

It's time to Redefine Laundromat Business  
sustainably with Kirei きれい Wash & Beyond

# Kirei Wash Indonesia

Proposed by:

kirei. eco.

The 1<sup>st</sup> Premium ECO-Laundromat in Indonesia

est. 2019

# 23 Outlets in 2023

## Tangerang

- Kirei Wash BSD
- Kirei Wash Bintaro
- Kirei Wash Alam Sutra
- Kirei Wash Green Lake

## West Jakarta

- Kirei Wash Kebon Jeruk
- Kirei Wash Citra Garden

## South Jakarta

- Kirei Wash Pondok Indah
- Kirei Wash Senopati
- Kirei Wash Tebet

## North Jakarta

- Kirei Wash PIK
- Kirei Wash MOI

## Central Jakarta

- Kirei Wash Kemayoran

## East Jakarta

- Kirei Wash Jakarta Garden City

## Depok

- Kirei Wash Cinere

## Top Cities in Indonesia

- Kirei Wash Surabaya
- Kirei Wash Makassar
- Kirei Wash Kendari
- Kirei Wash Sorong
- Kirei Wash Pekanbaru
- Kirei Wash Lampung
- Kirei Wash Palembang

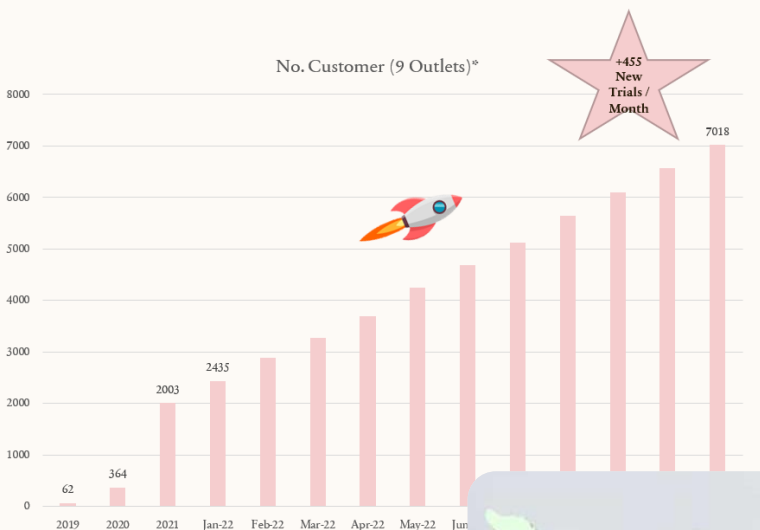


# Business Performance

- Established in **2019**
- **23** Outlets, in **11** Big Cities across Indonesia (15 are Partners)
- **15.000+** Transactions / Month
- 2<sup>nd</sup> Home for 140+ People

## 2022 CUSTOMER GROWTH

15



\*Data is excluding Partners' (12 Outlets)



# Eco Performance

- **5** Tons Plastic Saved Yearly
- **5000** Metres Cubic Water Waste Saved Yearly





# Target Market

## Modern Moms

25 – 35 y.o.

SES A

Urban & Sub-Urban

Digitally Connected

Environmentally Conscious

## White Collars

25 – 35 y.o.

Digitally Connected

Environmentally Conscious

# Our Values:

## Premium

Express | Hygiene | Clean | Fresh | Neat

## Eco-Friendly

Organic | Zero plastic | Reduce. Reuse. Recycle



# Competitive Advantage

We are the **1<sup>st</sup>** to  
introduce **PRE & POST**  
Wash to reach optimum

## Quality

We are the **1<sup>st</sup>** to  
introduce laundry  
**detergent & packaging**  
which are

