



Milwaukee Laundromat Launches Online Presence

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Milwaukee, Wisconsin based laundromat Koala-T Coin Laundry has announced a new online presence. The new website became available this week. Ed Serritella, co-owner of the laundromat states, "We've never had an online presence, and felt that with today's technology age, it was time."

The business was purchased, renovated and then reopened under new ownership and management in September 2013. New owners Ed and Jenny Serritella have been in the coin laundry business for more than 25 years, and have recently realized that having an online presence is crucial in this day and age. Although they had renovated and reopened the business, Serritella says that it never dawned on them to consider an online presence until just a few months ago.

"Everyone today is so closely tied into technology," observes Ed Serritella. "I mean with Facebook, Twitter, and general websites, there isn't anything that you can't see or do online, so we felt it time to add ourselves to that wide window of opportunity."

Koala-T Coin Laundry was previously owned by two different companies, Spincycle Coin Laundry and more recently, Blue Kangaroo. The business began failing under management by Blue Kangaroo, who ultimately drove their customers to a new location, leaving the current company lacking. The Serritellas purchased and

made several changes and upgrades to provide what they say is "a much better and more convenient customer experience."

The businesses previously operating the laundry had online presences, although this is the first time that Koala-T Coin Laundry will be featured on a website or social media. The new website for the laundry can be seen at www.koalatcoinlaundry.com.

Ed Serritella says that the new website also features information about the laundry as well as any current events that they may have going on their Facebook page, which can be seen at <https://www.facebook.com/pages/Koala-T-Coin-Laundry/105399632858414?fref=ts>. Customers can learn pricing and other information from the company's social media pages as well as from their new website, which has recently gone live. Hours of operation and other general information are also posted on the website.

Those who are interested can also visit the laundry on their new Twitter page at <https://twitter.com/koalatclaundry>.

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For more information about Koala-T Coin Laundry, contact the company here: Koala-T Coin Laundry Ed Serritella 414-207-6656 koalatcoinlaundry@gmail.com 2227 W National Ave Milwaukee WI 53204

Koala-T Coin Laundry

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