

March 2019

# Speed Queen® Home Monthly Update



## 2019 Upgrades

### Front Load Washers and Front Control Dryers are back

As you know, we are really happy that capacity has opened up enabling us to reintroduce the front load washers and dryers back into the product lineup. Pricing is available.

#### Machines available:

Machines	US	Canada
Front Load Washers	FF7005WN FF7005SN FR7002WN FR7003WN	FF7006WN FF7006SN
Stacked Washer Dryers	SF7003WE SF7003WG	SF7004WE SF7004WG
Dryers	DF7000WE DF7000SE DF7000WG DF7000SG	DF7001WE DF7001SE DF7001WG DF7001SG

#### Features to note:

- Front and rear control options
- Available in white and stainless steel
- Left hinge door
- Right hinge door available on rear control model only

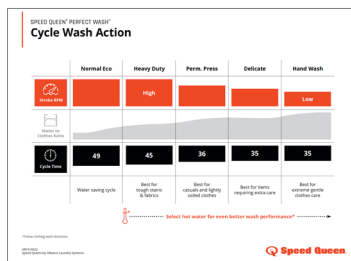
# Monthly Update (continued)

## Changes to note:

- Capacity has increased from 3.4 to 3.5. The tub size hasn't changed but our capacity increased due to a change in our shipping bracket. The DOE does not remove the shipping bracket when calculating capacity.
  - New Sanitize with Oxi Cycle
    - This cycle is designed to remove bacteria found in home laundry when used with an Oxi additive and a minimum water temperature of 120°.
  - New Allergy Cycle replaces the Third Rinse option
    - When talking about this feature, it's important to note that we should reference how the Allergy Rinse can help to eliminate allergens in clothing, but cannot guarantee that it eliminates allergens. More information will be coming in a separate Sales Tip.
  - Second Rinse option is now called "Extra Rinse"
  - Added up and down selection arrows for more consumer friendly functionality.
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## How to Explain Wash Action

We have a new tool available that breaks down the most important factors that contribute to the Speed Queen® Perfect Wash™. Use this tool as a quick reference to show how agitation speed, water to clothes ratio, and cycle time vary from cycle to cycle.



This tool is available in the Dealer Center under Dealer Training → Sales Tools → Sales Tips → Wash Action by Cycle.

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## POS Program Update

Point of Sale calls have begun. The Speed Queen team is calling all of our Platinum and Basic dealers for our fulfillment program. New this year - dealers will receive an email notification as soon as their POS package has shipped.

# Monthly Update (continued)

## Women's Choice Award Press Release

Speed Queen Home Laundry has received the Women's Choice Award for the 6th year in a row as America's Most Recommended Luxury Washer & Dryer. The survey was distributed to tens of thousands of women across America who were asked to select the brands that they would highly recommend to their family and friends. A brand's recommendation rating serves as the pinnacle for determining true brand loyalty and love – and which is how brands are awarded the prestigious Women's Choice Award. Please feel free to share the full press release with your store owners in case they would like to share this great news with their local media outlets.



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## Consumer Manual Removed from Machines

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

