



THE RESULTS
ARE IN!

WAVERIDER PROPERTIES PRODUCE 8% MORE PROFIT THAN COIN PROPERTIES!

THE RESULTS ARE IN.

We are delighted to share with you the results from our recent survey of 100 multi-housing laundry properties that converted from coin to WaveRider wireless debit and credit payment system.

According to our survey:

- Properties saw a **15% average revenue increase** with WaveRider compared to coin.
- Properties saw an **8% average profit increase** with WaveRider compared to coin.

Think that credit and debit card fees will make WaveRider less affordable? Not so. The survey used our proprietary Total Cost of OwnershipSM (TCO) model to estimate all fees related to purchasing, installing and servicing coin, smart card, and WaveRider systems over a 5 year period, including credit and debit interchange, processing fees and cellular connectivity costs. The results clearly indicate that WaveRider is more profitable than coin-only and the leading smart card systems.

Even with the credit and debit fees, WaveRider not only showed higher revenue but also showed higher PROFIT!

And, let's face it. Today's consumers prefer paying with plastic. With WaveRider you can provide your customers the most convenient way to pay for laundry giving them the ability to use their debit or credit card ... no need for special cards or coins.

Contact us to use our TCO model and learn how your own business can benefit from WaveRider. Call your Heartland MicroPayments Regional Sales Manager today.



www.HeartlandMicroPayments.com | 800-332-4835 | MicroPayments@e-hps.com

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