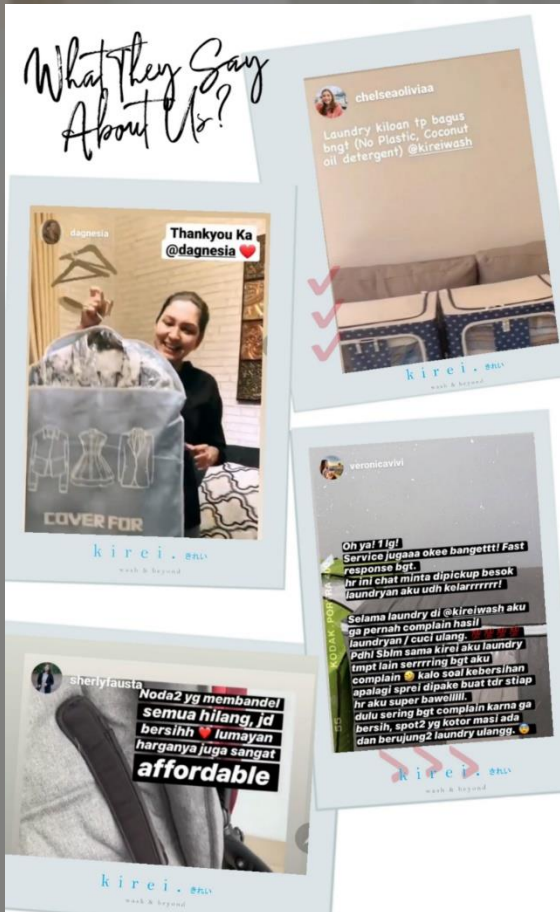
## Eco- Friendly

We are the 1<sup>st</sup> to introduce **PRE & POST** Wash to reach optimum

# Quality

# Premium Quality

PRE Wash & POST Wash



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# Premium & Organic Detergent

Our Coconut Oil Detergent is



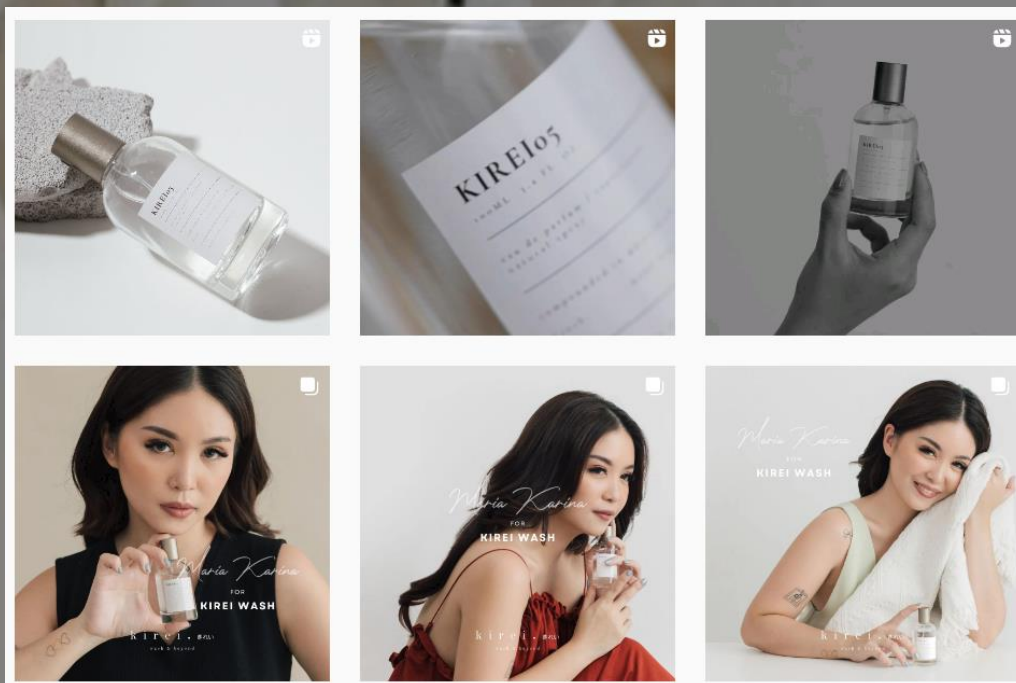
**Liquid Detergent**

REFILL SIZE

900ml



# Premium Perfume



★★★★★ a week ago **NEW**

**Positive:** Quality

(Translated by Google) The service is really good, the laundry is clean, neat, smells good ... [More](#)

