



The Smart Choice in Laundry

Hercules Unseats Forty-Year Laundry Provider St. James Towers - Brooklyn, NY



Mark Lubin, Hercules Account Executive; Kathy Foote, Property Manager, Metro Management Development; Troy James, Resident Manager, St. James Towers

St. James Towers, a cooperative built in 1963 and spanning twenty-three stories and home to three-hundred and twenty-seven apartments, has undertaken the most comprehensive revitalization in the building's history.

Located in the scenic Clinton Hill section of Brooklyn, St. James Towers has one of the most important things going for it - the day to day management of the building by Kathy Foote, Property Manager with Metro Management Development.

Having an appreciation for every facet of the building's ongoing make-over, Kathy made a critical decision when it came to the building's laundry room. With the previous laundry room provider having a long term relationship at St. James Towers for more than forty years, Kathy, along with the nine-member board dared to

make a change in an effort to provide the building with a more contemporary and technologically advanced laundry room. Equally important was service, and the reputation that Hercules had for service proved to be one of the most important reasons why Hercules was selected to be the next laundry room provider at St. James Towers.

Based on more than twenty-five years of property management experience, and having worked at some of the largest property management companies in the New York area, Kathy drew upon her past experience and determined that a Hercules laundry room was exactly what the shareholders required. With a prior relationship with Al May, Hercules Chairman, and Mark Eisler, Hercules Vice President of Sales, and having spent time with Mark Lubin, Hercules Account Executive, and Steve Beckerman, Hercules Director of Operations, Kathy worked tirelessly with the board at St. James Towers to ensure that the new laundry room was redesigned to their exact specifications.

With a combination of Wascomat Crossover washers that feature durability and energy savings, along with Wascomat 30 and 45LB Front Load washers that can handle the largest laundry needs of the shareholders, including bedding, blankets and even the largest king sized comforters, along with Maytag Multi-

Load Stack dryers and American Dryer Tumbler dryers, St. James Towers proudly boasts one of the nicest and most energy efficient laundry rooms in the area. With a specific shareholder request for greater energy savings, the Wascomat Crossover washers provided savings to the building in a reduction in water and energy consumption, while also providing enhanced washing results.

Offering card-operated washers and dryers in the laundry room, and offering the shareholders the option of revaluing their laundry cards using either the internet, credit card or cash, Hercules has created the most user-friendly laundry room environment imaginable. In fact, by taking advantage of the size of the existing laundry room, Hercules was able to add more dryers to the room with the addition of new Multi-Load Stack dryers, without taking up any additional space.

An added feature of the new laundry room was the installation of the new Hercules Smart Center, enabling the shareholders the ability to immediately communicate with Hercules directly from the laundry room using a touch screen system. With the Hercules Smart Center, service is now a push of a button away!

