Dry-Cleaning Collection and Delivery Service is designed to remove the challenges of traditional onsite laundry and enhance the resident experience

1

Optimised Space Use:

By outsourcing laundry services, properties can reclaim space normally used for laundry rooms and repurpose it for more valuable amenities.

2

Lower Operational Costs:

Professional offsite laundry eliminates the cost of maintaining machines, repairs and utility expenses, freeing resources for other priorities.

3

Reduced Energy Footprint:

Laundry machines consume high amounts of energy. Using our service cuts a property's energy usage and supports sustainability goals.

4

Simplified Compliance:

We manage all laundry operations offsite, helping properties avoid regulatory and maintenance burdens while ensuring high standards

5

Tailored Flexibility:

Customisable pick-up and delivery options allow residents to enjoy a personalised, modern laundry experience without relying on onsite machines.

OPPORTUNITIES

This situation presents an opportunity for innovative laundry solutions that can enhance both the tenant experience and operational efficiencies for BTR providers.

Our services are designed to provide ease, value and accessibility...

1

Extensive Network of Purpose Built Laundry Facilities:

eLaundry offers a comprehensive network of modern Purpose-Built Laundries, ensuring nationwide coverage and consistent quality across locations.

2

ESG Policies:

eLaundry's environmental, social, and governance (ESG) policies align with the values of both tenants and BTR operators, a commitment to sustainability and well-being.

3

Regulatory Compliance:

eLaundry provides a comprehensive solution that includes collection, cleaning, and delivery, streamlining the laundry process while enhancing overall service efficiency.

4

Increased Revenue & Asset Value:

Our partnership provides opportunities for earnings through various commission structures, including multiple subscription and pay-as-you-go models. This framework enables operators to leverage additional revenue streams effectively.

OUR SERVICES ARE DESIGNED TO PROVIDE EASE,
VALUE AND ACCESSIBILITY...

SERVICES & PRICING PLANS

Market research indicates that over 80% of busy executives highlight shirt laundry and ironing as a major inconvenience and chore.

SERVICE OFFERINGS

- 1 Subscription Options**
A variety of flexible laundry subscription plans to suit individual budgets and needs allowing them to pre-pay for services for their entire tenancy term, resulting in potential savings.
- 2 Pay-As-You-Go Services**
Pay as-you-go service for those who prefer the flexibility of only paying for laundry services as they use them - allowing access to on-demand solutions only when needed.
- 3 Additional Premium Services**
Duvet and bedding laundry, dry cleaning, steam ironing and delicate item care options for 'do not tumble dry' and 'hand wash' only items.

SMART LOCKERS



Smart lockers operated by the eLaundry BTR App for customer ease & convenience



MARKET RESEARCH INDICATES THAT OVER 80% OF BUSY EXECUTIVES HIGHLIGHT SHIRT LAUNDRY AND IRONING AS A MAJOR INCONVENIENCE AND CHORE.



...ALLOWING BTR OPERATORS TO CONCENTRATE ON THEIR PRIMARY OBJECTIVES.

BTR & CO LIVING PARTNERSHIP & PROPOSAL

Aligning with BTR values: enhancing tenants life through exceptional service

eLaundry provides solutions that correspond with the goals of BTR operators to enhance the tenant experience through reliable services that support their busy lifestyles and provide BTR @ Co Living operators with an all in one service provider.

By integrating our laundry services into BTR environments, eLaundry offers convenient, affordable, and sustainable solutions, allowing both tenants and their property owners to concentrate on their primary objectives.

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COMMISSION FORECAST & EXAMPLE ILLUSTRATION



250 bedrooms full occupancy

All inclusive and built in to the monthly room rate to the operator

| |
|--|
| 200 Wash - Dry - Fold Orders Per Week - £4000 |
| + |
| 50 Wash - Dry - Iron Orders Per Week - £2000 |
| + |
| Pay As You Go - £1250 Tenant pays directly to eLaundry and orders service via the app 50 Orders (average order value £25) <i>Dry cleaning, special offer deals and other premium services and uplifts (ironing, special care, bedding and duvets)</i> |
| = |
| Total revenue - £7250 BTR receives 15% commission - £1087.50 per week |



Savings on machine breakdowns and substantial energy bills



SUSTAINABILITY

INTELLIGENT WATER MANAGEMENT

Water is one of our most valuable resources - and we treat it that way. Our facilities use advanced water recycling, purification, and filtration systems that significantly reduce consumption while maintaining world-class cleaning performance. This ensures both environmental responsibility and exceptional cleaning consistency.

Every drop counts. We clean smarter, not wastefully.

ENVIRONMENTAL RESPONSIBILITY

We're committed to reducing our environmental footprint through every step of our process.

- Eco-friendly detergents and biodegradable solvents
- Energy-efficient machinery and optimized wash cycles
- Reusable garment packaging and recycling programs

Our operations are continuously reviewed to meet the latest sustainability benchmarks, helping us contribute to a cleaner, greener future for our clients and our planet.

Clean garments, clean conscience.

SUSTAINABILITY IN ACTION

From resource management to waste reduction, every decision we make supports long-term environmental health. We partner with suppliers who share our vision of eco-responsible garment care, ensuring transparency, quality, and accountability at every level.

Sustainability isn't a trend — it's part of our DNA.



OUR COMMITMENT TO HYGIENE & STRINGENT QUALITY STANDARDS

Setting new standards in garment care, cleanliness, and environmental responsibility.

CERTIFIED HYGIENE EXCELLENCE

We take hygiene seriously - every garment that passes through our facility is treated with the utmost care and precision. Our cleaning processes comply with Hohenstein-certified hygiene standards, ensuring that every item is professionally sanitized and safe for use.

From down-filled jackets to delicate garments, our hygiene control systems eliminate bacteria, odours, and allergens without compromising fabric quality.

CONFIDENCE IN EVERY CLEAN

Our goal is not just to clean clothes, but to deliver true hygiene you can trust.



Our cleaning processes
comply with
Hohenstein-certified
hygiene standards...



JOIN US IN REDEFINING THE
TENANT EXPERIENCE

We invite you to partner with us to integrate our All-Inclusive Collection, Delivery, and Dry Cleaning Service into your BTR offerings. By doing so, you not only simplify the lives of your tenants but also position your property as a leader in resident satisfaction and modern living.



For further information or to discuss potential collaboration, please contact us:



0345 222 0265

enquiries@elaundrybtr.co.uk

OPERATORS:

www.elaundrybtr.co.uk

CUSTOMERS:

www.elaundry.co.uk

UK ROLL-OUT

Our national footprint will enable multi asset & national operators to centralise contracts to one service provider improving operational efficiency

Phase 1: North East (Newcastle, Durham, Sunderland, Teesside)

The Newcastle prototype will serve as a blueprint for future expansions and replication into additional cities.

Phase 2: North West

Insights from Newcastle will guide the replication of this model into Manchester, Liverpool, Leeds and Sheffield.

Phase 3: UK

Full roll out & replication across the UK.



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JOIN
THE
REVOLUTION...

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The Future Of
All Inclusive BTR
Laundry Services