

The Daily Load Satellite System

Launch a city-wide laundry network for \$15,000 — not \$500,000.

A whitepaper for laundry operators and entrepreneurs

Daily Load · dailyload.com.au · July 2026

1. Starting a laundry business just changed

The traditional path into the laundry industry is a shopfront: a long lease, heavy equipment, fit-out, and staff behind a counter. The Daily Load Satellite System replaces the shopfront with a network of unattended drop points — drop boxes and smart lockers — placed where customers already are: cafés, retail strips, apartment buildings, gyms, and offices.

Customers order and pay on their phone. You collect, process at your own facility, and return — either to the customer's door or back to the locker.

	Traditional laundromat / dry cleaner	Satellite System
Premises	Shopfront lease: \$40k–\$80k/yr	None required
Equipment & fit-out	\$300k–\$400k	Uses your existing facility
Front-of-house staff	\$60k+/yr	None — unattended drop points
Upfront investment	\$400k–\$500k	From \$15,000*
Typical break-even	3–5 years	Payback in weeks at model volumes*

2. Two hardware options, one platform

Drop Box — the delivery model. A mechanical, no-power drop box placed at cafés, retail strips, and busy streets. Customers drop 24/7; you collect on your schedule and deliver clean clothes to their door. \$3,000 per unit, minimum deployment of five — from \$15,000*.

Smart Locker — the locker-to-locker model. A bank of 12 electronic locker bays for apartment buildings, gyms, and offices. Customers drop off and collect from the same locker — no delivery leg. Compartments unlock from the app on an Android-powered system. From \$8,000* for 12 bays (requires power).

Both run on the Laundrify platform and can be mixed across one network. Installation and setup are included in your quote.

3. The customer journey

Step	What happens
1. Scan	Customer scans the QR code on the box or locker and selects a service.
2. Register bag	Tags their own bag or uses a pre-paid barcoded bag.
3. Pay online	Credit/debit card or Google Pay — paid before the bag goes in.
4. Drop	Bag goes in the box or locker; drop is confirmed in the app.
5. You process	Your team collects and scans bags through every stage.
6. Return	Delivered to the door (Drop Box) or returned to the locker (Smart Locker).
7. Notified	Email & SMS updates at every step; customers track orders anytime.

4. The revenue model

Modelled on five drop boxes at 25 bags per box per week. Actual results depend on location, pricing, and volume.

Assumption	Value
Drop boxes deployed	5
Bags per box per week	25
Total bags per week	125
Average ticket (incl. delivery)	\$40
Weekly gross revenue	\$5,000
Annual gross revenue	\$260,000

Upfront investment	Payback period	Gross revenue potential
\$15,000*	~3 weeks*	\$260,000/yr*

The operator is responsible for washing, delivery, host location arrangements, and platform software (from \$50/month per module, introductory offer). At model volumes the hardware pays for itself in approximately three weeks of gross revenue.

5. The Laundrify platform

Hardware alone isn't a business. Every Satellite System runs on Laundrify — Daily Load's operating platform:

Customer experience	Staff workflow	Operator dashboard
QR ordering — no app download	Barcode scanning	Services & pricing management
Online payment (Stripe / Google Pay)	Bag status workflow	Multi-locker overview
Order tracking	Real-time order list	Staff access control
Email & SMS notifications	Pickup & return flows	Analytics, invoices & receipts

Operators also receive a free professionally designed website, wired to their live services and pricing (domain, and hosting where required, paid by the operator).

6. Getting started

Book a demo to see the customer and operator experience end to end, get a hardware quote for your market, and map your first locations.

Daily Load · dailyload.com.au · admin@dailyload.com.au · +61 411 616 714

*Conditions apply. Figures are illustrative estimates based on the stated model assumptions and are not a guarantee of performance. Hardware pricing excludes GST and may vary by configuration and site requirements. Software pricing is an introductory offer and subject to change. Payback and revenue figures are gross and exclude operating costs (washing, delivery, host arrangements, software, payment processing). © 2026 Daily Load.