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.



Monthly Update (continued)

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.

	COMMON LAUNDRY PROBLEMS
	KEYWORDS
	Primary KW: Isundry problems (50) Alternate KWs: Isundry (ps (560)
	H1: Putting an End to Common Laundry Problems
	Laundry mishaps. They happen to everyone. No matter how experienced you are in the act are science of laundry day, problems can take hold. Maybe a red sock smalked into the while load Or a paper dip buried deep in a pocket caused literal wars and hear.
	Before problems put a stall on your rest laundry day, check out our laundry tips. We help you prevent—and fix—common laundry problems.
	H2: Stop Rips Before They Start
	Favored clothes worn many times over can succumb to holes, But if holes appear on newer clothes or several items within the same load, the culprit could be inside your weather. Here an flow reasons clothes may been in the water.
	 Sharp objects left in pockets, zippers, or her wires and hooks can wreak havec on clothes. Make sure to check pockets, zip zippers and piece times in a lingefie bag before washing.
	 A fast spin cycle can stretch and tear fibers. Match machine speed with your fabric type Obten clothers about not be spun more than 800 revolutions per minute. For sheets an tervels it's 1.400. If you're unsure how fast your machine spins on certain cycles, check the owner's manual.
	 An overloaded machine increases the chance that zippers, buttons and other embellishments will tear dothes. Give clothing enough space for an effective, safe wasi
	H2: Catch Dye Transfers Before They Happen
	You've probably been there—you open the IId to your washer and see your whiles have turned prec. Dye transfers are usually caused by a lone wolf, a bright obtoned item that sneeked into the load of whites.
	To combat this problem, check for any items left behind in the washing machine drum before doing the next load. When loading the washer, avoid durping the load is—earther, load obtens individually to check for misplaced items. Wash any new dothes you buy in cold water first. Yo may have to repeat this several firms before the gennert can be vashed at warmer tamps.
	If orior has bled during a load, rewash the load with a non-chlorine bleach or oxygen-based cleaner in addition to your normal detergent.
	H2: Stop Crayons from Coloring Your Laundry

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.

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