

THE EYE

Speed Queen churns it up at new 'green' coin laundry

It's been a long, long time since the Eye has seen the inside of a coin-operated laundry.

But it might be worth a trip to the Washhouse, a new laundry at 1119 W. Drake Road in the heart of Fort Collins' student community, to see what all the buzz is about.

According to owner **Greg Fuhrman**, the new business is the first in the nation to install the new Speed Queen Quantum Series washers and dryers, super-efficient in their use of water and energy.

And, according to the people at A-Train Marketing in Fort Collins who Fuhrman hired to pitch his new business, a busy student can get in and out of the Washhouse in about an hour.

Speed Queen's marketing materials for their new machines, targeted mostly at apartment complex owners, are an extravaganza of hyperbole: "Where Quantum truly excels is in creating an amenity to help attract and retain tenants," a company flyer gushes.

The new machines also offer a "secure, tamper-proof accountability system" to owners. Our guess is that means Canadian quarters don't work.

Fuhrman also promises that the Washhouse will offer an atmosphere that is beyond the drabness that most coin-ops feature, with couches, coffee, wi-fi and flat-screen TVs.

As long as you're going to be stuck in a laundry, a little latte and "30 Rock" can make it more pleasant.

Printing imperfections present during scanning