★★★★★ a week ago **NEW**

**Positive:** Professionalism, Quality

(Translated by Google) Always reliable, clean fragrant and on time

★★★★★ 4 days ago **NEW**

Quick, clean, smells good

 Like

**Positive:** Professionalism, Quality, Responsiveness, Value

(Translated by Google) From the start, the laundry service was good. The result is neat, fragrant, fast. . . [More](#)

We are the **1<sup>st</sup>** to  
introduce laundry  
**detergent & packaging**  
which are

**Eco-  
Friendly**

Eco-Friendly  
ECO Wash & ECO Pack



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# Eco-Community



2022

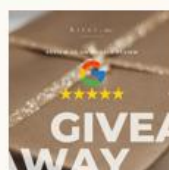
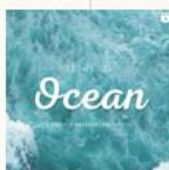
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# Brand Activation

2022 BRAND EXECUTION

11



Jan 22 Feb 22 Mar 22 Apr 23 May 22 Jun 22 Jul 22 Aug 22 Sep 22 Oct 22 Nov 22 Dec 22





# Digital Performance

kireiwash Following Message +R ...



603 posts 14.6K followers 249 following

**Kirei™ Premium Eco-Laundry** 🌱  
 Laundromat  
 #LaundryKleanEcoFriendly  
 Est. 2019 | 220 outlets  
 📍 SDU  
 📍 Jakarta 9  
 📍 Tangerang 5  
 📍 Depok  
 📍 Bandung  
 📍 Surabaya  
 📍 Pekanbaru  
 📍 Makasar  
 📍 Kendari  
 📍 Sorong  
 WA Us 📞  
 www.kireiwash.com

Followed by sheilaa, zellikazel, kidszonaa + 76 more

Review 7 Regina Me... Review 6 Media Ayu Ditya ... Nami

**Siklus** Beranda Tentang Kami Blog F.A.Q Kontak Kami

“Kirei Wash sangat berterima kasih kepada Siklus Refill karena telah membantu kami dalam mengurangi sampah plastik dari jerry can dan botol detergent/softener/sanitizer di 13 outlet kami. Free Delivery dengan harga produk yang lebih terjangkau dibandingkan produk serupa dengan kemasan plastik.”

**David Arnold Halim**  
 Co-Founder Kirei Wash & Beyond

www.youtube.com > watch

## Petikine's Green Way #2 : at Kirei Wash Eco-Laundry - Y



Faktanya 60% sumber pencemar sungai merupakan domestik yang berasal dari air bekas mencuci pak

YouTube · Petikine · Apr 7, 2022

greeneration.org > donate · [Translate this page](#)

## onasi - Greeneration



GF x Kirei. Di periode September hingga Oktober 2021, **Kirei Wash** bersama Greeneration menghadirkan #EverySpinMatter...

Greeneration · Greeneration Foundation · Sep 8, 2021

www.youtube.com > watch

## Petikine's Green Way #2 : at Kirei Wash Eco-Laundry - YouTube



Faktanya 60% sumber pencemar sungai merupakan limbah domestik yang berasal dari air bekas mencuci pakaian seperti...

