

Laundrylux[®]

For Immediate Release

Laundrylux Contact Dawn Nagle
VP Creative Services, Marketing Director
(800)645-2205 / dnagle@laundrylux.com

Laundrylux hires Jon Gershman for PLUS Business Development

August 21, 2014 – Laundrylux is pleased to announce that Jon Gershman has been hired for PLUS National Business Development. [PLUS – the Professional Laundry Utility Service – by Pluslux](#), is the revolutionary program that creates cloud-based laundry solutions for the healthcare and hospitality industries, seasonal businesses, drycleaners, and other institutional laundry customers. It is available currently for the on-premises market and will be introduced to the coin-op business in 2015. With PLUS, customers receive brand new [Electrolux Professional laundry equipment](#) with no capital expense, a lifetime parts & labor warranty, and industry-leading Smart Dosing System which eliminates over-consumption of water and laundry chemical resources. PLUS customers only pay for what they use, so it functions like other utilities such as water, gas, and electricity.

Jon's main tasks are to drive growth through PLUS distributors nationwide, develop new National Accounts for PLUS in addition to prestigious PLUS National Accounts such as Hilton.

"Jon comes to us with a proven track record of building best-in-class brands as well as sales organizations," shared Neal Milch, Laundrylux CEO and founder of Pluslux. "His entrepreneurial experience and innate sales professionalism make Jon the perfect fit for creating new strategic partnerships and driving the PLUS business to new heights."

Cody Milch, Vice President for OPL and PLUS, notes, "We have already seen the impact with Jon on-board, and his base in Los Angeles allows us to cover a national geography effectively. We have already added two additional dedicated professionals to the PLUS inside sales team so that Jon, our Regional Business Development Managers, and myself can rapidly scale PLUS and our OPL opportunities."

After graduating from the University of Arizona in 1998, earning a Bachelor's degree and a spot on the water polo team, Jon began his sales career in commercial real estate, first for Insignia/ESG based in Connecticut, and then Cushman & Wakefield in New York City. While there, he also established the philanthropic Caring and Warmth Foundation, providing resources for Manhattan's inner city public schools.

In 2002, Jon launched his first entrepreneurial endeavor – EATS.com. Serving as president, Jon helped grow EATS.com into a leading restaurant informational portal and social networking site for food enthusiasts. After being acquired by Delivery.com in 2009, Jon continued his career at the online ordering website as the vice president of sales until 2012, when he decided it was time for something new.

Staying on as a Delivery.com shareholder, Jon launched Lights In The Business, a consulting service providing high-level sales and marketing strategies for a wide range of businesses, from hospitality to consumer products. However, when he heard about PLUS, Jon couldn't imagine a better career move.

“When I first learned about PLUS, I immediately realized that Neal Milch and I shared a philosophical vision on the future of the industry,” said Jon. “PLUS is a game-changer, offering amazing solutions and financial advantages for a wide array of businesses from hospitals to hair salons. I had to be a part of it and make a contribution. I'm excited about getting the word out and furthering its expansion.”

“I am honored to be a part of an innovative company that is expanding its product offering, merging modern technology with the needs of the customer,” shared Jon.

Jon currently lives in Los Angeles, California with his wife Andrea and his English Bulldog Carmine.

About Laundrylux and Pluslux

Laundrylux distributes Electrolux professional and Wascomat commercial laundry products in North America through its extensive distributor network. The company offers state-of-the-art commercial laundry and wetcleaning equipment for the vended and OPL markets, as well as marketing, financing, and business planning support. Pluslux is responsible for PLUS and manages all sales and technology support for PLUS. To learn more, call [\(800\)645-2205](tel:(800)645-2205) or visit www.laundrylux.com.