

Client Spotlight: The Laundry Lady Expands into Canada

After proving its success in Australia and New Zealand, [The Laundry Lady](#) is taking its innovative, tech-enabled laundry and ironing service international — starting with Canada.

Founded on a mission to empower people through flexible work, The Laundry Lady connects independent contractors (“Laundry Ladies and Lads”) with busy families, professionals and business owners looking for convenient, on-demand laundry solutions. With more than 450 contractors across Australia and New Zealand, the company is now launching operations in Ontario and British Columbia, with customer bookings to open soon.

We spoke with Susan Toft, CEO and Founder of The Laundry Lady, about why Canada was the natural next step, what the team has learned so far and her advice for other businesses considering expansion.



Why Canada?

For The Laundry Lady, Canada presents an ideal international expansion opportunity. The values alignment is huge for us — it’s at the heart of what we do. Canada has a robust entrepreneurial ecosystem and a population that values work-life balance, which aligns perfectly with our mission of empowering people through flexible work opportunities.

The market size is substantial enough to drive meaningful growth, yet manageable for a scaling business. We proved the concept in Australia, and our expansion into New Zealand gave us the roadmap — showing us what works, what doesn’t and how to scale smart.

We also identified strong demand for convenient, technology-enabled laundry solutions, especially among busy families, professionals and business owners where time is precious. Attending the National Women’s Expo in Vancouver and the upcoming Toronto show (Nov. 21-23) is giving us the chance to tap into the market in a real, hands-on way.



Lessons Learned

We knew Canada had provinces like Australia has states, but the depth of regional differences really stood out — employment laws, business registration requirements, consumer protection — it’s far more pronounced here. Having Aird & Berlis onboard to help us navigate that has been invaluable.

Taxes, too, are more complex with GST, PST and HST, so building that into our platform was a key focus. It’s made us much more sophisticated in how we think about expansion, which will help when we move into the U.K. next year.

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Building the Right Team

Our first external advisor was Aird & Berlis, given the importance of setting up the entity correctly, understanding contractor and employment laws and registering trademarks.

We also have accountants helping with tax and payroll setup, and a communications firm supporting our PR and launch activities. Having the right advisors around you makes all the difference.

Advice for Others Expanding into Canada

1. Be ready to adapt, and have your systems and processes in place before launch. Your service might need tweaking for local audiences, so dig into the regulations — especially if you're working with independent contractors.
2. Hire local! Having a Regional Manager in Canada was crucial for us. You need someone who understands the market, can build genuine relationships and helps you become part of the community, not just operate within it.



First Impressions of Canada

We're excited (and a little nervous) to experience Canadian late-fall. Coming from Queensland, we're used to summer weather at Christmastime, so touching down in Vancouver and Toronto in November will be quite the contrast.

It's a fun reminder that every market is unique, even down to when people need their winter coats cleaned versus summer bedding, which is very relevant for a laundry service like ours.

Aird & Berlis is proud to support The Laundry Lady as it brings its innovative business model to Canada and continues to grow its international footprint.

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Aird & Berlis LLP | airdberlis.com

181 Bay St., Suite 1800 | Toronto, ON | Canada | M5J 2T9

701 West Georgia St., Suite 1420 | Vancouver, BC | Canada | V7Y 1E4

Contact



Fiona Brown

Partner

T 416.865.3078

fbrown@airdberlis.com

Fiona has extensive experience advising international businesses entering the Canadian market. To date, she has advised more than 100 companies expanding into Canada. Fiona advises clients in this space all day, every day. She has been practising for more than a decade and is a regular speaker and writer on market expansion matters. Fiona is proud to have been recognized by *The Best Lawyers in Canada*, *The Canadian Legal Lexpert Directory* and *Benchmark Canada*.

A proactive and comprehensive approach is required to succeed in a new market. Fiona manages teams of other lawyers and patent agents to provide her clients with a full range of legal services to help their businesses grow. She acts as project manager to ensure her clients receive seamless legal services in all relevant areas.

Fiona takes great care to understand her clients' businesses and deliver advice that is tailored to meeting their specific needs. Her responsiveness, dedication to clear communication and hands-on approach show that she is personally invested in the success of her clients.

Fiona is pleased to offer a multitude of resources answering often-asked questions about expanding into Canada, including [this video](#) and [this one-page guide](#), all of which can be found on the [Market Expansion Resources Dashboard](#).

Have more questions about expanding into Canada? Please [click here](#) or scan the following QR code to access Aird & Berlis LLP's Market Expansion Dashboard, your one-stop-shop for market expansion resources:

