

February 2019

# Speed Queen® Home Monthly Update



## 2019 Upgrades

We are excited to share some upgrades to our top load washer. With a more reliable control and an improvement in assembly time in mind, we were able to offer several added features that benefit our consumers and provide you with an even stronger sales story. There has been some confusion around what the changes are and why they were made so here are the highlights to help us all get on the same page:

### Better Quality

- New 1 piece control board that is easily serviceable with the ability to replace a switch without needing to replace the whole control board.

### New Features

- The new control board has improved capacitive touch switches with LED lights confirming cycle/option selections and added end of cycle signal options, ultimately creating a better consumer experience.

### Improved Wash Results

- The engineering team improved wash results as an addition to the control project which effected the Normal Eco and Heavy Duty cycles. Both cycles offer a more aggressive agitation profile utilizing additional short agitation strokes in each cycle. This adds a minimum 10% increase in wash quality using the AHAM testing method.

A downloadable PDF with all of the new features and improvements is available in the Dealer Center under Dealer Training → Sales Tools → Sales Tips.

# Monthly Update (continued)

## Step Up to the Best

We have a new tool available that walks through the benefits of the basic, mid-range and premium models. Use it for new sales associates or to show seasoned associates how to step customers up through the line.



The full presentation and videos highlighting the features of the TR7 are available in the Dealer Center under Dealer Training → Sales Tools → Good. Better. Best.

## POS Program

We are excited to offer a fresh, new look for Point of Sale materials for all of our dealers. The Speed Queen® team will start calling all of our Basic and Platinum dealers in preparation for fulfillment starting on March 1<sup>st</sup>.



## Consumer Manual

A new Consumer Manual will replace the User Guide, Installation Instructions, and Warranty Bond that currently goes in every home machine beginning with machines produced on March 1<sup>st</sup>. These materials will be available online at <https://speedqueendoc.net>.



# Monthly Update (continued)

## Faster. Quieter. Gentler. Sales Tools

Research shows that we are faster, quieter, and gentler than our competitors and we have new sales tools available showcasing comparisons between Speed Queen and some of our top competitors.

- Consumers can spend less time on laundry and more time on the rest of the joys and demands of life with cycle times that are 29.7% faster than Competitor X.
- When your machine is quieter, laundry time and nap time can happen at the same time. Our wash cycle is about 1/2 as loud as Competitor Y.
- Help consumers protect their investment in clothing with a wash action that is both effective and 75% more gentle than Competitor Z according to AHAM data and a fraying swatch test.

**New sales tools highlighting this research will be part of the free materials going to dealers in their Point of Sale kit. They are also available in the Dealer Center under Dealer Training → Sales Tools → Faster. Quieter. Gentler.**



## See you at the Show.

### BrandSource

Booth #2357

Sunday, March 3rd  
11:00 a.m. – 6:00 p.m.

Monday, March 4th  
8:00 a.m. – 12:00 p.m.