

SPYDERWASH[®]

A SETOMATIC SYSTEMS COMPANY



Set yourself apart

Reach for your goals

Invest in your future



**We
have
the tools
to help you
succeed!**

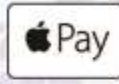


Compromise... Never

It's a word that we don't use around here. At Setomatic Systems we have a philosophy of never taking the easy way out. Every product that we develop has been thoroughly thought out. From early conceptual drawings to final release, we make no compromises. When we sit down at the drawing table we have a singular goal in mind, your success.

We never cut corners. We seek out only the best components - insuring that your investment pays off for years to come. That's why Setomatic Systems has been in business for over five decades. Continuous innovation; a keen sense of recognizing, creating and acting on emerging industry trends; a commitment to the development of high grade products - that's what sets us apart.

So read on... and see how we can help you run a more successful business - because we know that *compromise...* is not in your dictionary either.



Accepted Here!



1 Billion (1,000,000,000) ...and counting

That is how many Credit and Debit Cards are currently in circulation in the United States alone.

It is a staggering number and these card holders are your customers. Whether they carry them in their physical wallet or store them on their smart phone on applications such as Apple Pay™ and Google Wallet™, they are used everywhere. Our love for plastic cannot be denied, its how we like to pay. From a Cheeseburger with Fries to the local Vending Machine, Credit Card acceptance is everywhere, and *now you can offer it on your Professional Laundry Equipment as well.*

(Source: NY Times, Feb. 23, 2009)

According to the United States Census Bureau there are enough Credit Cards in U.S. circulation to reach 70 miles into space.



*Apple Pay and Touch ID are trademarks of Apple Inc.

When consumers use Credit Cards they spend more money. According to renowned finance author Dave Ramsey in - The Money Answer Book,

"When you pay in cash, you can "feel" the money leaving you. This is not true with Credit Cards. Flipping a card up on a counter registers nothing emotionally. If you use plastic instead of cash you will spend 12 to 18 percent more"

Consider this - "When McDonald's restaurants started allowing Credit Card purchases, the average purchase went from \$4.50 up to \$7.00 That's a huge increase."

(Source: Ari Shapiro - NPR's Morning Addition)



Your customers are no different. When you enable them to pay with their Credit or Debit Card you take away the emotional attachment of spending cash. Now they can opt to spread their clothes out between two \$3.50 washers instead of cramming them all into a \$5.00 machine, or that same customer might choose the bigger \$7.00 washer instead. Either way there is a sales increase of \$2.00. That's 38 percent more, and this is reflected in your bottom line. The same pattern holds true with dryers. Your customers are more likely to over-dry, or completely dry their clothes when paying by Credit or Debit. When the \$1.50 that they normally spend turns into \$1.75 or \$2.00 you'll see a 17 to 35 percent sales increase.

Early adopters have an extraordinary advantage!

A Laundromat's success is directly correlated to consumer experience and convenience. Adding amenities such as Flat Screen TV's, Air Conditioning, Free Wi-Fi, and Comfortable Seating are great business practices.

Customers appreciate all the amenities that make their washing experience first rate, but are they still inconvenienced by only being able to pay with quarters? Do they choose to wash elsewhere because they are forced to purchase a Proprietary Laundry Card to start the machines? Why not give them every Payment Option?

By adding a SpyderWash Payment System, you are enabling your customers to pay for their Laundry the same way they do their other daily purchases. They can even use the latest NFC Mobile Wallets like Apple Pay and Google Wallet. In addition, adding the convenience of Credit and Debit acceptance will help you retain your existing customers. As word gets out you will pick up market share from your competition thus driving up sales and increasing your bottom line.

More than just a Credit Card System, SpyderWash is a full management tool. Send out mailers, track Wash Dry & Fold expenditures, account for all Coin Box revenue, see what machines are being used in real time, and know when those machines become available. With a robust Loyalty Card Program and superior reporting you will be able to fine tune and expand your operation.



**"Innovation distinguishes between a leader and a follower."
- Steve Jobs**



It's all in the Cards...or is it?

Here at Setomatic Systems we design our products with the future in mind. We know that when you make a substantial investment in new Payment Technology it should not be obsolete in a few short years. That is why Setomatic Systems incorporated RFID Contactless, NFC Mobile Wallet and Mag Stripe Technology into all of our cards readers from the very beginning. Even our very first customer can now accept Apple Pay and Google Wallet.

NFC – Otherwise known as Near Field Communication is the technology which is used by Apple Pay and Google Wallet. With NFC, mobile devices such as Smart Phones have the ability to act as a virtual "Wallet". Simply touch your Smart Phone to an NFC enabled payment terminal to complete your transaction. Virtually every Smart Phone produced today comes standard with NFC and are commonplace in both the United States and abroad. If you are considering adding a Credit Card Payment System to your Laundromat, it is important for you to have this technology built into your system to stay relevant and current.



