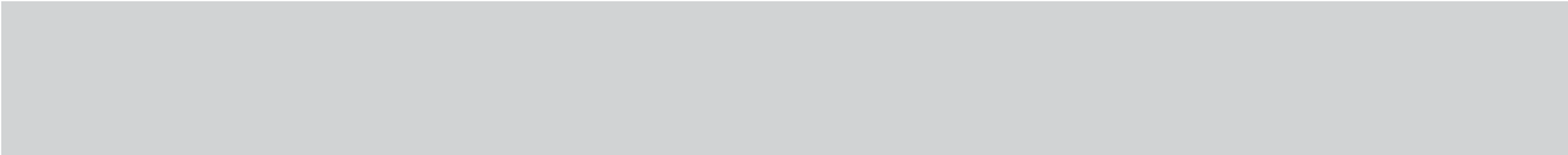




2021 New Product Introductions



Agenda

- Addressing Unmet Needs
- New Feature Details
- A True System – TR/DR
- The Classic Pair
- Competitive Comparison

Addressing Unmet Needs

FABRIC SELECTOR

AUTO-DRYNESS

DELICATE

PERM PRESS

RE

HEAVY DUTY

LESS DRY

NEAR DRY*

DRY

STEAM BOOST

START/PAUSE

STATUS

FLUORESCENT

HEATING

COOLING

EXTRACTION

WASH OPEN

Hold Signal On/Off

Hold 3 seconds to cancel



Speed Queen®

Commercial Heavy Duty + Sanitize + Steam

Sanitization



Sanitize (DR3 DR5 DC5)

Bacteria-killing power

Steam-Sanitize (DR7)

Bacteria-killing power

Sanitization & hygiene needs are more important than ever.

Sanitize Laundry.

Every Speed Queen Pair.

Independently tested.

*Kills 99.9% of common house-hold bacteria. Bacteria tested by an independent lab were *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Klebsiella pneumoniae*. Individual results may vary. [BLOG: https://speedqueen.com/speed-queen-dryers-proven-to-sanitize-loads/](https://speedqueen.com/speed-queen-dryers-proven-to-sanitize-loads/)

Pet Features



Pet Plus™ (DR7)

Tailored cycles for pet items and hair removal

67% of U.S. households own at least one pet¹

63+ million households own at least one dog¹

42+ million households own at least one cat¹

43% of pet owners claim hair removal to be the key factor in determining if a pet item is clean²



Photo courtesy of Wally Moon

¹ 2019-2020 [APPA National Pet Owners Survey](#).

² Alliance Laundry research survey

— Over-dry Protection & Steam



Over-dry Protection (DR5 + DR7)
Optimal drying



Steam (DR5 + DR7)
De-wrinkle and refresh

52% of consumers say that half or more of their purchases are influenced by convenience³

Faster cycles: leveraging our commercial adaptive cool-down technology

Added convenience: refresh hard to clean items and steam away wrinkles quickly and easily at home

³NRF [Consumer View Winter 2020 "Convenience and the Consumer"](#)



New Feature Details



Sanitization



Sanitization

- How it works?
 - Uses the power of heat & time
 - High heat cycles of 75+ minutes
 - 99.9% reduction in common house-hold bacteria
 - Verified at an independent lab
 - Bacteria tested: *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Klebsiella pneumoniae*
- How to use it?
 - Medium Size Loads
 - Durable fabric types (high heat tolerant)
 - Always check fabric label for proper care instructions
 - Always allow cycle to complete without interrupting



Moisture Sensing



Moisture Sensing

- Over-Dry Protection Technology has never been better
 - 30% larger moisture sensor
 - More surface area for more contact points
 - Brought Adaptive Cool-down Technology from our commercial product into the home
 - Adjusts the necessary cool-down required based on the size and type of load
 - Faster cycle times
- Enhanced on DR7
- Added to DR5





Steam

— Steam

- **Steam Refresh**
 - Refresh items and reduce wrinkles quickly
 - DR5 & DR7 – 20 and 30 minutes cycles
 - Recommended for smaller loads of 1-4 items
- **Steam Boost**
 - Release wrinkles and soften fabrics
 - DR5 & DR7 – Option for Heavy Duty, Regular, Perm Press & Pet Items
- **Anti-Static**
 - Helps reduce static
 - DR7 – Option for most cycles
- **Steam Sanitize**
 - Combines the power of heat & time with steam
 - DR7 – 75 minute, high heat cycle





Pet Plus™

— Pet Items

- **Drying optimized for pet items**
 - Leverage the power of heat and steam to dry even the bulkiest pet items
 - Keep pet items soft and refreshed with STEAM BOOST
 - Help un-cling any remaining hair with ANTI-STATIC
 - Fully customizable – calibrate the optimal setting for each item and save them with FAVORITE
- **How it works?**
 - **Default:** 55 min, HIGH heat, STEAM BOOST on, ANTI-STATIC on
 - Adjustable to optimize drying for any pet items
 - Adjust Time
 - Adjust Heat
 - Adjust Options like Steam Boost, Anti-Static, EcoDry, and Extended Tumble



