**Hungary’s largest laundrette company expanding abroad**

**The name is Bubbles, Bubbles self-service laundrettes. Established in Hungary, the largest laundry-network of CEE are counting more than 37 units across the country and have an ambitious plan about foreign opportunities.**

The concept is easy, the brand is new: at Bubbles, people believe that laundry is always necessary. Households encounter the problem of large blankets, endless piles of laundry on a daily basis, and washing as a home-work is not a popular leisure time activity with young people. Everybody have been there: we hate dryers and clothes hanging on strings.

In the Bubbles laundrettes, guests can have a chat, make friends and use the net in a pleasant environment, while the high capacity washers and dryers can complete even the weekly family laundry in a short time.

The Bubbles non-stop self-service laundrettes concept was launched in Hungary in 2011. In 2013, robust expansion and development was supported with a venture capital investment of over EUR four million.

Currently they have more than 35 shops all around the country, and several units are run in a franchise system. This concept tried to introduce this service – popular in America and Western Europe – in a totally individual and innovative way, bringing back the traditional community function of doing laundry.

In 2018, Bubbles reached a point of international expansion. The focus is mainly on CEE region, although opportunites can arise anywhere with potential franchise partners.