Marketing Launch

PARTNERSHIP PROPOSAL

Generation 7000 deserves a launch like a Ferrari

Electrolux built the machine. Laundrysystems has the showroom. Together we make sure all of the Netherlands knows the Compact Power is here, and where to see it running.



Electrolux Compact Power, WP7-6

LAUNDRYSYSTEMS

For Electrolux Professional, Business Area Laundry Benelux
From Marketing Launch, on behalf of Laundrysystems

13 November 2026

THE IDEA

A new model doesn't just go in the window

When Ferrari releases a new model, within a week everyone who matters knows it exists, what it looks like and where to see it. Ferrari doesn't do that alone: the dealers make the noise in their own region.

That is how we want to launch Generation 7000 in the Netherlands, starting with the Compact Power. Laundrysystems is the dealer making the noise. With extra support from Electrolux, we turn it into a real launch instead of a listing on a website.

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Google ads for the Compact Power in the Netherlands in our scan on 15 October. Not even from Electrolux itself. That spot is wide open.

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Dealers in the Netherlands with the Compact Power online. Laundrysystems is one of them.

13/36

Times AI assistants and Google named Laundrysystems first for questions about the Compact Power. The competitor: 6 times.

In short

What	Three months of serious buzz around Generation 7000 in the Netherlands: Meta, Google, YouTube, on-location video and an open house in Hardenberg.
The goal	As many business owners as possible coming to see the Compact Power run, or requesting a quote straight away.
Already in place	Laundrysystems already invests in the foundation: landing page, product pages, campaigns and email.
What we ask	A contribution to media budget and content, plus imagery, a demo machine and a spot in the dealer locator.
What you get	Monthly figures, all content to reuse, and the first customer cases in the Netherlands.

WHAT LAUNDRYSYSTEMS HAS ALREADY DONE

The showroom is open. The car is ready.

Since the launch on 23 September, Laundrysystems has put the Compact Power on the map itself, with its own money and its own time. This is already live today:

- ✓ **A dedicated page**
  laundrysystems.nl/compact-power, with the machine, the dimensions and an advice call.
- ✓ **All five models online**
  WP7-6, WP7-7 and WP7-8 and the dryers TD7-7 and TD7-8, each with its own product page.
- ✓ **A permanent spot in the menu**
  "New: Electrolux Compact Power", in the main menu of the website.
- ✓ **Top of the homepage**
  After the launch, the homepage opened with a dedicated Compact Power video.
- ✓ **Two launch animations**
  Ready for Instagram and Facebook: what the machine is, and who it is for.
- ✓ **An AI baseline**
  18 questions to ChatGPT, Gemini, Perplexity and Google. So we can show in black and white what the launch delivers.

Honest advice, about your machine too

The Compact Power is built for the hair salon, the daycare centre, care facilities and the B&B. Not for the laundromat: that calls for a WH6-7 or WH6-8. Laundrysystems sells it where it runs well. That means happy customers, and good stories about the machine.

WHAT WE DO ON TOP, TOGETHER

From a launch to real buzz

Laundrysystems pays for the foundation. With support from Electrolux we scale up: more people, more often, with better imagery.

AT FERRARI: THE BILLBOARDS ALONG THE MOTORWAY

Meta: Facebook and Instagram

For three months, owners of hair salons, daycare centres, care facilities and B&Bs see the Compact Power in their feed. A dedicated version per sector, with video. Whoever watches sees it a few more times afterwards.

AT FERRARI: THE DEALER YOU FIND WHEN YOU SEARCH

Google and YouTube

Anyone searching for Compact Power, a model name, "Generation 7000" or a professional washing machine for their business finds Laundrysystems at the top. With the machines and photos in Google Shopping, and short videos on YouTube.

AT FERRARI: THE FILM OF THE NEW MODEL

On-location video

A day of filming in Hardenberg and at a first customer: the machine runs, the laundry comes out almost dry, the owner tells the story. Real footage beats a render, and Electrolux can use it too.

AT FERRARI: THE MOTOR SHOW

Open house in Hardenberg

A few days where anyone can see the Compact Power run, with their own laundry and a cup of coffee. We bring visitors in with targeted ads and an email invitation to every Laundrysystems customer.

AT FERRARI: THE NAME EVERYONE MENTIONS

First in ChatGPT and Google

More and more business owners ask ChatGPT instead of Google. With pages that give the answer AI assistants look for, we make sure the Compact Power and Laundrysystems are named together. After the campaign we measure again with the same 18 questions.

WHAT WE ASK

Three options for three months

Most of it goes straight into advertising. The rest goes into imagery we can both use.

KICK-OFF

€6,000

for 3 months, excl. VAT

- Meta and Google at full strength around the Compact Power
- Sector versions using the existing animations
- Monthly figures

€5,000 media · €1,000 content

BUZZ ADVISED

€12,000

for 3 months, excl. VAT

- Everything in Kick-off, with twice the reach
- On-location video in Hardenberg and at a customer
- Open house with its own campaign
- YouTube

€9,500 media · €2,500 content

FULL THROTTLE

€20,000

for 3 months, excl. VAT

- Everything in Buzz
- A video per sector
- Two open houses
- Customer cases with the first buyers

€16,000 media · €4,000 content

And alongside that

AT FERRARI: THE PRESS PHOTOS

Imagery and usage rights

Videos, photos and renders of Generation 7000, with permission to use them in advertising.

AT FERRARI: THE DEMO CAR

A demo machine in Hardenberg

A Compact Power running in the showroom, so every visitor can bring their own laundry.

AT FERRARI: THE DEALER NETWORK

A spot in the dealer locator

Laundrysystems visible under "where to buy" on the Electrolux site, with Dutch enquiries passed on.

AT FERRARI: THE FIRST LOOK AT THE NEXT MODEL

Early insight into what's next

Generation 7000 has more chapters to come. The sooner we know, the faster the next launch is ready.

WHAT ELECTROLUX GETS BACK

Visible, measurable and reusable

For Electrolux

- Monthly figures: reach, clicks, enquiries and visitors in Hardenberg
- A follow-up measurement in ChatGPT, Gemini and Google against the baseline
- All videos and images to use yourself, by agreement
- The first Dutch customer cases for the Compact Power
- What works per sector, as a lesson for other dealers in the Benelux
- A dealer that places the range with the right customer

DECEMBER · GET READY

- Approval and imagery from Electrolux
- Demo machine in Hardenberg
- Shoot the video
- Scale up the campaigns

JANUARY AND FEBRUARY · BUZZ

- Meta, Google and YouTube at full strength
- Open house in Hardenberg
- Monthly figures

MARCH · HARVEST

- Follow up on every enquiry
- Follow-up measurement in AI and Google
- Final report and customer cases

Shall we take it on the road together?

We'd be happy to walk you through it in a short call, or over a coffee in Hardenberg. Then we'll decide together which option fits and what else Electrolux can provide.

Kind regards,
Ernst
Marketing Launch, on behalf of Laundrysystems