



# SPYDERWASH<sup>®</sup>

A SETOMATIC SYSTEMS COMPANY



The Leader in Laundry Payment Solutions - Since 1968

## MISSION STATEMENT

Since 1968, Setomatic Systems, Inc. has been a leader in payment technology and innovation. With a solid history of dependability, reliability and longevity, Setomatic Systems is your obvious choice.

In 2018, we relocated our headquarters to Boca Raton, FL and have positioned ourselves to be an industry leader for decades to come. Our modern, 15000 square foot manufacturing, design and distribution facility is at the heart of our operation.

Now in its third generation, this family owned, and operated business continues our tradition of design excellence. Our "hands on" approach has enabled us to fully understand industry trends as they emerge and to adopt to them through innovation and cutting-edge technology as those trends change. As an example, well before any self-serve industry accepted credit cards, we introduced the first credit card readers to the laundry market in 1995.

We are immersed in the industries we serve and work from an inside perspective as opposed to an outside objective. Our close interaction with our customers has given us the reputation of a company who truly cares about its customers.

-Michael Schantz  
President, Setomatic Systems, Inc.

*Proudly Celebrating*

OVER **55 YEARS**  
**IN BUSINESS**



## No one does it better...

Payment technology is a fast-changing industry and since our founding more than 55 years ago, we have been the innovation leader in the vended laundry market.

With a proven track-record of staying ahead of the curve, and the first to embrace new technology as it is introduced, Setomatic Systems, has concentrated more than five decades of passion and dedication to bringing cutting-edge payment devices to the laundry payment industry. While others were content to deliver the status quo, we were the first to introduce hybrid payment systems, credit card systems, wireless systems, cloud-based systems, and NFC mobile payment systems.

We know payment methods are one of the most important aspects of your laundry, and constantly changing industry trends mean you need a proven and established payment technology leader navigating the waters for you. You can count on Setomatic Systems to seamlessly partner with you beyond today and into whatever the future holds.

We look forward to continuing to innovate the vended laundry industry and to support our customers with the best-in-class customer support team for years to come.



SpyderWash® and Setomatic Systems...  
Helping you along the road to success!

Contact your local distributor



## Accept ALL Forms of Payment

At Setomatic Systems, our goal is simple. We want to provide the most reliable and cutting-edge payment and business management system on the market, enabling our customers to increase their bottom line.

Spyderwash is a true hybrid system that gives you unparalleled flexibility. You can offer your customers the option to pay any way they want!

This includes Credit/Debit Cards, Loyalty Cards, EMV Contact and Contactless Cards, NFC Payments (Apple Pay, Google Pay and Samsung Pay) all while having the "option" to maintain coin acceptance.

## Modern Day... "CARD ONLY" Locations

Want to eliminate quarters from your laundromat altogether? No problem! You have the option of going "card only" - whether that means only using loyalty cards, only using credit/debit cards or using both, SpyderWash can be customized to fit your specific needs. For card only stores, SpyderWash is the logical choice because you are not forcing customers to purchase a proprietary card, or go to a loyalty kiosk.





## NFC Mobile Payments

At Setomatic Systems, we pride ourselves on being the technology leaders of the industry thanks to our extensive research and development. Mobile payment is no exception. SpyderWash has been accepting Apple Pay since it was created in the fall of 2014 and began accepting Google and Samsung Pay when they were introduced in 2015. In fact, we built NFC into the first generation SpyderWash readers in 2009.



**NFC (Near Field Communication) is the preferred method** when it comes to mobile payment, which is clear to see since some of the world's largest technology companies such as Apple, Google and Samsung chose to use it.

### **What makes Apple, Google and Samsung pay so popular?**

It's simple - these are the mobile payment options that come preloaded on most smartphones. There is no need to create the unnecessary hassle of downloading a new, proprietary app and having your customer enter all their personal information such as email, phone number and credit card number. Customers are extremely protective of this information and simply refuse to give it out when they don't have to. No one wants to receive spam emails, phone calls from telemarketers or annoying push notifications. Your customers demand a safe, convenient and hassle-free experience or they will take their business elsewhere.

**NFC based mobile payments are widely accepted** at some of the world's largest retailers. Consumers are more inclined to use a mobile app that can be used at thousands of different locations rather than one specific laundromat.



...and so many MORE!

# EMV CERTIFIED

## ELIMINATE CHARGEBACKS



Enable EMV contactless and EMV contact payments directly on your washers and dryers



*Partner with the leader in laundry payment solutions for over 55 years*



### Flexible Payment Options:

- credit/debit card
- cash/coin (optional)
- loyalty card
- NFC/Mobile Wallet
- EMV Contact & Contactless payments



Allow customers to automatically earn free washes or dries with loyalty cards or their credit/debit cards



Loyalty Programs  
No sign-up or app download required, a seamless customer experience

Touch Screen



# Loyalty Card KIOSK



## Features

**Touch** Screen Display

**Dual Language:**  
English and Spanish

**Purchase** Loyalty cards with  
Cash or Credit/Debit Cards

**Add Value** to Current  
Loyalty Cards with Cash or  
Credit/Debit Cards

**View** Loyalty Card Balance

**Print Receipts**  
of All Transactions:  
Cash and Card

**Register Cards**  
by Scanning QR Code



# Total Management, Accounting and Marketing System

When you install SpyderWash, you have access to a feature-packed business management and marketing system that allows you to collect and analyze crucial data for increasing your revenue.