— Pet Hair Remover

- **Helps remove MORE pet hair**
 - **Quick Refresh** – Quickly remove pet hair without a full wash
 - **Deep Clean** – Exclusive 3 step process removes more hair – the proof is in the lint filter
- **Keep your washer cleaner and in peak performance**
 - Keep more hair out of the washer
 - Clumps of wet hair can form and stick to fabrics, the wash tub or even clog drain pumps. Help prevent that by removing hair BEFORE washing pet items
- **How it works?**
 - Place dry, hairy items in the dryer first
 - Tumbling softens fabrics and releases hair
 - Advance Axial Airflow + Commercial Grade Blower powers airflow back to front for effective hair removal through the entire load
 - Up front lint filter collects hair away from items and is easy to clean



Speed Queen Pet Plus™:



Pet Hair Remover
Fast hair removal in the dryer



Speed Queen Perfect Wash™
Tailored cycles for any pet items



Pet Items
Optimized drying of pet items

**Fast
Refresh**

**More Hair
Removed**

**Deep
Clean**

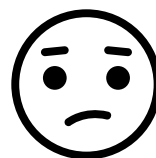
**Easy
Clean-up**

**Optimal Washer
Performance**

Everyone else:



Wash
Generic Wash Cycles



Dry
Generic Dry Cycles



Mixed Results
Is this clean?

**Can I wash
this?**

**This is going to
take a while...**

**What cycle
should I use?**

**Is the pump
clogged?**

**Do I need to
re-wash this?**

— Tested and Proven

Great Pyrenees Rescue of Wisconsin

The Challenge:

- Volumes of hair
- Have to wipe out the washer
- Items still emerge with significant amounts of hair

“Our biggest problem is always the dog hair”

– Hanna Gonsalves, GPRW

The Solution:

- The DR7’s Pet Hair Removal cycle has made the wash and dry processes **far more efficient**
- Gonsalves noted that running the Pet Hair Removal cycle in advance of washing items **removes significant amounts of Great Pyrenees hair**
- **No more wiping out the washer** before adding another load.

That’s a game changer for a rescue focused on a major-shedding breed.



Photos from GPRW website

Pet Hair Remover Cycle:

The proof is in the lint filter!





Lint Filter Guard
is back!



A True System

*To get the best laundry results,
you need a team approach.*

*That's why we've flipped the
script on dryers, adding
features to make them
powerful compliments to our
versatile washers.*

TR & DR

TOP LOAD WASHERS AND MATCHING DRYERS

Wash System: Perfect Wash - Robust, Quiet & Gentle

Capacity: Queen Size Comforter

Longevity: 25 Years (tested to 10,400 cycles)

Warranty: 7, 5 & 3 Years



TR7 & DR7 Pair



Speed Queen® Perfect Wash™

Advanced fabric care, ranging from delicates to durables



Ultra-Quiet

43 dB during agitation



Pet Plus™

Tailored cycles for pet items and hair removal



Steam

De-wrinkle and refresh



Sanitize

Bacteria-killing power



American Quality

Built in Ripon, WI since 1908



Industry-Leading Warranties

7, 5 or 3 years parts and in-home labor

TR7 | DR7

TR7003WN

Speed Queen Perfect Wash™	YES
Water Temperature Selections	4
Load Size Selections	4
Soil Level Selections	4
Pre-Programmed Cycles	8
Special Cycles	8
Save up to 9 Favorite Cycles	YES
Pre-Wash	YES
Delay Start	YES
Signal	YES
Matching Dryer	DR7
Tub Size	3.2 CU FT
Warranty	7 YEARS

AWNE9RSN116TW01



DR7003WE

DR7003WG

YES	Pet Plus™
YES	Steam Boost & Steam Refresh
YES	Steam Sanitize
YES	Moisture Sensing
4	Temperature Selections
10	Pre-Programmed Cycles
YES	Save up to 9 Favorite Cycles
YES	Extended Tumble
YES	ENERGY STAR® Certified
YES	Signal
TR7	Matching Washer
7.0 CU FT	Cylinder Size
7 YEARS	Warranty

