

Clean&Go

edition

ISSUE 1



CLEAN&GO XL
DESIGNED
TO GROW

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Welcome to the **Clean&Go** universe

Clean&Go was born with a clear idea: to make running a self-service laundry simpler, more efficient, and more profitable. We wanted a model that's easy to operate, ready to grow, and manageable from anywhere. Today, that vision is a reality, expanding both within and beyond our borders.

Every Clean&Go is unique, but they all share the same foundation: thoughtful design, reliable technology, and a business that works. The sector is evolving fast—new habits, full digitalization, more experiential spaces—and this concept is built to compete strongly in any city.

This magazine is made for you: whether you're considering opening a Clean&Go or are already part of the project. Here you'll find practical ideas, real cases, updates, openings, and useful resources to help you make informed decisions and keep moving forward with confidence.

Clean&Go is a network of self-service laundries united by a shared vision of efficiency, simplicity, and progress.

Thank you for being part of this journey. Let's keep growing.

The DOMUS Team

 DOMUS

What is Clean&Go?

Clean&Go by DOMUS is a modern, profitable, and fully connected self-service laundry concept.

A space designed to deliver a unique experience for users and effortless management for owners.



HOW DOES IT WORKS?

Clean&Go lets you start a profitable business without any technical knowledge. Our team supports you through every step: selecting the location, choosing the equipment, installation, launch, training, and ongoing support. Everything is designed to minimize opening time and ensure operational stability.

1. We design the space with you, adapting it to the size, surroundings, and customer profile.
2. We install efficient, connected, self-service-ready DOMUS equipment.
3. We activate DOMUSCONNECT, set up the DOMUS LAUNDRY KIOSK payment system, and configure the Domus Laundry App.
4. All you have to do is open the doors and start making your investment profitable.





WHY OPEN A CLEAN&GO?

Is opening a self-service laundry really profitable?

Yes. Self-service laundries are one of the fastest-growing sectors in Europe, with high demand, low maintenance, and stable margins. At Clean&Go, everything is also designed to reduce water, energy, and chemical costs, boosting profitability from day one.

Do I need previous laundry experience?

No. Our solutions are designed so anyone can manage the business easily. We handle the design, installation, training, and technical support. You only decide the business model and how involved you want to be.

What sets Clean&Go apart from other franchises or concepts?

Clean&Go is not a franchise. It's a flexible, independent model. You fully own your laundry and control pricing, branding, and business growth. We provide the technology, equipment, and guidance to make it work from day one.



Scan the QR code and enter the Clean&Go universe:



CAN YOU OPEN A LAUNDRY WITHOUT A PERMANENT LOCATION?

Yes, and it's easier than it sounds. Today, there are solutions that let you set up a fully equipped self-service laundry, ready to operate, without investing in a permanent location.

With Clean&Move, DOMUS's mobile solution, you can take your laundry wherever it's needed—high-demand areas, temporary projects, or new locations, always with the same efficiency and quality as a traditional Clean&Go.

- ✓ Easy to transport.
- ✓ Easy to connect to utilities.
- ✓ Easy access for technicians and chemical supplies.
- ✓ Option to add smart features such as backlit panels or home automation.
- ✓ Key option: DOMUS LAUNDRY KIOSK.



Clean&Move

Clean&Go XL

The new dimension of laundrettes

Clean&Go XL is the evolution of the self-service laundry model, designed to meet more intensive use: more users, higher washing volumes, and a growing demand for spacious, comfortable, and efficient environments.

The XL format focuses on scale—more square meters and more machines to handle peak demand, reduce waiting times, and deliver a smoother user experience.

With large-capacity industrial washers and dryers—22 kg and 28 kg—Clean&Go XL increases operational capacity and streamlines business management, enabling a more efficient model and a more attractive value proposition for the end customer.



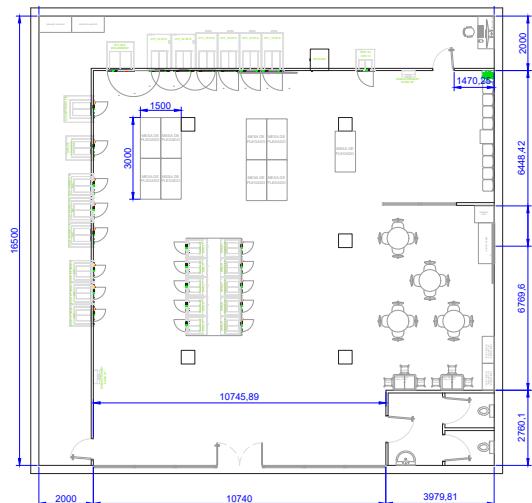


- ✓ HIGHER PROFITABILITY
- ✓ LOWER FIXED COSTS
- ✓ MORE COMPETITIVE PRICING



WHO IS IT DESIGNED FOR?