YouTube · Petikine · Apr 7, 2022

www.youtube.com > watch

## Penatu Ramah Lingkungan | Inspirasi Kita (29/2) - YouTube



Namun, anak-anak muda yang peduli lingkungan ini, bei dengan mendirikan penatu ramah lingkungan, dari **Kirei**

YouTube · JPM TV · Mar 2, 2020

https://zerowaste.id > bisnis-minim-sa... · [Translate this page](#)

## Bisnis Minim Sampah - Eco-Laundry featuring Kirei Wash

Beralah dari kegelisahan tersebut Sally dan Tim mendirikan sebuah bisnis ramah lingkungan dengan menghadirkan **Kirei Wash** pada November 2019 yang berlokasi ...



www.tiktok.com > video

## Laundry terbaik di Jabodetabek namanya



JKTGO (@ktgo) 31 Tiktok Jabodetabek namanya @I

TikTok · jktgo · Jul 15, 202

https://greeneration.org > collaboration · [Translate this page](#)

## #EverySpinMatters with KIREI – Greeneration Foundation

**Kirei Wash**, alongside **Greeneration** Foundation, presents #EverySpinMatters campaign to conserve nature through a donation of Rp500,- from every spin of the ...



www.siklus.com > ...

## Home - Siklus Refill



**Kirei Wash** thanks Siklus wastes from jerry cans and

Siklus Refill · 1 week ago

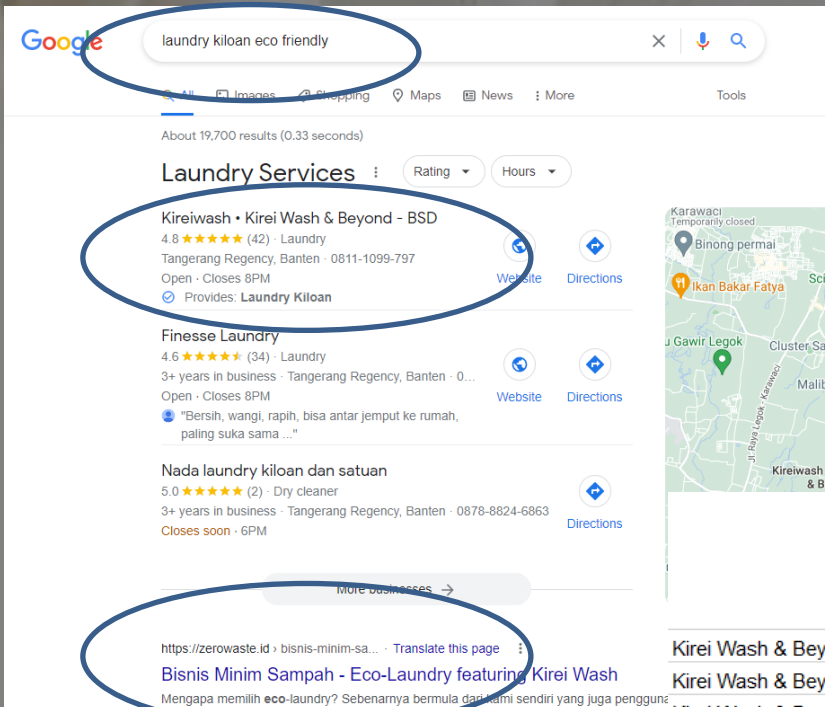
https://greeneration.org > collaboration · [Translate this page](#)

## EverySpinMatters bersama Kirei - Greeneration

**Kirei Wash** bersama **Greeneration** Foundation menghadirkan kampanye #EverySpinMatters, untuk mewujudkan dan mendukung kelestarian alam melalui...