ADEE9RYS177TW01

ADGE9RYS117TW01

DR7 Controls

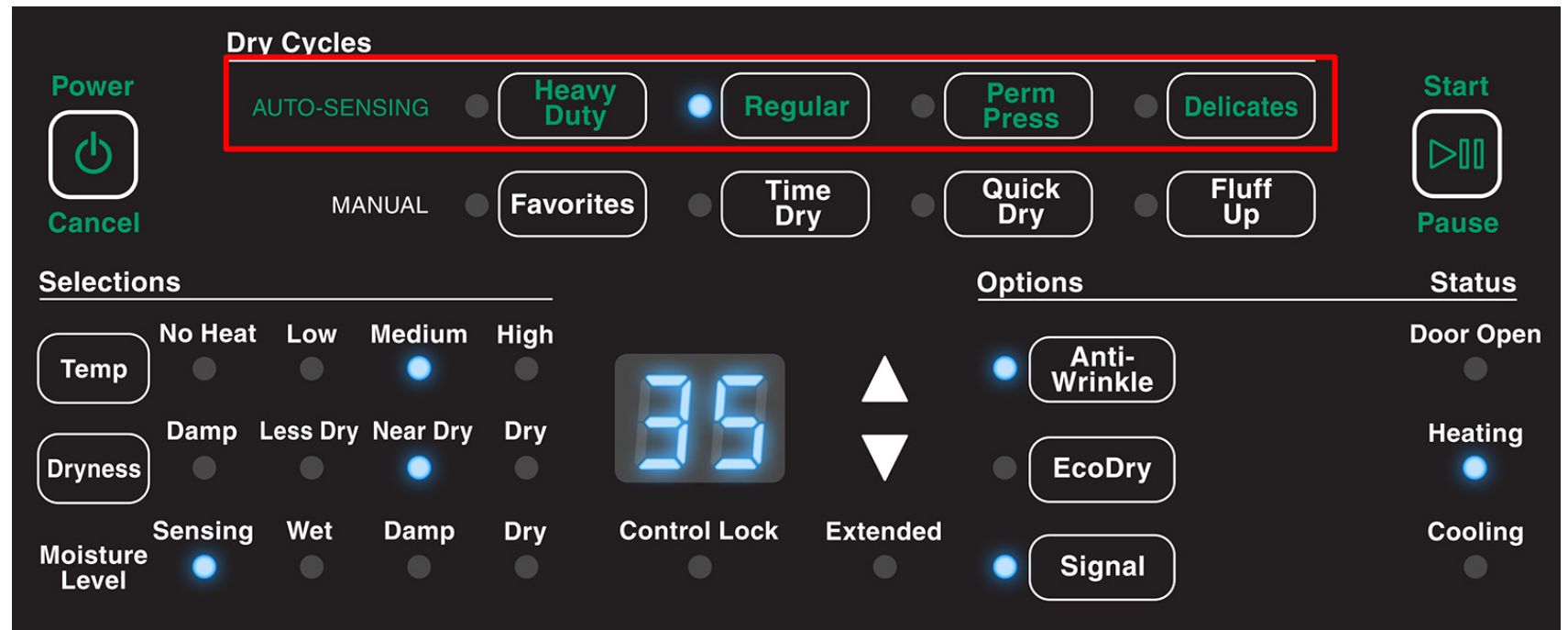


Speed Queen®

Commercial Heavy Duty + Sanitize + Steam + Pet Plus™

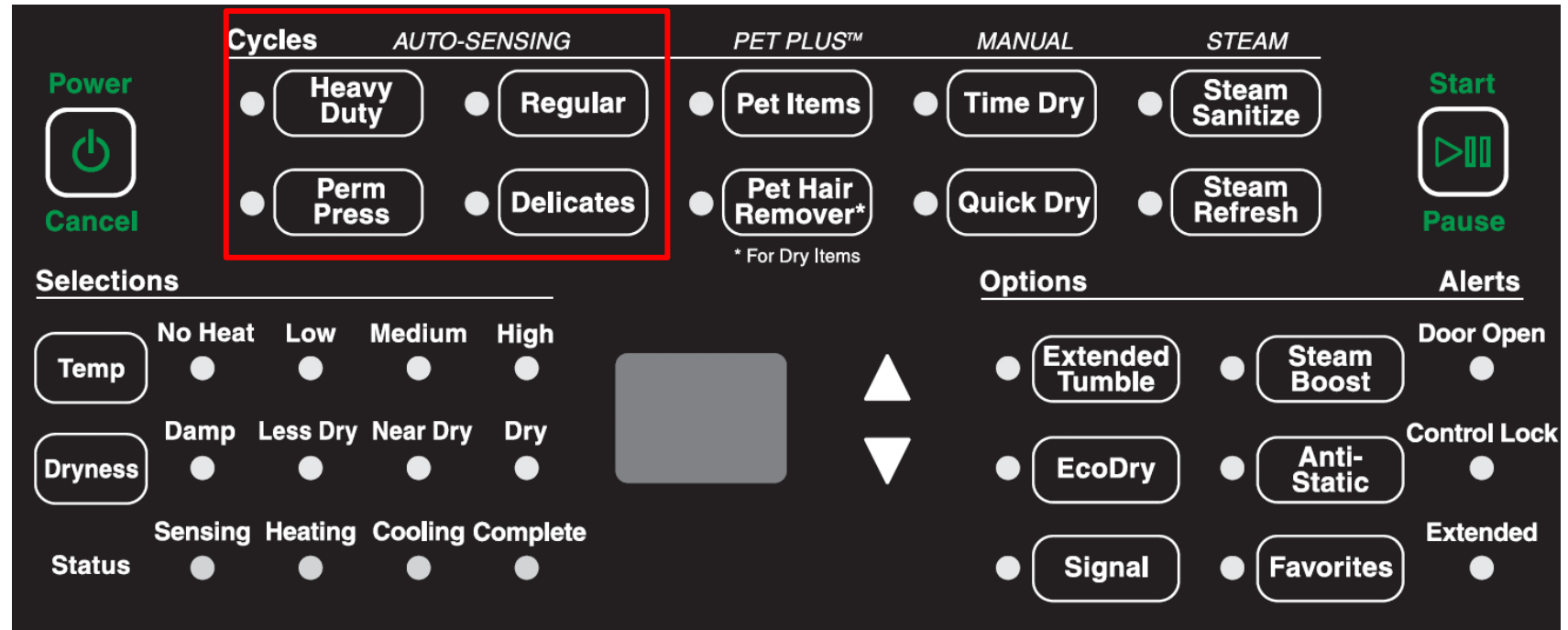
Integrated feature information

Auto-Sensing Cycles:
new location

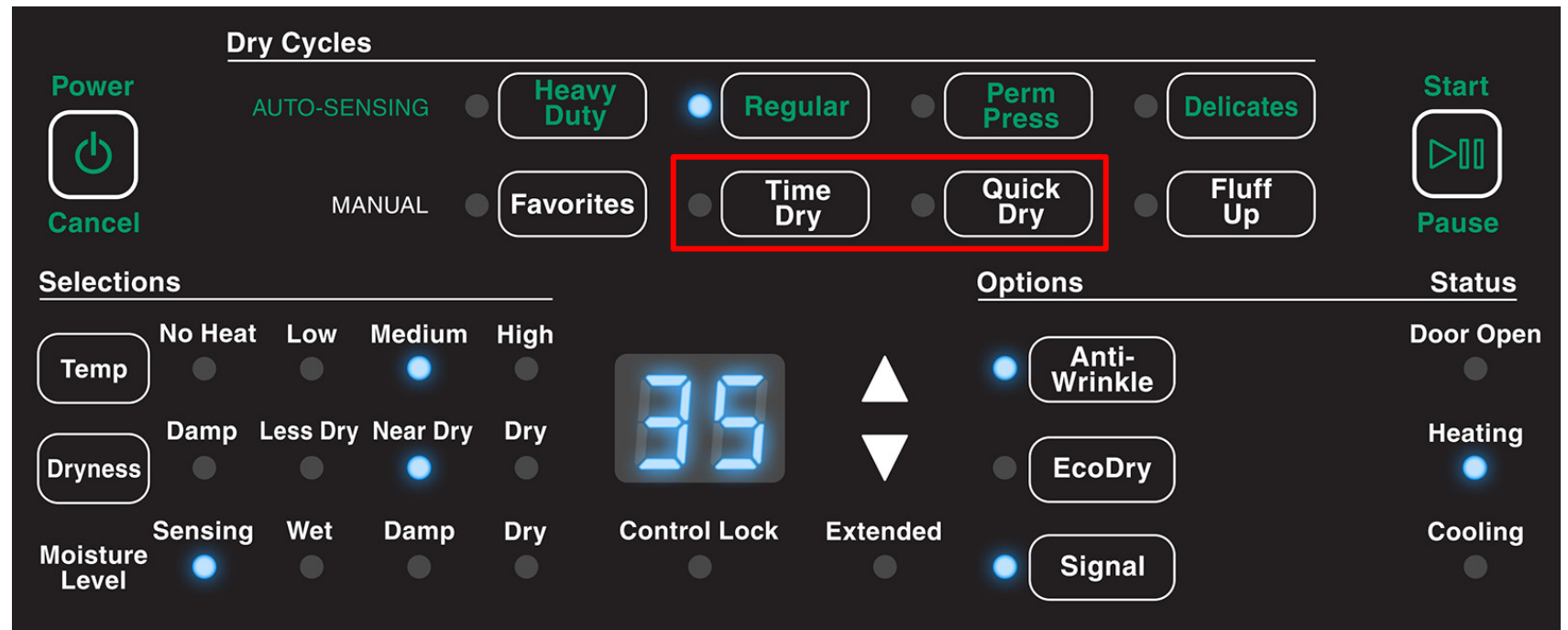


Current Production:

New 2021 DR7:

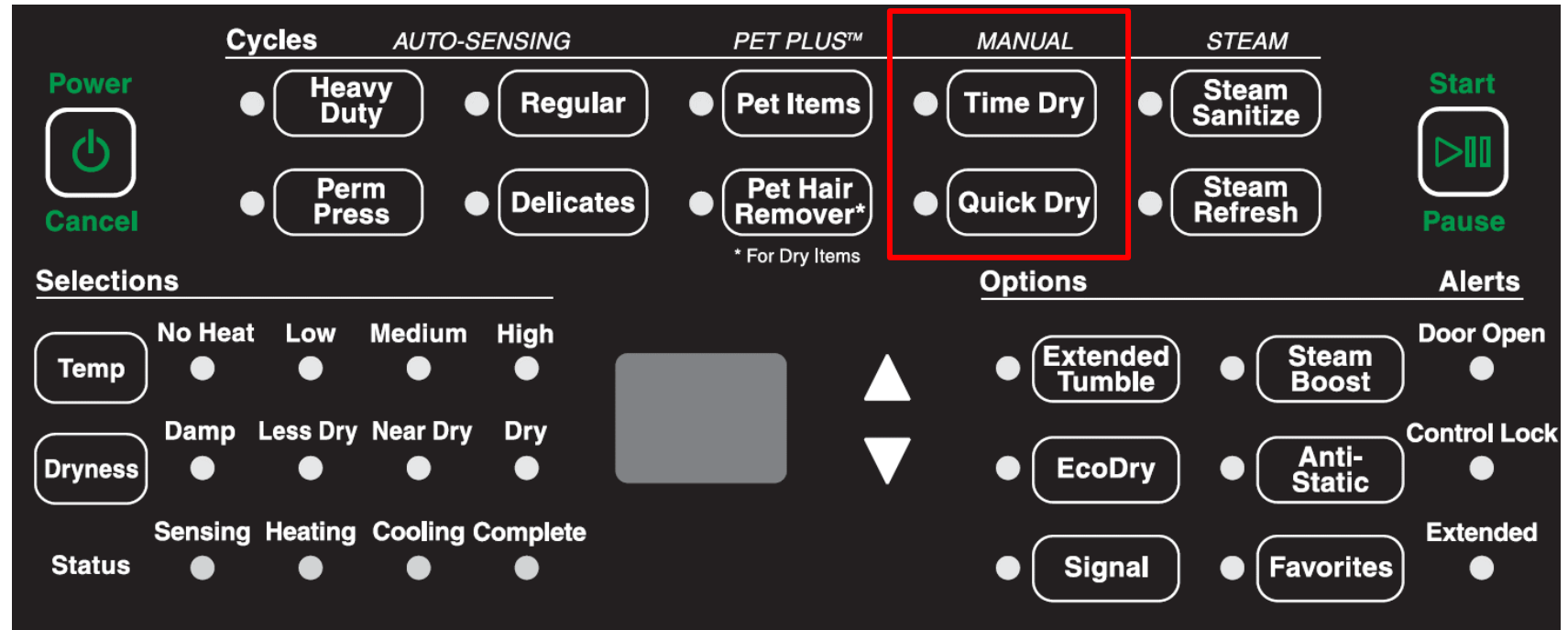


Manual Cycles:
new location

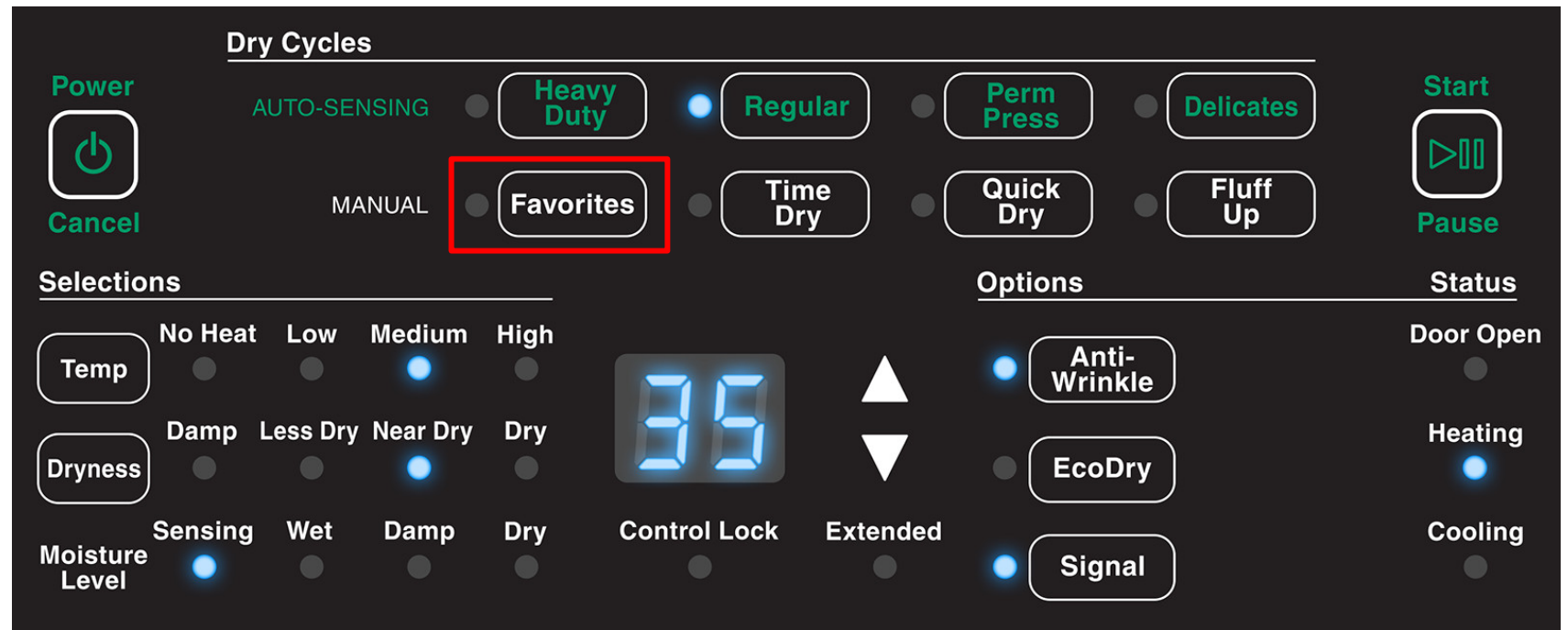


Current Production:

New 2021 DR7:

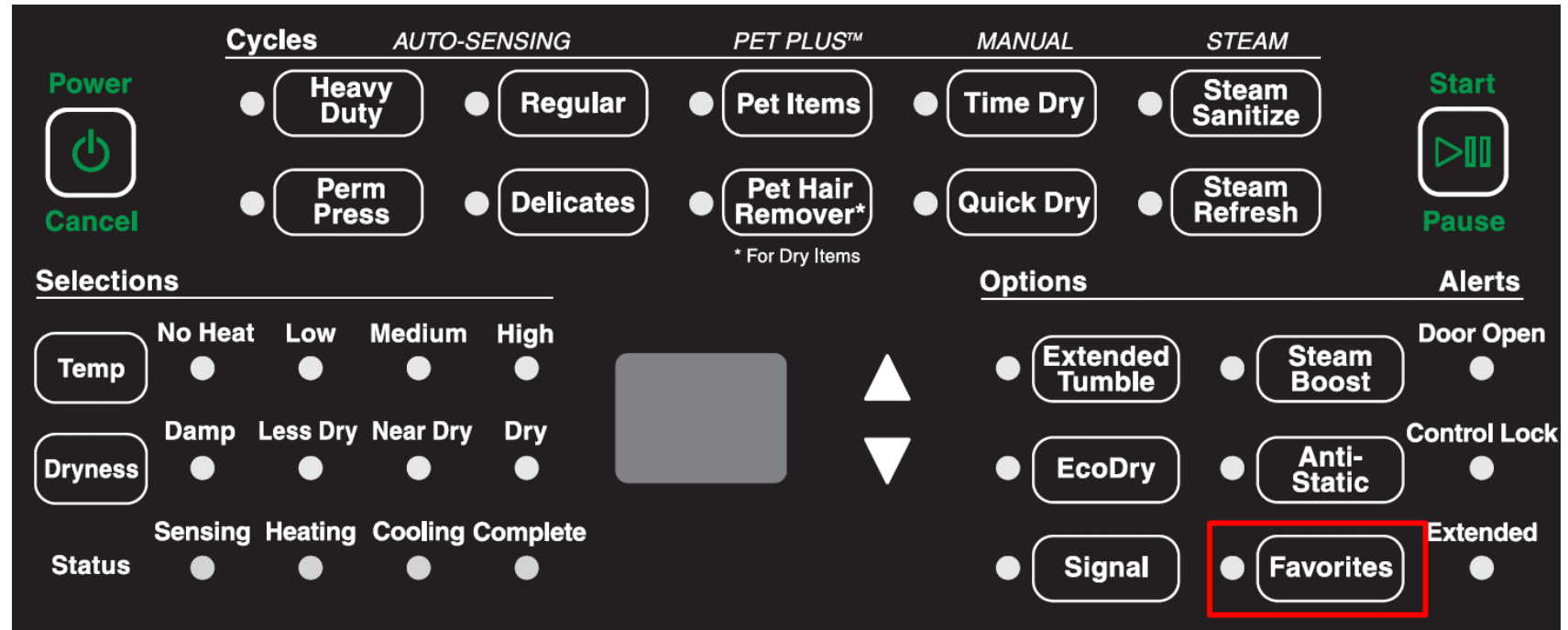


Favorites:
new location



Current Production:

New 2021 DR7:

