MAY 2021 SPEED QUEEN® RESIDENTIAL MONTHLY UPDATE



NEW on the Speed Queen Website New SpeedQueen.com Home Page

We are excited to present our new home page on the <u>SpeedQueen.com</u> site. In the new page design, we removed unimportant elements to improve and simplify the user experience. The new page layout also makes it easier to find and engage with different areas of the site. On the page, we've added a short video, product listings and clickable images that help the user navigate to the sections of our website.

We also have a new Speed Queen Difference page, which is linked on the top home banner and allows visitors to dive further into our top messages:

- Most Reliable Brand
- Care for All Lifestyles
- Care of Fabric
- Care for Pets
- Owner Support





Monthly Update (continued)

New Speed Queen Product Pages

The new dryer models have been added to the product pages along with the MSRP price and an updated layout of the product features. The new product catalog and individual product pages are easy to navigate and present a better user experience overall. Check out the pages today!



New Speed Queen Retailer Center

We have also updated our <u>Retailer Center</u> with a new design- making the site easier to navigate for retailers. It also includes a short how-to video.



Dryer Launch Announcement

The press release announcing the new Speed Queen dryers and launch posts on our social media were shared on April 21. We will continue to share more about our new features on our social sites, so make sure you're following us!

Retail Observer Print Ad

Keep an eye out for our print ad featuring Pet Plus[™] running in the May and June issues of Retail Observer.



Monthly Update (continued)

Point of Sale Stickers on Dryers

As a heads up, our POS stickers are being applied directly to the dryer units at the plant during production. The POS stickers will be on the units when they arrive to the stores.



2021 Product Catalog Update

We have updated and replaced the old catalog, which had the incorrect 15-digit model numbers. The new product catalogs can be found on the Retailer Center.

June Price Catalogs

The June price catalogs are now available for retailers and can be found on the Retailer Center.

Platinum Dealer POS and Shirt Redemption

The Platinum Dealer POS and polo shirt redemption cards have been shipped to distributor warehouses. Keep an eye out if you haven't already received them.



Monthly Update (continued)

Social Posts for May

As a reminder, our social media posts related to the dryer launch are available on the Marketing On-Demand section of the Retailer Center. We also have additional posts for the month of May. 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.

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









Dealer Blog Post for May

New Blog content for May 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 blog on the five best TikTok laundry hacks. The file can be found on the Retailer 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 Brand-Source and Nationwide Marketing Group – for faster access and posting of the content.

5 BEST	TIKTOK LAUNDRY HACKS
KEYWORD Primary bas: I Secondary kw	S: aundry lips (590), laundry hacks (590) (<u>Bittel</u> , hack (1900)
H1: Try the Be	et Laundry Tips and Ciothing Organization Hacks on TikTok
H2: Including I	how to fold towels like the fancy spas
social app was popular for the	paying attention, you've probably heard of <u>TRTek</u> . The musio-driver, short video quickly adopted by tweens, teens and young souts. More meently, it's become so over 30 – in large part due to the number of DIY and henre door videos being days, <u>TRTek</u> is a trove of cleaning videos, how-to clips and laundly fips.
Let's jump into	some of our favorite laundry hacks and folding tips from #cleantok:
H2: #1 How to	read laundry labels (and other laundry hacks)
mission to tea techniques, dr	@jerves_ny, also known as Clean Except, is a NYC-based dry cleaner on a th everyone how to better care for their cleans. His videos include stain mercual facilitation care to pand this which clip explaining how to read the care liabela on If you've ever wondered what all of the symbols on your tags are trying to fail you, own.
qtt <bodyne></bodyne>	s.i/www.tktok.com/@jeeves_ny/video/6896974050623540485
H2: #2 A perfe	ctly organized sock drawer
most of us are open your soc	sught us all the vertical isundry folding hack that revolutionized our dressers – but still bailing up our socios and tossing them together in a drawer. What if you could k drawer and see exactly what you're looking for? Check out this <u>TkTok</u> hack and ganization tops from home organization expert. (§thesimplyorganized.)
<embed/> https	u/www.tMdok.com/@thesimplyorganized/video/030054585480872710
H2: #3 How to	fold kids' sweaters (and just about everything else!)
folding solution organizer, @o	strong your folding game is, kids' clothes are tricky. Think about space-sawing to an you're packing up bulky coats and sweaten for the season. Personal rganice.lv, shares folding, storing and organizing heads like this quick tutorial on waters for simple storage.
cambod shifts a	//www.tiktok.com/@organice.lu/video/6924783456333401350