

AUGUST 2020

Speed Queen® Home Monthly Update



Brand Guideline Document

We've created a basic brand identity guideline for consumer retailers and distributors to use with our brand rules and approval processes. As a member of the Alliance family, the Speed Queen® brand must always be applied according to the rules in this publication. You can access the brand guideline [here](#) and in the Dealer Center.



Sanitize Blog and Statement

A new blog was published in June announcing that Speed Queen dryers are proven to sanitize 99.9% of common household bacteria. Read the [blog](#) to find out how our dryers sanitize loads.

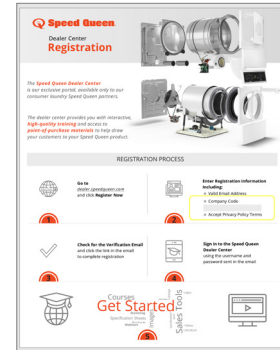
We've also added a statement to our [dryer product page](#).

Monthly Update (continued)

New Dealer Registration Form

Our learning management team has created a resource to assist you in signing up new sales representatives on the Dealer Center. This PDF shows the registration process in 4 easy steps. It also includes an editable field in Step 2, where you can add the retailer's company code in a text box.

Download the document [here](#).



Virtual Assistant Support for Servicicers

We're excited to share the opportunity for field technicians to have direct access to our top technicians using video to quickly resolve issues in the field. If technicians are out in the field and need back-up, they can now rely on virtual service support through the Acty App.

- The app is easy to use and FREE
- Technicians in the field can access with WiFi or a standard 4G network
- Provides real-time help with solving problems remotely

If technicians know they'll be on-site in the next day or two and would like to make an appointment to connect with one of our technicians, please click [here](#) to schedule an appointment.

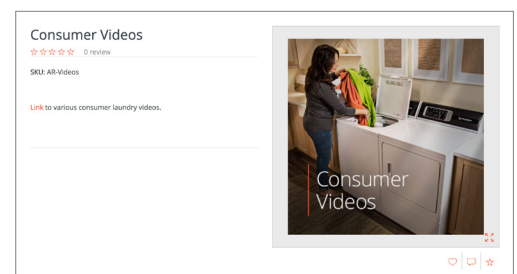
If technicians are on-site and need immediate assistance, they can call 920-748-3121 and request video support. Please share this free resource with anyone on your team who could utilize this option for support.

To learn more about how the app works, please view the [Acty First Use Guide](#).

Front Load Washer Videos

On our [YouTube channel](#), you will find a new video highlighting the speed of our Front Load Washer. The video, and a shorter 30-second version of the video for social media, can be found on the Dealer Center. Retailers are encouraged to share this video on their social channels and download it from the Dealer Center Marketing On-Demand section for in-store use. Please click [here](#) to view the video on YouTube.

As a reminder, all Speed Queen® in-store videos are available for download from the Marketing On-Demand section of the dealer center.



Monthly Update (continued)

Dealer Blog Post for August

New Blog content for August is now available for download. This unique content is indented to be shared directly on dealer websites and social channels. This month we have three blog posts and supporting social posts with images. The files can be found on the Dealer Center in the Marketing On-Demand section of the site. Dealers can search the keyword “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 Post for August

August social media posts are now available on the Marketing On-Demand 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 Confidence Plus, machine washable household items, a pop quiz and more.

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