

JUNE 2021

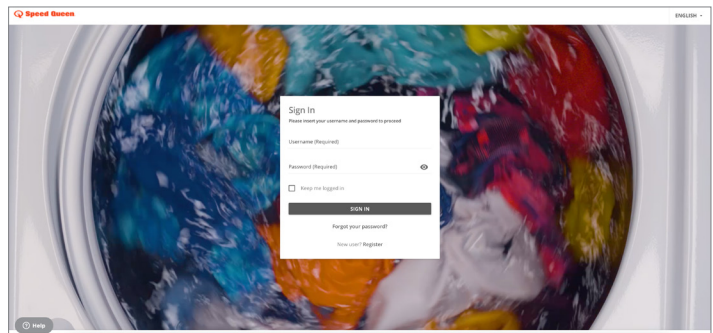
SPEED QUEEN® RESIDENTIAL MONTHLY UPDATE



All About Sanitizing Dryers

As a reminder, we have the new dryer class available on the [Retailer Center](#). In the course, you'll learn about key features like steam, sanitization and the new Pet Plus cycles. You'll also learn each model's value proposition and product improvements.

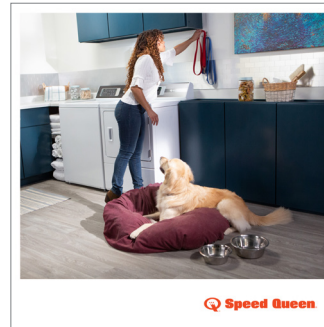
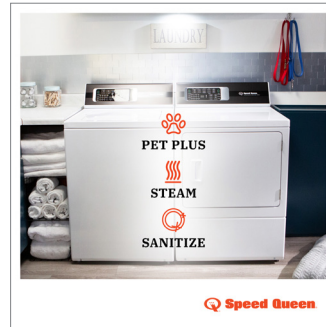
Log in to take the class and become an expert on the new dryer line. It has been added to your class list.



Social Posts for June

Our social media posts for June are available on the Marketing On-Demand section of the [Retailer 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.

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



Dealer Blog Post for June

New Blog content for June is now available for download. This unique content is intended to be shared directly on retailer websites and social channels. This month, we have one blog on the benefits of sanitizing and steam dryers. The file can be found on the [Retailer Center](#) in the Marketing OnDemand 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.



STEAM

KEYWORDS:
Primary kw: steam dryer benefits (176)
Secondary kw: sanitizing washer (26)

H1: Simple, Sanitary, Stain-Free

H2: The surprising benefits of sanitizing washers and steam dryers

When you hear the word steam, what comes to mind? The soft feel of an iron as it removes wrinkles from fabric? Maybe a warm shower the night on the way to bed? Well, for us, the benefits of steam dryers include both advantages—and more. Combine it with the power of a sanitizing washer and you'll find your clothing is not only cleaner—it's also more convenient to do laundry.

H3: The simple secret of the sanitizing washer

As a child, we're taught that "washing" clothes, but as you grow up you learn that's not entirely true. A good load of hotwater wash and a lot of soap doesn't kill all the germs. It takes hot water and time.

That's the "secret sauce" of sanitary laundry as well. A **sanitizing washer takes water straight out of your hot water heater**, using that heat to kill bacteria. And in the destruction of that bacteria that removes odor and makes your laundry safe for its next use.

H2: The benefits of a steam dryer

What are the advantages of the steam dryer? The tag we associate with steam also serves as a simple explanation:

H3: Simple

Need to get to an important meeting or job interview but your perfect outfit is crumpled in wrinkles? Run your clothing through a steam cycle and laundry removes odor. It will come out wrinkle-free—and smelling extra-fresh thanks to killing off all the bacteria.

H3: Stain-free

Another benefit of a steam dryer is that you'll never run out of dryer sheets—because you won't need them. Steam dryers don't allow your clothing to reach that over-dried moment when they start sticking together.

H3: Sanitizing

Much like heat in a sanitizing washer cycle, the temperature needed to create steam won't just remove wrinkles and stains. It also kills bacteria. Which means if you need to wear a shirt because you don't have time to run a load between shifts, you can head to work feeling good and smelling fresh in minutes.

H2: A convenient clean you've never experienced before