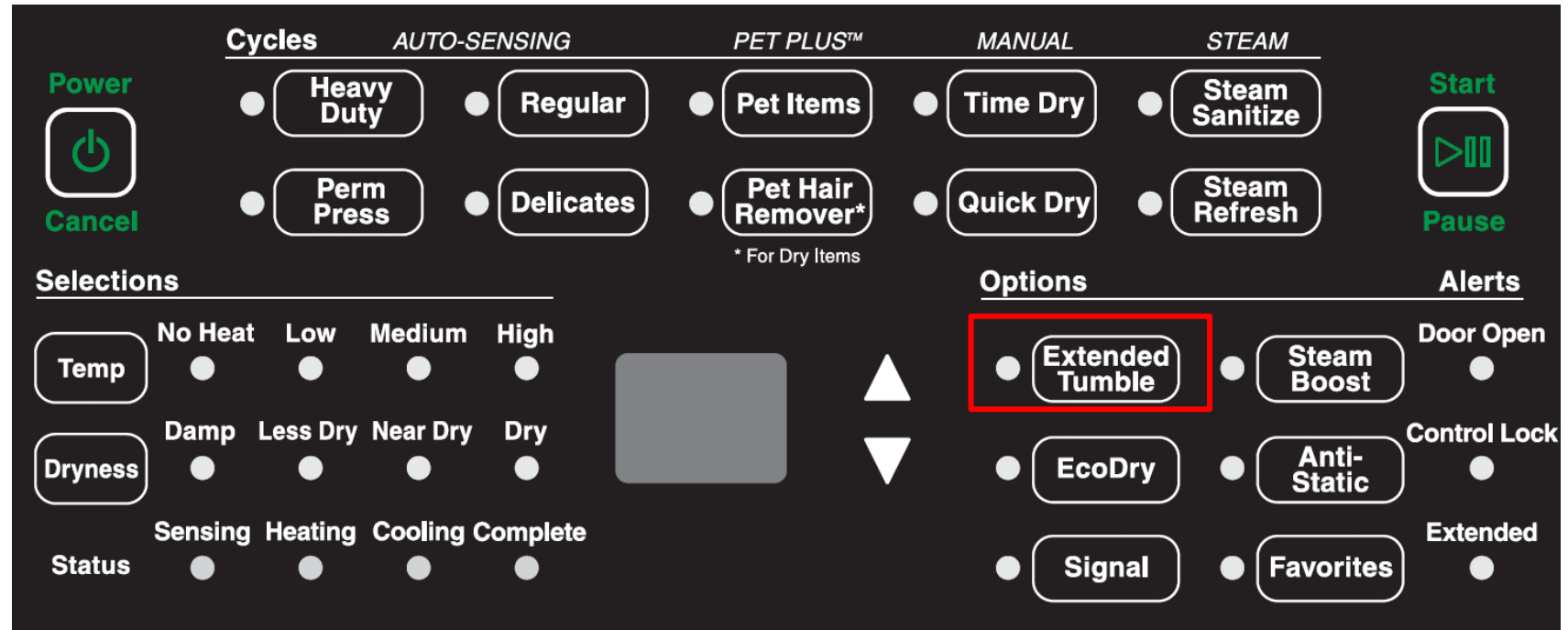


Anti-Wrinkle:
same operation, new name

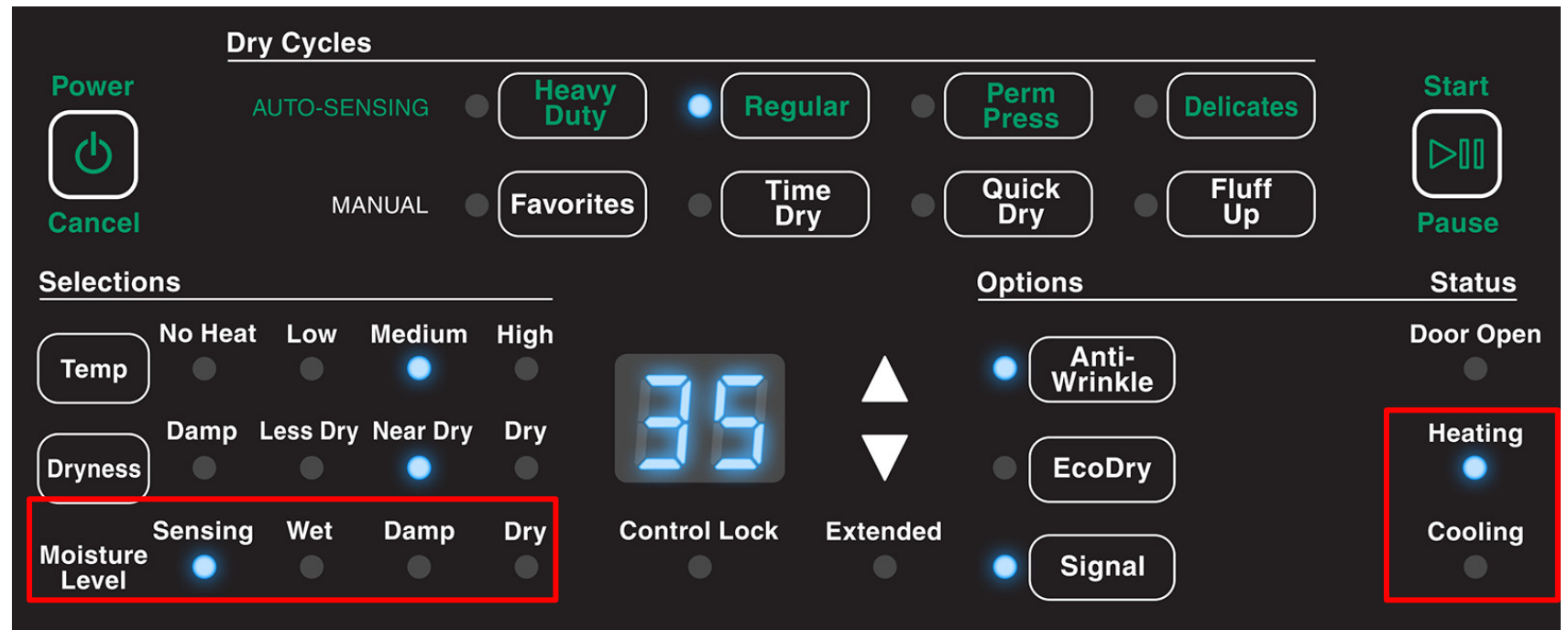