Key Advantages of SpyderWash's NFC/RFID Enabled Readers:

- Accept Apple Pay, Google Wallet and any other NFC Mobile Wallet
- More than just Mag Stripe acceptance
- Increased security
- Unique advantage over your competitors
- Can also be used for RFID Contactless Payments such as Visa payWave™, MasterCard PayPass™ and ExpressPay™ by American Express
- Accept Payments from Wearable Devices like the Apple Watch™ that utilize NFC technology
- Customer Loyalty – According to Auriemma Consulting Group, "75% of those who use Apple Pay continue to make purchases at the same location."



"NFC mobile payments are forecasted to increase from \$72 Billion in 2015 to \$195 Billion in 2019" (Source: Juniper Research)

"36% of the mobile wallet users walked out of a store because no mobile wallet was accepted, and 59% have not gone back" (Source: Digital Transactions)

A Coin & Card Payment System.... plus so much more!

When you install a SpyderWash® Payment System, you purchase so much more than a way to accept Credit Cards on your Coin Operated Washers and Dryers. Our feature-packed system was also developed as an overall management and marketing tool.

- **Loyalty Card Application** – Offer Incentives and Rewards for adding value to a Loyalty Card. Once a customer registers, their information can be tracked in your system. This will allow you to view their contact information as well as track their loyalty card usage. From your account you can send emails to these customers and keep them up to date with new enhancements.



- **SpyderWash.com** – Customers can View their Balance, Add Value and see their Transactions online while on the go, or from the comfort of their home.

- **Machine Availability** - Give your customers the ability to view which machines are available and which are in use. View time countdown once a machine is started, and send an alert when machines become available.

- **Complete Money Management** - Full accountability of all your Coin, Credit/Debit Card, and Loyalty Card transactions. With our "running totals" feature, you'll know how much money came in for each machine since your last collection. You can now go on vacation knowing that all your income will be accounted for.

- **Coin Box Alarm:** If any of your money boxes are ready to overflow we will send you a text or email alert.

- **Modular Design:** For 45 years, Setomatic Systems has built its products on a modular platform. This allows for easy replacement of individual components.



•**Cloud Hosting & Remote Monitoring:** All data is hosted on our secure servers at Rackspace™. We eliminate the need for an on-site PC that is subject to viruses, crashes, outdated operating systems, continued backups, and service calls. View all your Laundromat's activity from any internet enabled computer, smart phone or tablet.

•**Reports** – Our reports can be converted to a PDF or exported as Excel files. Compare year to year or see your busiest times by day, week or month. It's all available in a host of easy to read reports.

•**Wash Dry Fold** – Allow your attendants to start any Washer or Dryer with a WDF card. No more painting quarters, misplaced money or employee theft. Easily track all their transactions with time and date stamps.

•**Marketing & Promotions:** Use custom printed Loyalty Cards to your advantage. Send them out as gift cards in a mass mailer or give them away as promotions.




Other Important Features:

- NFC Mobile Wallet Acceptance (Including Apple Pay™, Apple Watch™ and Google Wallet™)
- Contactless Card Acceptance (RFID Chip Technology)
- Immediate "Real-Time" Authorization
- Available for All Makes and Models
- Partial or Complete Conversions
- Dual Coin Acceptance
- Easy Bluetooth Wireless Installation
- Multi-Vend/Multi-Pricing Capability
- User Friendly Interface/Display
- Certified Reader

*Apple Pay and Touch ID are trademarks of Apple Inc.

No one does it better...

At Setomatic Systems we are proud to have developed a product with a factory installed look and finish. We know that you have made a considerable investment and nothing but the very best will do. With our  **Bluetooth®** wireless network and secure data encryption, your critical information is kept safe and compliant. Our readers are made to last and are fully sealed and gasketed. A small footprint and customized decal enable the reader to be mounted on the front of the machines where it is easily accessible and out of the way.



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

Contact your local distributor

SPYDERWASH[®]

A SETOMATIC SYSTEMS COMPANY

Compatible with any make or model...



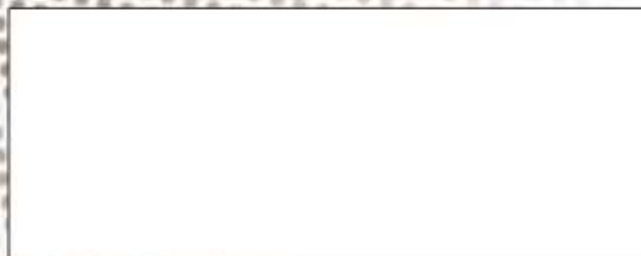
*Apple Pay and Touch ID are trademarks of Apple Inc.

NOTES:



The Future of
Payment Technology...TODAY!





Contact your local distributor



Vision, Innovation and Experience you can trust.

Originally founded in 1959 and then incorporated in 1968, Setomatic Systems, Inc. has been a leader in payment technology and innovation for more than five decades. With a solid history of dependability, reliability, and longevity, Setomatic Systems is your obvious choice.

Located in Farmingdale, NY, Setomatic Systems has positioned itself to be an industry leader for decades to come. Our modern 13,000 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 its tradition of design excellence. Our "hands on" approach has enabled us to fully understand industry trends as they emerge and to adapt to them through innovation and cutting edge technology as those trends change.

"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 it's customers".

- Michael Schantz
President, Setomatic Systems, Inc.



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