

APRIL 2021

SPEED QUEEN® CONSUMER MONTHLY UPDATE



Speed Queen Dryer Case Study

Speed Queen is known for rigorously testing its product, but more recently our DR7 underwent the ultimate challenge. We placed our new DR7 in commercial environments like the Great Pyrenees Rescue of Wisconsin and Custom Canines Service Dog Academy in Madison, Wis. to put it to the test. Read about their experience and how they saved time and resources by using the new pet feature. Click on the links below to access and read the case studies:

- [DR7 Pet Hair Removal Cycle](#)
- [Speed Queen Asks Custom Canines](#)

New Class: All About Sanitizing Dryers

The All About Sanitizing Dryers course is now available on the [Dealer Center](#).

In this course, we'll introduce Speed Queen sanitizing dryers. You will learn each model's value proposition, key features, and product improvements.

This course covers the following learning objectives:

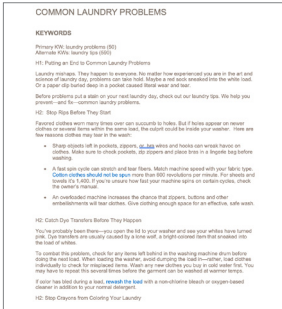
- Detail the value propositions of the sanitizing dryers
- Explain the key features of the sanitizing dryers
- List the product improvements made to the sanitizing dryers

Log in now to take the class and become an expert on the new dryer line. It has been added to your class list.

Dealer Blog Post for April

New Blog content for April is now available for download. This unique content is intended to be shared directly on dealer websites and social channels. This month we have one post on common laundry problems. The files can be found on the Dealer Center in the Marketing On-Demand 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 April

April 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 a customer review, National Pet Day post, a video of the TR7 delayed start feature and more.

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

