

FLASH LAUNDROMATS

When Gabe Bambarakos decided to join his father in the laundromat business, he knew it was time to go all in. That meant not just renovating and opening facilities utilizing new Huebsch equipment, but also rebranding under a new consistent name. Bambarakos said his father, Ken Sidello, has been in the laundromat business for about 40 years, opening his first laundromat in Cudahy, Wis., when he was 26. When Bambarakos joined the family business in 2020 as co-owner, they had five laundromats, all in southeastern Wisconsin.

Today, they have 10 Flash Laundromat locations and are the largest laundromat chain in the state with their newest laundromat opening in early 2026 in Wauwatosa.

“I had always helped in the business when I was younger, but around the pandemic, I started getting more involved as we were building a new Huebsch store,” Bambarakos said. He took on using the new technology that the Huebsch equipment provided, and marketing it as well.

Shortly after they decided to update their equipment to Huebsch in most of their stores, they rebranded all their facilities as Flash Laundromat, meant to indicate how quickly customers could do their wash in any of their properties.

Their laundromats contain a mixture of Huebsch machines: 20-pound, 40-pound, 60-pound, 80-pound and 100-pound. “The 40s and the 100s are the most used machines each day,” Bambarakos said.



“Obviously, the 100-pounds are the biggest machines, and the 40s are in the sweet spot. Not too big and not too small for loads of laundry.” Their goal is to give customers the easiest, cleanest and overall best place to do their laundry. Bambarakos said what makes Flash Laundromats stand out from the competition is their look.

“We feel comfortable and look like a Lamborghini dealership and customers appreciate it because they realize we care and didn’t just throw in washers and dryers and call it a day,” he said. “We have cleaners there eight hours a day and security works two shifts.”

But their laundromats, most open 24 hours a day, also include large parking lots and children’s play centers. In addition, all their new facilities are staffed 24 hours a day.

The Huebsch equipment made sense for their business. Bambarakos said the app-based payment and Touch screen feature are two things he likes best about the equipment.

All Flash laundromats feature a mobile pay option that allows for a cashless experience. The app enables customers to pay on their cell phone, but people can also pay with cash or a credit card.



About 60 percent of their customers use the Huebsch mobile app to pay for their purchases, he said, and the payment options are highlighted on stickers attached to the machines or on signs displayed throughout the stores. The app also allows customers to view machines’ statuses and get notified when their laundry is done.

Galaxy Touch lets customers select how they want to do their laundry, with clear step-by-step instructions in various languages.

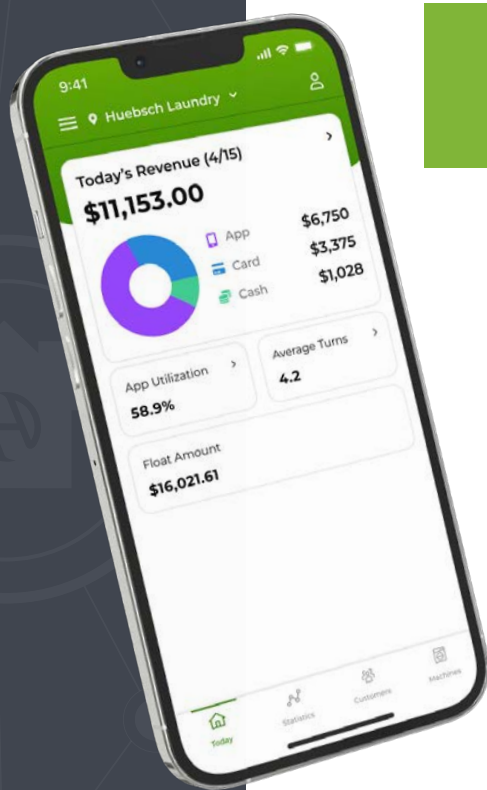
“They can add more deluxe cycles and modifiers,” he said. “The biggest, longest cycles are the most-used cycles. We call it deep clean.” The explanations on the control panel help customers decide which cycle is the best for their particular load of laundry: bedding, towels, etc. **In addition, the screen tells customers how much time the particular cycle will take, as well as how much more it will cost, he said. Not surprisingly, it means extra revenue for their business, Bambarakos said.**





Bambarakos also appreciates the Huebsch Command owner app, and said he quickly became “hooked” on the owner portal since it allows him to monitor revenue streams, determine which machines are open, what times machines are being used and more. “I check it 20 or 30 times a day,” he said.

“When you see the business growing, it becomes an addictive thing.”



Bambarakos said he personally responds to all calls on their customer hotline. A huge benefit of the Huebsch Command app is the customer service aspect, he said, since he is able to help patrons who may be having a problem immediately without going to a specific laundromat location. **“I don’t need to go there to see what’s happening,” he said. “I can reset or start a machine for the customer from wherever I’m at. It just makes the customer’s experience better because they’re not waiting for somebody to drive there to help them.”**

But the app also offers customer relationship management options. Bambarakos said he can engage with his customers, sending them targeted marketing and promotional campaigns, add rewards to their customer’s accounts and more. “We have a very loyal customer base,” Bambarakos said.

“For every \$10 customers spend, we give them \$1 in rewards. The app is extremely helpful; that’s why people love it.”

Plus, he said the Huebsch equipment looks better than other brands. “It’s not bulky, it’s stainless steel and is more pleasing to the eye.”