Clean&Go XL is designed for high-frequency users: families, urban customers, people washing bulky items, and small businesses that need capacity, speed, and reliability. A solution that fits today's pace with maximum convenience and efficiency.



WHERE DOES IT WORK BEST?

Clean&Go XL is ideal for large cities and high-density areas with a steady flow of users: metropolitan zones, dynamic residential neighborhoods, university environments, or areas with a high concentration of rental housing. Where volume and frequency matter, the XL format makes the difference.



PROJECTS

Madrid sets the starting point

In November, Madrid welcomed Clean&Go XL, DOMUS's first large-format project of this kind. Located in Alcorcón, this self-service laundry brings together scale, technology, and smart design to deliver a truly distinctive operational experience.

Scan the QR code and explore the first Clean&Go XL



With nearly 30 machines of up to 28 kg, a dedicated pet washing column, and two 32" DOMUS LAUNDRY KIOSKS, the space enables full digital management, monitoring, and optimization of every cycle through DOMUSCONNECT.

This combination of high capacity and remote control turns the laundry into a benchmark for efficiency, profitability, and scalability—proving that thinking big is not only viable, but a real competitive advantage.

Clean&Go XL Madrid marks the beginning of a new chapter for the brand: laundries that don't just wash more, but sell better, grow faster, and are ready for the future of self-service.



PROJECTS

Queens is calling

The 250 m² space combines large-capacity washers and dryers with touchscreens that can be managed remotely through DOMUSCONNECT. Everything is designed to provide a fast, comfortable, and seamless experience, with Wi-Fi, washing and folding services, parking, and multiple payment options.

Michael Gekelman, CEO and owner of the laundry, engaged the community with activities, raffles, and family-friendly moments, showing that Clean&Go is more than just a service—it's a local meeting point.

A project that demonstrates how DOMUS tailors its solutions to each market, blending technological innovation, operational efficiency, and customer satisfaction.

Scan the QR code to watch the opening ceremony video:





Destination: Tailandia

Our distributor, ENG-THIRA CO., LTD., opened a modern and attractive Clean&Go, designed to capture customers' attention from the very first moment.

All machines are connected via free IoT, with efficient washers and dryers, an intuitive TOUCH II interface, and multiple payment options—ensuring flexibility and full real-time control of the business.

The sleek design and dryers equipped with the Sense&Smell option make every visit a comfortable, sensory experience. Plus, the Clean&Go concept is implemented without royalties or contracts—you only pay for the machines and installation—making it a fast and profitable investment.



PROJECTS

Global Presence

Here's a glimpse of part of our international project network.



📍 California



📍 Ireland



📍 Barcelona

London



Madrid



Serbia



Switzerland



Mallorca



SECTOR INSIGHTS

Efficiency & Connectivity: the new language of self-service



Self-service is evolving into a model that is more efficient, more connected, and user-focused. **Sustainability and technology are no longer isolated trends—they are the pillars shaping the next generation of laundries.**

Efficiency in water, energy, and chemical use has become a key

criterion for both users and operators. Concepts like Clean&Go, aligned with the ECOEVOLUTION philosophy, focus on resource optimization and machinery designed to deliver long-term performance.

At the same time, laundries are becoming digital services: automated payments, remote control, data analysis,

and staff-free operations enable faster, more profitable management.

All of this comes together in a clear, frictionless user experience, with well-designed spaces and intuitive processes. A model that is scalable and ready for international growth, especially in large cities and tourist areas.



Your laundry, always connected

At Clean&Go, connectivity is what makes everything possible. DOMUSCONNECT acts as the laundry's brain: a platform that centralizes management, monitors consumption, and allows remote business oversight—delivering control, efficiency, and real-time decision-making.

Built on this technological foundation are three payment systems, which can be combined to suit different user profiles and maximize convenience:



Optimize your laundry with contactless payments and remote control. Provide convenience and security for your customers while managing prices and promotions from anywhere with DOMUSCONNECT.



This app allows users to book and pay for machines remotely, helping build customer loyalty through promotions. From DOMUSCONNECT, you can manage all payments and promotions within the app.



Washers and dryers can include a multi-currency wallet system. You can check all earnings in DOMUSCONNECT from anywhere, anytime.

Scan to discover all DOMUSCONNECT solutions.





Clean&Go

DO YOU WANT TO OPEN YOUR
SELF-SERVICE LAUNDRY BUSINESS?

For more information, access our resources,
or speak with our specialist team, visit our website
or get in touch with DOMUS.

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AWS Well-Architected



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