

The New EXPRESS 50lb Stack Dryer

Frequently Asked Questions



Q.) Why should I consider Big Stacks™?

A.) As you know, coin laundries are a highly competitive retail business. Customers make decisions for very personal reasons: location, décor, cleanliness, hours of operation, mix of equipment, availability of equipment, the list goes on and on.

Do you only offer one size of washer? Do your customers only wash one size of garment? If your answers to these questions is “no”, maybe Big Stacks™ are worth considering.

Q.) How complicated is the installation process for adding Big Stacks™?

A.) That depends, if you are upgrading from single pocket dryers you will need to check your store’s electrical service, gas supply, make-up air, and venting to ensure they are adequate. If you are upgrading from existing Dexter stacks, you are in great shape. Your new 50lb stacks utilize the same 120V 30amp circuit that original Dexter stacks require. They also have the same 8” exhaust requirement, and require the same 1.5 sq.ft. of make-up air.



(Model T30x2 - DDAD30)

(Model T50x2 - DDAD50)

In either case, your Dexter Authorized Distributor can assist you with everything you need to get your new Big Stacks into service and adding to your business.

Q.) Since these machines are so much larger, are they still energy efficient?

A.) Yes, in fact they are slightly more energy efficient than our 30lb models*. Dexter tests all of our dryer designs with a load equal to 2/3 of the rated capacity: 30lb dryer with a 20lb load, 50lb dryer with a 33.33lb load. In this testing, the Big Stack™ is actually 2% more energy efficient.

* Based on Dexter Laundry, Inc. internal testing of each dryer model at 2/3 rated capacity. 50lb stack dryer efficiency 1,800BTU/lb. of water removed, 30lb stack dryer efficiency 1,838BTU/lb. of water removed.

Q.) With the larger size, where do I set the vend price?

A.) Pricing decisions are never simple. Since your 50lb stacks are larger than your 30lb stacks, and will be handling larger loads, it’s reasonable to set a higher vend price. Depending on your market conditions, we recommend a minimum of a 2 minute/quarter difference between stack 50’s and regular 30lb dryers, and we suggest a 3 minute difference. If your 30lb dryers are 8 minutes/quarter, you should consider pricing your Big Stacks™ at 5 minutes/quarter.

Q.) I understand that Big Stacks™ have a place in my store, but where do I start?

A.) That depends on your situation. Let’s look at a couple of different ones.

Situation #1 – A store that is already short on drying capacity.

While adding 1 or 2 machines (wherever they fit) might be a short-term solution, many times, this only makes a store look like a “hodgepodge”. We recommend that you put together a plan.

Do your old single 30’s need to be replaced with a mix of new 30lb & 50lb stacks? If so, we recommend that you consider a few (2-5 Big Stacks™) as part of a larger plan to upgrade overall drying capacity and **(continued)**

increase energy efficiency. The plan should include adding higher profit larger-capacity washers as well.

Situation #2 – A store that is “OK” on drying right now, but adding big washers will cause a problem with drying capacity

Congratulations! - You are starting in the right place. Investing in your business by adding more profitable larger washers is a great 1st step.

To balance wash & dry capacity, add one Big Stack™ for every two - 40lb-55 lb washer added, and add one Big Stack™ for each 75lb-80 lb washer added. As you are upgrading, keep convenience in mind when choosing a location for your new equipment. Try to keep bigger washers up-front with big dryers nearby.

Situation #3 – My store is doing just fine

Congratulations! – We are glad your business is healthy, but ask yourself – “could I be doing even better?”

Stay on top of what type of loads your customers are bringing in – are you seeing increased use of larger equipment? If your store doesn’t offer enough large-capacity equipment, customers may be going elsewhere. Also keep in mind that newer large-capacity equipment is more energy efficient, has your utility vs. revenue percentage gotten out of line?

Stay ahead of your competition. Remember that older stores with out-dated décor & equipment are an invitation to competition – don’t invite competition by not offering your customers an improved laundry experience.

Q.) I’m starting from scratch, how do I make the best use of this product?

A.) Great question, here are some proven “rules-of-thumb” and how they apply.

Always try to balance wash & dry capacity, and err on the side of slightly higher dry capacity. As good as dryers have gotten, it is still faster to get clothes wet than dry.

Include one Big Stack™ pocket for every two - 40lb-55lb washers and include one Big Stack™ for each 75lb-80lb washer.

In most stores, we see a mix of one Big Stack™ for every three regular stacks as being a very reasonable starting point. However, if limited space and high rental costs are a major concern, it may make sense to go with all Big Stacks™ to maximize the store’s productive capacity.

Call your Dexter Authorized Distributor with any additional questions on this product.