# Search Performance

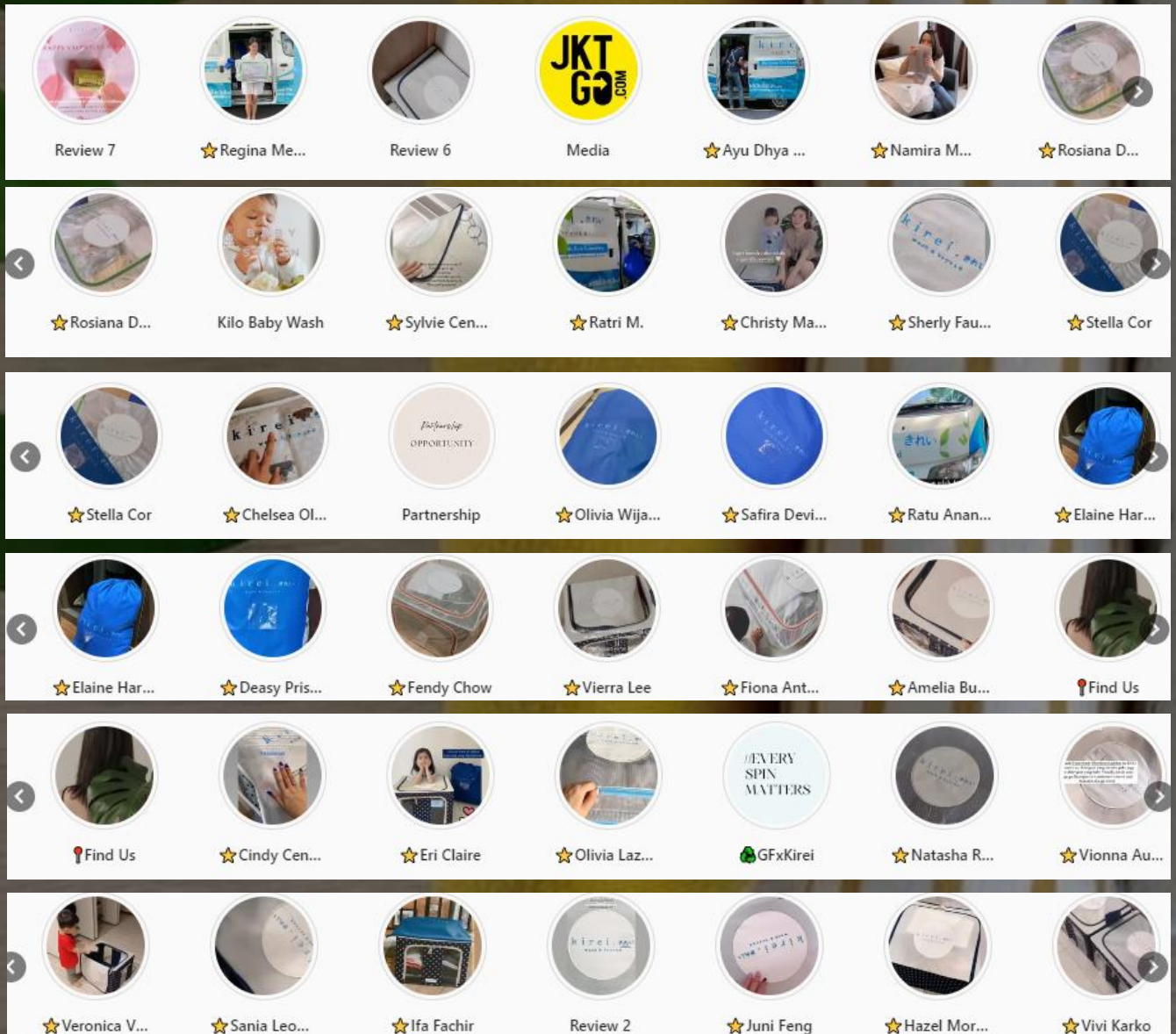


Top page on Google Search (organic) for keyword Laundry Kiloan Eco Friendly

		Frekuensi listing ini dilihat di Google Penelusuran atau Maps
Kirei Wash & Beyond - Pantai Indah Kapuk (PIK)	4,6	970
Kirei Wash & Beyond - Pondok Indah	4,8	606
Kirei Wash & Beyond - Bintaro	4,8	568
Kirei Wash & Beyond - Kendari, Sulawesi	5,0	145
Kirei Wash & Beyond - Kebon Jeruk	4,5	5758
Kirei Wash & Beyond - Sorong, Papua	4,0	33
Kirei Wash & Beyond - Surabaya	5,0	333