- **Cloud Hosting and Remote Monitoring**- All data is hosted and stored on our secure servers at Rackspace and can be accessed from any internet enabled device.
- **Complete Money Management**- Full accountability for all of your coin, credit/debit and loyalty card transactions in real time.
- **Reports**- Our reports are easy to access, understand and export to a PDF or Excel file. Compare year to year or see your busiest times and days of the week to make the best decisions for your business.



- **Wash Dry Fold** - Allow your attendants to start any washer or dryer with their own WDF card. All transactions are easy to monitor with dates and timestamps. Cards can be set to automatically reload when they drop below a specified threshold. Easy to train attendants. No more painted quarters.
- **Coin Box Alarm**- Set email alerts when your coin boxes are getting full to help you streamline your collections and save your time. Our “running total” feature tells you how much money came in for each machine since your last collection.
- **Marketing and Promotions** - Email registered customers directly from the SpyderWash portal to inform them of specials or up coming events.

## OTHER IMPORTANT FEATURES:

- Modular design
- \$5 Pre-authorization (No \$15.00 or \$20.00 hold on customers account)
- Easy Bluetooth wireless installation
- Certified reader
- User-friendly interface
- Compatible with virtually all washers and dryers, regardless of age or brand
- Customer and Attendant Portal
- SpyderWash Mobile App
- NFC enabled to accept Apple, Google and Samsung Pay
- Ability to charge convenience fee of up to \$1 for credit card transactions
- Employee time clock cards
- SpyderWash Loyalty Kiosk



# Create Brand Loyalty and Enhance the Customer Experience

Laundry customers are extremely unique and unlike any other customer base. In many markets, they have several laundromats to choose from so creating customer loyalty is imperative for success. SpyderWash can help create loyalty in many ways.

- **Free Wash Programs-**

You can create a program where the customer gets a free wash after paying for a specific number of washes. For example, buy nine and get the tenth for free. The swipe display will automatically count down, giving the customer an immediate call to action with no registration required. For example, "9 more to go"... "8 more to go"... "FREE WASH". This is automatically linked to the customer's loyalty card, credit/debit card or mobile wallet.

- **Free Dry Programs-** You can decide how many "free dryer" credits each size washer will give and this value is associated with the customer's loyalty card, credit/debit card or mobile wallet. When the customer goes to the dryer to use their card, they will get that amount of free dry time.

- **Offer Incentives** for adding money to loyalty cards such as 10% bonus when it is recharged for \$20.00 or more.

- **Custom loyalty cards** with your store logo, address and phone number.



**With SpyderWash, our Free Wash and Free Dry programs can be taken advantage of using a credit/debit card or mobile wallet!** Customers are no longer required to purchase a loyalty card in order to receive these benefits. They now have the freedom to choose how they pay for their wash and dry and have an incentive to keep coming back to your laundromat. With no complicated registration required, SpyderWash makes accessing these loyalty programs motivating and very easy for all your customers.

# FACTS

# Payment System Checklist

Vender A	Vender B	Vender C	SPYDERWASH® 
			 Manufacturing Payment Devices in the Commercial Laundry Market for at Least 10 Years
			 Card Reader is EMV Certified for Contact and Contactless Chip Cards (at the washer/dryer)
			 Accepts Mag Stripe Credit/Debit Cards (at the washer/dryer)
			 Accepts Apple/Google/Samsung Pay (NFC Mobile Payments) (at the washer/dryer)
			 Accepts Both Mag Stripe and Contactless Loyalty Cards (at the washer/dryer)
			 Ability to maintain Coin Acceptance (at the washer/dryer)
			 Loyalty Programs (without the need for customer registration)
			 No Sign-up or Phone App Download Required (to start washer/dryer)
			 Reward Programs (when using customer's Credit/Debit Card or Mobile Wallet directly at washer/dryer)
			 Free Wash Reward Program (with Loyalty Cards and Credit/Debit Cards)
			 Free Dry Reward Program (with Loyalty Cards and Credit/Debit Cards)
			 Does NOT impact washer/dryer programming (reacts to washer/dryer programming rather than overtakes it)
			 Guaranteed low Processing Rate (with no hidden fees and no additional 3rd party gateway, such as authorize.net)
			 Certified Readers by all the major Credit Card Companies
			 Wash-Dry-Fold Cards for Attendants
			 Convenience Fee option for using a Credit/Debit Card
			 \$5 Pre-authorization when swiping Credit/Debit Card (eliminates \$15/\$20 hold requirement and customer complaints)
			 Full Accountability and Management Capability for Owners and Attendants (Coin, Card, Mobile accountability)
			 Coin Box Monitoring and Alerts
			 Customer and Attendant Portal
			 Mobile App

**KNOW THE FACTS BEFORE YOU BUY**

# SPYDERWASH<sup>®</sup>

A SETOMATIC SYSTEMS COMPANY



Compatible with any make or model...

**Alliance** Laundry Systems

**ADC** American Dryer Corp.

**primus** GET AHEAD IN LAUNDRY+

**DOMUS** WINNING THE FUTURE THROUGH INNOVATION

**Electrolux**

**CONTINENTAL** GIABAU, INC.

**FAGOR**

**DEXTER**

**Speed Queen**

**Whirlpool**

**LG**

**Huebsch**

**wascomat**

**MILNDR**

**MAYTAG**

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Defining the Modern Laundromat Since 1968



Contact your local distributor



Vision, Innovation and Experience you can trust.



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