

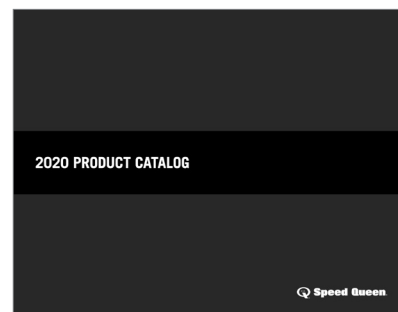
JUNE 2020

# Speed Queen® Home Monthly Update



## 2020 Digital Product Catalog Available

The Speed Queen® product catalog has been updated and is now available digitally. The product catalog can be found in the Marketing OnDemand section of the [Dealer Center](#) – it is available only as a digital version. Download the PDF [here](#).



## The Legend Campaign Contest

We have our contest winners! And are excited to announce that Johnson's Furniture & Appliances in Marion, Ken. has won a washer and dryer pair to share with a deserving family in their area. We are contacting the winning customer to let them know they have a pair of Speed Queen® machines coming their way, as well. Congratulations to the winners.

Keep an eye out for our next wash load, we will be streaming a load of garden tools starting this week. Stayed tuned– this one has our lab nervous.

# Monthly Update (continued)

## WCA Ecommerce Seal

The Women's Choice Award seal is now available for dealers to use on their ecommerce sites. Please encourage dealers to place the seal on their Speed Queen® product pages. The recognition is a competitive advantage exhibiting Speed Queen as one of the most recommended brands in America by women. The seal can help increase consumer trust and sales. To access the seal, please click [here](#) or download it from the [dealer center](#).



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## New Document Request Form Online

To improve the customer experience, we've now made it easier to request printed manuals. A new webpage with an online request form is now live. A link to the new form has been added to the [Manuals and Downloads](#) page in the Support section of SpeedQueen.com. To access the online request form, please click [here](#).

We have also added the link to the registration confirmation page – so customers now have the option to request a manual after registering a product.

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## Logo Guidelines Document

In efforts to provide a consistent brand experience for our customers, we have created a new logo guidelines document. Please refer to this document when you or your dealers use the Speed Queen logo in print or digitally. Click [here](#) to download the document.

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## Pedestals Added to Website

Customers can now find information for our front load washer and dryer pedestals online. The pedestals can be found on the [FF7 online product page](#) and [DF7 online product page](#). Images have been added to the product image galleries and the product specifications now include both white and black pedestal part numbers.



# Monthly Update (continued)

## Dealer Center Activity

### New Class: The Speed Queen Story

The Speed Queen Story course is now available on the [Dealer Center](#). In this course, you will learn how to:

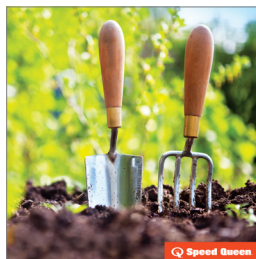
- Identify the important milestones in the history of Speed Queen home laundry
- List the markets that Alliance Laundry Systems serves
- Explain the company's global presence in commercial laundry
- Define the current position of Speed Queen
- Describe the benefits that Speed Queen offers to its partners

[Log in](#) now to take the class. It has been added to your class list.

### Dealer Blog Post for July

New Blog content for July is now available for download. This unique content is indented to be shared directly on dealer websites and social channels. This month we have two blog posts and supporting social posts with images. The files can be found on the [Dealer Center](#) in the Marketing OnDemand section of the site. Dealers can search the word “blog” to quickly find the files.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.



### Social Posts for July

July social media posts are now available on the Marketing OnDemand section of the [Dealer Center](#). All post options are tagged to “Social Media” so your dealers can use the search option to quickly find the content they are looking for. This month's topics include useful tips for tackling dad's laundry, tips to get the stink out of workout clothes, information about how our dryers are proven to sanitize loads and more.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content