Kirei Wash & Beyond - Kemayoran	4,7	487
Kirei Wash & Beyond - Cinere	4,6	573
Kirei Wash & Beyond - Kelapa Gading	4,8	469
Kirei Wash & Beyond - Tebet	4,1	1578
Kirei Wash & Beyond - Jakarta Garden City (JGC)	4,5	408
Kirei Wash & Beyond - Green Lake City	4,9	458
Kirei Wash & Beyond - Karawaci	4,4	362
Kirei Wash & Beyond - Senopati	4,0	1916
Kirei Wash & Beyond - BSD	4,5	1626
Kirei Wash & Beyond - Alam Sutera	4,9	1559
		17849

# Organic KOLs Support

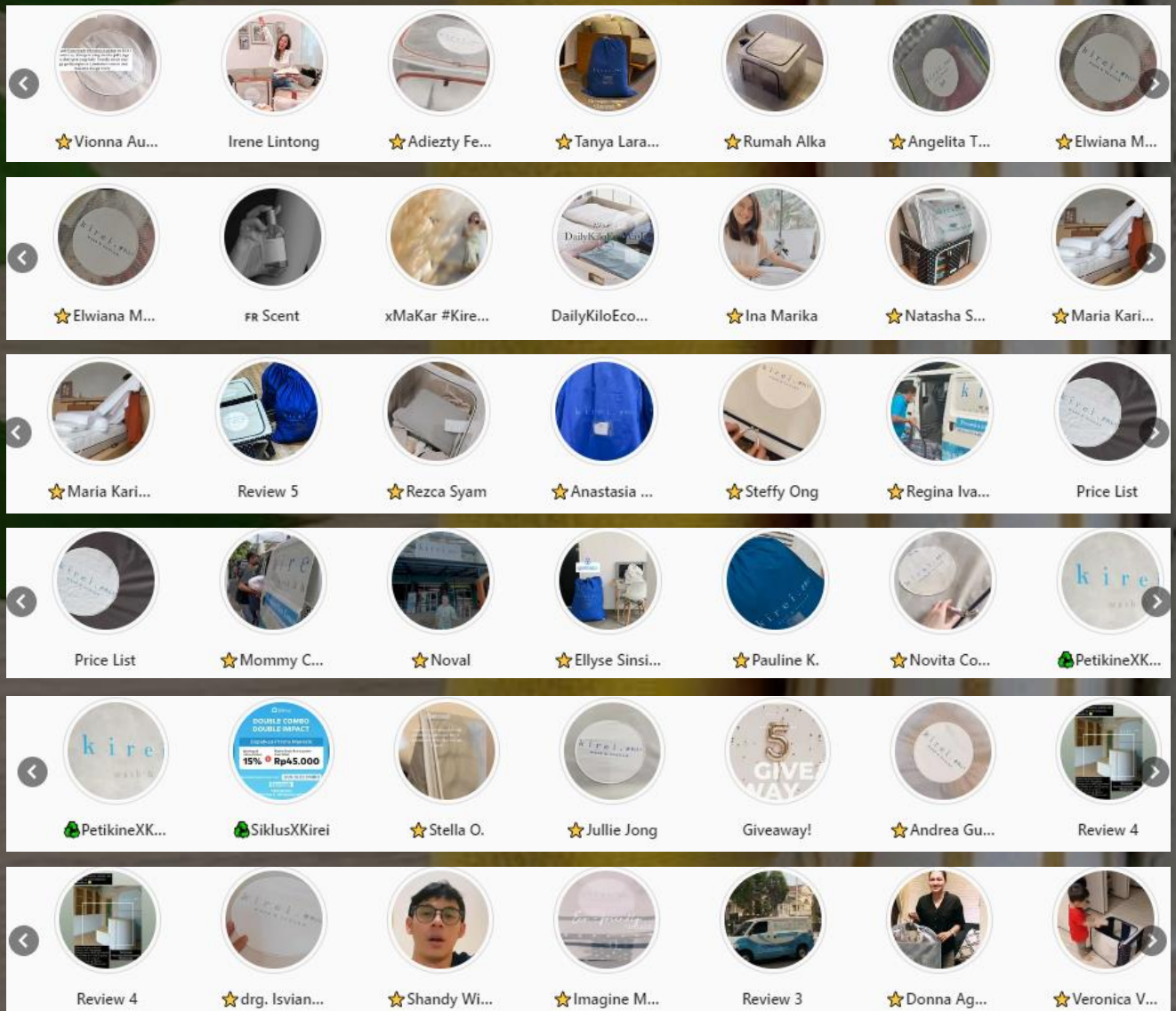
600++ Organic Reviews, powered by KOLs Organic Support!





