

DECEMBER 2020

# SPEED QUEEN® CONSUMER MONTHLY UPDATE



## Good Housekeeping Digital Article

Good Housekeeping has published the digital version of the article that features the Speed Queen TR7. Find the online article [here](#) or in the November issue of Good Housekeeping, on newsstands now. Also, we have Good Housekeeping web banners available to download on the Dealer Center in the Marketing OnDemand section.

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## MAP & MSRP Price Catalog

The new MAP & MSRP price catalog is available now on the Dealer Center and can be accessed [here](#).

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## New Class: Nuts & Bolts

The Nuts & Bolts training course is now available on the [Dealer Center](#). This course will detail the differences between commercial and residential quality machines and reveal the features that make Speed Queen machines truly commercial.

This course covers the following learning objectives:

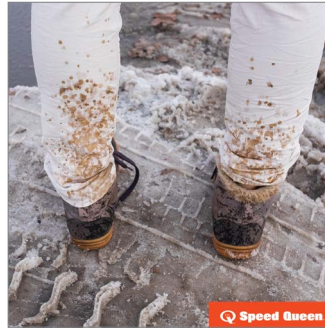
- Identify the conditions for which Speed Queen designs its machines
- Explain the differences between commercial and residential quality machines
- Describe the level and effort of testing that Speed Queen employs in its lab
- Explain the commercial features of Speed Queen machines

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

### Retailer Blog Posts for December

New blog content for December is now available for download. This unique content is intended to be shared directly on retailer websites and social channels. This month, we have three blog posts and supporting social posts with images. The blog topics include preventing unnecessary repairs, winter stains and when to buy a new washing machine. The files can be found on the Dealer Center in the Marketing OnDemand section of the site. Retailers 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 December

December 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 retailers can use the search option to quickly find the content they are looking for. This month’s topics include packing tips, stain removal, Legend video and Good Housekeeping.

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

