

Experience Paradise in Lincoln – Paradise Laundry Opening in 2014!

LINCOLN, CA, USA, February 3, 2014

/EINPresswire.com/ -- Paradise Laundry Inc. has selected Lincoln CA as the location for their forth [eco-friendly Laundromat](#) making it the only commercial self-serve laundry in Lincoln. In 2010 Paradise Laundry opened its first state-of-the-art "green" Laundromat in Citrus Heights. By 2012 two more Paradise Laundry locations were opened both in the city of Roseville.



"Customers at our Roseville locations kept insisting, 'Lincoln needs a laundry, you should build a laundromat in Lincoln.' My response has always been that it is too expensive to build a new one; we have only remodeled existing laundries," says Deborah Dower president and co-owner of Paradise Laundry Inc. "Every time I was at the laundry I would ask customers where they live, and one in three would answer Lincoln." She went on to explain, "We began surveying Lincoln customers to determine how much of our business was coming from Lincoln, how often they used a Laundromat and where in Lincoln would be the best place to open a laundry." According to Deborah the feedback from the survey was the tipping point they needed to justify making the \$480,000 investment to build a brand new store.

She shared that the survey responses actually ranked Sterling Parkway Plaza as the second best location for a laundry. "However when we discovered the Dollar Tree was planning to open a store in the Plaza and there was one suite still available, we knew it was meant to be," beamed Deborah as she thought about the foot traffic.

Paul Joiner, council member at the City of Lincoln said, "When we asked the residents of Lincoln what businesses they would like to see come to Lincoln, a laundromat was always near the top of the list. We are so thrilled to have Paradise Laundry take a chance on Lincoln and [we] welcome them to our wonderful community."

Paradise Laundry Inc. is in the process of obtaining a building permit and expects the project to take up to four months. Look for a grand opening to take place in June of this year. Paradise

Laundry's Lincoln location is 53 Lincoln Boulevard, suite #180 Lincoln CA 95648.

For more information call 916-933-9753 or visit their website at
<http://www.paradiselaundries.com/Lincoln-Laundromat.html>

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