# Organic KOLs Support

600++ Organic Reviews, powered by KOLs Organic Support!



k i r e i . s t o



"Kalau Kirei yang cuciin itu bener-bener cepet terus wanginya juga enak banget... Servicenya memuaskan sekali!"  
Chelsea Olivia



"Laundry kiloan Kirei aku jamin beda dari laundry kiloan lain. Makanya aku udah setia, ga pindah ke lain hati..."  
Sherly Fausta



"Setiap ada sprej baru aku pasti laundry di Kirei Wash, suka banget karena mereka eco-laundry, di-pickup dan dianter juga"  
Maria Karina



"Bersih, rapi, dan yang paling penting: gak ada aroma sabun/pewangi yang lebay. Mantapp!"  
Windy Gani



"Kucoba karena deket rumah dan bisa pickup. Rapi banget yaa amazed sama laundry basketnya..."  
Hazel Moriele



"Mereka juga detail banget, aku suka banget, ditulisin satu-satu jadi udah pasti ngga ada yang hilang"  
Juni Feng





# 1<sup>st</sup> Branch – Nov 2019 Bumi Serpong Damai

Ruko West Park Blok E / 3  
BSD City, Tangerang,  
Banten 15339



# Bumi Serpong Damai

Ruko West Park Blok E / 3  
BSD City, Tangerang,  
Banten 15339

Service price: 150% vs. market price @12 - 15k IDR / kilo

Revenue : ~IDR 320mio (Dec 2022);

Margin : 45 - 50% / month



# Pick Up & Delivery



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# Services

## Daily Kilo **Eco-Wash** (15k / kilo)

Full services: washed, dried, ironed, folded, perfumed & packed into #KireiBox.

## Delicate **Eco-Wash** (35k – 75k / pc)

Full services: special care- / hand- washed, dried, ironed, perfumed & packed into #KireiWrap.

## Household **Eco-Wash**

Bedcover (45k – 75k / pc)

Curtain & Carpet (35k / sqm)

Full services: washed, dried, UV-vacuumed, ironed, perfumed, & packed into #KireiBox.

## Shoes **Deep-Wash** (75k)

Includes: insole, outsole, midsole, upper, and laces.

## Bags **Deep-Wash** (150 - 350k / pc)

Includes: inner, outer, handle, and zipper.

# Services | baby

## baby Kilo Wash

(20k / kilo)

Full services: washed with Pureco®, dried, ironed, folded, perfumed & packed into #KireiBabyBox

## baby Stroller **Deep**-Wash

(150k – 350k / pc)

Includes: wheels, brakes, canopy, folding

Full services: washed, dried, UV-vacuumed & perfumed.

## baby Car-Seat **Deep**-Wash

(150k – 350k / pc)

Full services: washed, dried, UV-vacuumed & perfumed.



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Contact Us:

ig: @kireiwash

em: hello@kireiwash.com

Proposed by:

kirei . inc

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