



▶ Mountain Fresh's owners Angie and Rodger Smith.



▲ Since the installation of this F32 flatwork ironer, Mountain Fresh has doubled laundry production and sales.



commercial laundry

Janitorial/Housekeeping Company Adds Laundry Services; Doubles Business

Sales at Mountain Fresh Hospitality Services Inc. in Sevierville, Tenn., skyrocketed in four years thanks to a strategic decision in 1999 to add commercial laundry services to the company's growing, eight-year-old janitorial/housekeeping business.

Today, Mountain Fresh's commercial laundry business generates 45 to 50 percent of total company sales, according to owners Angie and Rodger Smith. That success, they maintain, is a direct result of quality service and a larger facility equipped with new, industrial laundry equipment designed to increase production.

The most critical piece of that equipment mix—a Continental Industrial Flatwork Ironer—enabled Mountain Fresh to enter new markets and process more than a million pounds of laundry in 2003. In 18 months, thanks to the new ironer, Mountain Fresh doubled laundry production and sales, with no labor increase.

By offering both housekeeping and laundry, the company brings one-stop shopping to property management companies, resorts, businesses and rental property owners throughout Sevierville. "Our customers like the flexibility, convenience and stability of dealing with one company," says Angie. "It sets us apart."

What used to be a headache for the Smiths—laundry—has since become the silver lining of their business. Laundry became an issue early on for the couple's janitorial company. From the start, several customers wanted them to handle both their cleaning and laundry. "I did all the laundry from my garage with two top-load washers and two dryers," says Angie. Still, laundry wasn't the focus of her business.

But by 1998, the demand for clean linens had grown so much, Angie's garage laundry ran around the clock. "We knew we either needed to expand officially into the laundry market or cut customers," she says.

Mountain Fresh expanded to include laundry in 1999, and in doing so, moved into a 2,400 square-foot building. "It was tiny," recalls Angie. "It was divided in half with a front office and rear laundry." The facility was equipped with Continental industrial laundry equipment, including two Continental 55-pound capacity

Pro-Series Washer-Extractors, two 75-pound drying tumblers and a 20-inch roll diameter flatwork ironer.

Business thrived and Mountain Fresh expanded again two years later into a new 10,000-square-foot building, from which it still operates. The facility, specifically designed to handle the company's growing laundry volume, also serves as headquarters for housekeeping operations as well as customer relations and sales activities. The laundry features a 130-, two 55- and two 90-pound capacity Continental Pro-Series Washer-Extractors; and a

125-, 175- and two 75-pound capacity drying tumblers. In July of 2002, the Smiths invested in a larger and faster, 32-inch, steam-heated, double-roll Continental Industrial Flatwork Ironer. The company's reliable 20-inch ironer still worked well, according to Rodger, but just couldn't keep pace with Mountain Fresh's increasing linen volume.

Since the new ironer's installation—less than 18 months ago—linen production and sales have doubled, says Rodger. It not only eliminated the need to run additional shifts to keep up with linen volume, the new ironer opened the doors to markets Angie and Rodger had only dreamed of pursuing before.

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