



# SOFTMOUNTS ARE SOMETIMES THE BEST TOOL FOR THE JOB

## HUEBSCH SOFTMOUNTS HELP OWNER RETOOL 200-YEAR-OLD BUILDING WITH BASEMENT

There are two schools of thought when it comes to projects – deploy the right tool for the job or... keep pounding a square peg into a round hole and eventually it will work out. That's basically the situation that confronted Mike Mancuso in expanding his Bright Bubble laundry business to a second location in Scottsville, NY.

He purchased the building with a plan to retool the 1,100-square-foot existing laundry. The 200-year-old building – with a basement – was equipped with hardmount wash-extractors. The previous owner adopted a square-peg approach by mounting the units on steel rails and using a variety of additional supports in the basement. Mancuso, however, believes in doing things the right way and knew softmount units were the answer.

**“I think we’re going to crush it at this location,”** Mancuso said, adding that the store’s new equipment and the benefits the new Huebsch Galaxy Touch control brings to the table has already received great feedback through soft launch activities. He predicted their ease of use and intuitiveness would help him differentiate Bright Bubble from the competition.



## SOFTMOUNT ADVANTAGE NO. 1: TECHNOLOGY

Mancuso quoted three brands of softmount equipment for this location, but in the end, he saw Huebsch technology as giving him not only the best advantage, but also next-level tools to help scale the business moving forward.

With the second location being largely unattended Huebsch Command will help him stay updated on the day-to-day operations, while also being able control things remotely.

## SOFTMOUNT ADVANTAGE NO. 2: FLEXIBILITY

Mancuso's formula is to purchase the real estate, leverage Huebsch technology and make the stores as user friendly as possible – with touchscreen also being a part of the equation.

**“People are used to touchscreens,”** he said, adding that the intuitive controls have received great feedback from customers. He's hoping that with a grand opening slated just days ahead that even more customers will see just what Bright Bubble brings to the table.

## SOFTMOUNT ADVANTAGE NO. 3: BUSINESS STRATEGY

As for advice for newcomers looking at ways to make a great location work, he recommends owners follow his example and select the correct equipment and installation to eliminate any possible future issues.

**“Overspend on infrastructure – plumbing, electrical, venting,”** he said. **“Do it right up front.”**

## CONCLUSION:

If hardmount washer-extractors make sense for his next laundries, he'll go that route, but if he finds a great location that eliminates hardmounts as an option, he knows the Huebsch softmounts are a great backup plan. If they worked in a 200-year-old building with a basement, they can work virtually anywhere.

**“This is a very different way for us to do business,”** he said adding that the attended Bright Bubble location in Rochester will serve as the hub for Scottville wash-dry-fold service as well as future locations. Plans call for two additional laundries, both making use of technology to enable off-site management.

With the options Huebsch offers through both hardmount and softmount washer-extractors, Mancuso believes he is positioned to make any location work... and is “100 percent” sure Huebsch equipment is part of this revised model.

**“I'm creating a model that I'll be using over and over...I'm really excited about that.”**

