



Information & Background on the Staber Washer

Introduction

Staber is the only top load horizontal-axis washer made in the U.S. In other words, it tumbles laundry like a front loader but maintains top loading convenience. We are the only washer in the world that uses a hexagon (six-sided) inner tub that rotates inside a stationary octagonal (eight-sided) outer tub. As the inner tub rotates, water is gently pushed through the holes of the inner tub and through the laundry. The shape between the inner and outer tub is always changing. This creates a passive pumping action, or turbulence in the water to clean more effectively than circular tubs.

Who is Staber Industries?

Beginning in 1976, Staber Industries re-manufactured commercial laundry equipment from Maytag, GE, Whirlpool, and Speed Queen. Based upon this experience, we noticed how we could improve on the design of a clothes washer and we introduced our own design back in 1994. Most people have not heard of Staber because we do not sell through traditional appliance stores. We only make washers and do not want to play the politics of competing head-to-head with the Maytags and Whirlpools. When customers learn our background of re-manufacturing other brands of washers, they are receptive to our product. We are not just a company that designed a washer out-of-the-blue.

Target Market

Besides anyone that pays for their water/sewer, we are looking for customers that have well water, or have families of three or more because of how much money they can save, businesses that use a traditional home style machine frequently (nursing homes, salons, assisted care living facilities, etc.) or customers that use solar power.

Savings

Staber washers can save around 30 gallons of water per load compared to a traditional washer. Staber uses an average of 15 gallons per load as opposed to 40-60 gallons with a traditional top load agitator washer, or an average of 20-26 gallons with a typical front loader.

If a customer pays for their resources, they can save an average of \$0.70 per load compared to a traditional agitator washer. If they have a well, they can save an average of

\$0.50 per load (but they have the advantage of using so much less water from their well and having less water for their septic system). The average family of 3 doing 8 loads per week can save around 11,000 gallons of water per year.

The best measure of a washer's efficiency is to learn the maximum water usage. About 90% of the energy of a washer is used for the hot water; thus if you use less water you use less energy. Also, learn the detergent usage per load. Our Staber washer uses an average of 1 ounce per load (as opposed to 4-8 ounces) because of using less water and because of our patented tub design.

Second Price Tag Concept

When buying a clothes washer, it can be helpful to think of two price tags. The first price tag is the price paid to purchase the appliance. The second price tag is the cost to operate the appliance over its lifetime.

One of the most common reasons we hear from customers as to why they will not buy is that their existing washer is still working. They fail to realize the cost of operating a washing machine; even though their machine is still working, it is costing an average of \$0.70 more to use each load. This really adds up over time. They would be spending less money if they donated their inefficient machine to a charity as a tax write-off, then purchase a Staber washer so that they can go ahead and begin their payback period. If a family of 3 can save around \$300 per year by using a Staber washer, they have a quick payback period. A standard washer never has a payback period; it always costs you more to use.

What Would *You* Do?

You could present the customer with this scenario and see how they respond: If a local bank was offering for a limited-time a CD that costs \$999 with an average 30% annual rate of return, what would they do? Everybody that had \$999 would be lined up at the bank to make 30% on their money every year. This is essentially what buying a Staber washer would be like.

Front Loader Comparisons

Compared to the typical front loader, we have top loading convenience (and you do not have to consider buying a \$150 stool to raise the machine), we do not have a rubber gasket in the front that could leak water or grow mildew, we have immediate access to the tub while in the wash cycle, we use dual re-greasable bearings on the front and rear of the tubs (as opposed to just the back), we use stainless steel outer tubs (as opposed to plastic), we use simple mechanical switches on the control panel (as opposed to expensive electronic controls), we have total front access to parts, we do not require authorized service people (which saves on maintenance costs), and ours is made in Groveport, Ohio.

Tub Volume Questions

People frequently ask us about our tub volume, incorrectly assuming that our washer does not hold as much as a traditional washer. Our cubic feet capacity is 2 cubic feet, but it is all usable tub space so you cannot compare that number as apples-to-apples to other washers because they do not use their entire tub volume. For example, in a top load vertical-axis agitator washer, even though it has a larger tub, it has a water level that fills to the top, an agitator in the middle, and it has to have room for the laundry to move back-and-forth. Fifteen to twenty gallons of water per fill takes up a lot more volume than 4-5 gallons of water per fill with our washer. We can wash a thick queen size bed comforter in our Staber washer and that is something you cannot really wash effectively in an agitator washer; it really is difficult to even fit in the tub when you have 15-20 gallons of water in there. We also had a farmer tell us he could wash 22 extra large t-shirts in his Staber washer. Capacity is not an issue with our washer when customers learn how our washer works and when they see how much it can hold.

RPM

Another frequent question is related to spin RPM. Our washer spins at around 700-750 RPM, but can get a 175-200 G-force inside the tub so that the clothes feel the same as when you remove them from a front loader that spins faster. You cannot wring out any more water from the fabric when you get them out of our washer. There is a certain RPM speed you reach where you are not really extracting any more water, but you are just drying by air. We have reached that certain RPM with our Staber washer where we do not need to go any faster. If you cannot wring out any more water from the fabric when it is done, then there is not much more room for improvement. The RPM speed of a washer seems to be just a marketing number nowadays.

Dryer

People also ask about a matching dryer. Nine times out of ten it works when we say “Any white colored dryer will complement our Staber washer.” We do not want to invest in hundreds of thousands of dollars to obtain equipment necessary to make a ‘me, too’ dryer that does not have any competitive advantages. Basically, a dryer is a dryer. The only thing we can recommend is to find a basic inexpensive dryer that has a 7.0 cubic feet drum so you get proper air flow through the clothes to dry effectively and to be able to handle the large loads from our washer.

Service

If required, easy service is one of the benefits of our Staber washer’s design. Our Staber washer was designed to be end user repairable, even if one is not ‘mechanically-inclined’. There is total front access to the parts, no transmission to worry about, and fewer overall moving parts. If a customer has a service question, they call us and tell us the symptom over the phone. We can either help them fix it over the phone or if they need a part we send it via UPS. We do not require authorized service people.