Current Production:

New 2021 DR7:

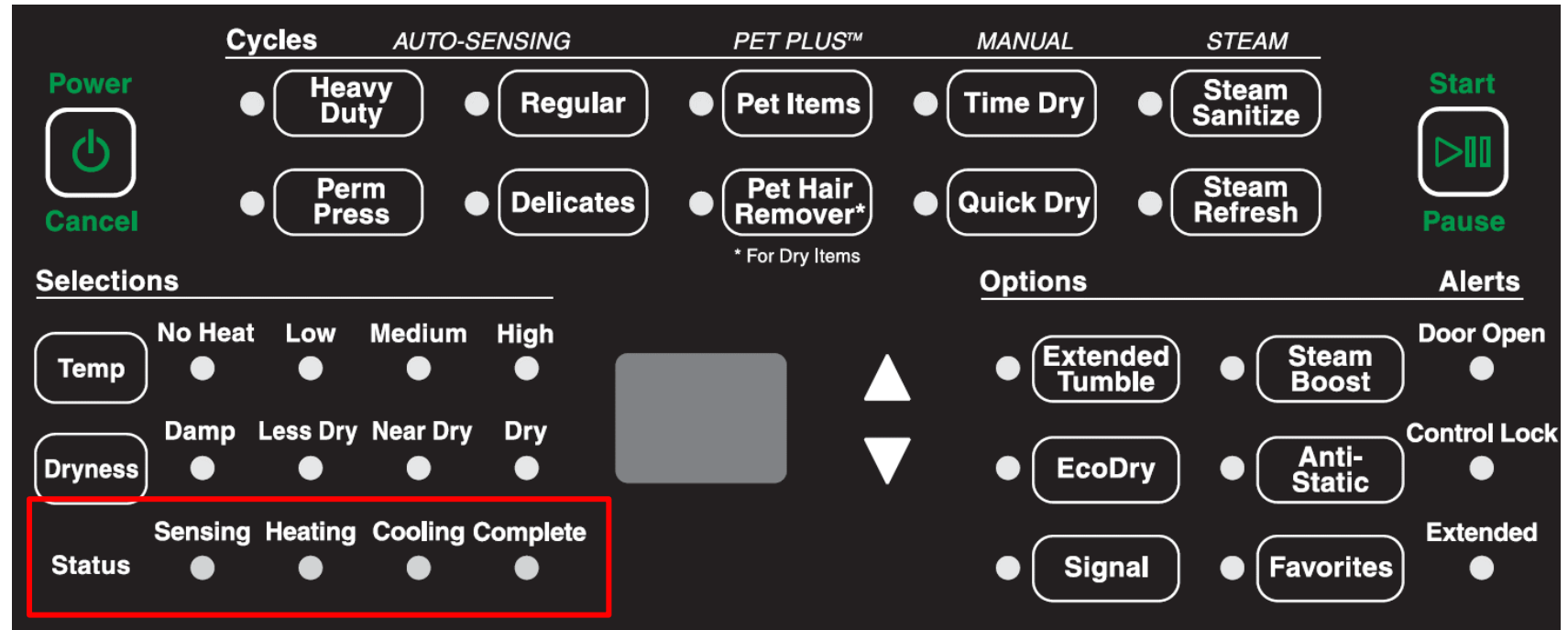


Status:
consolidated



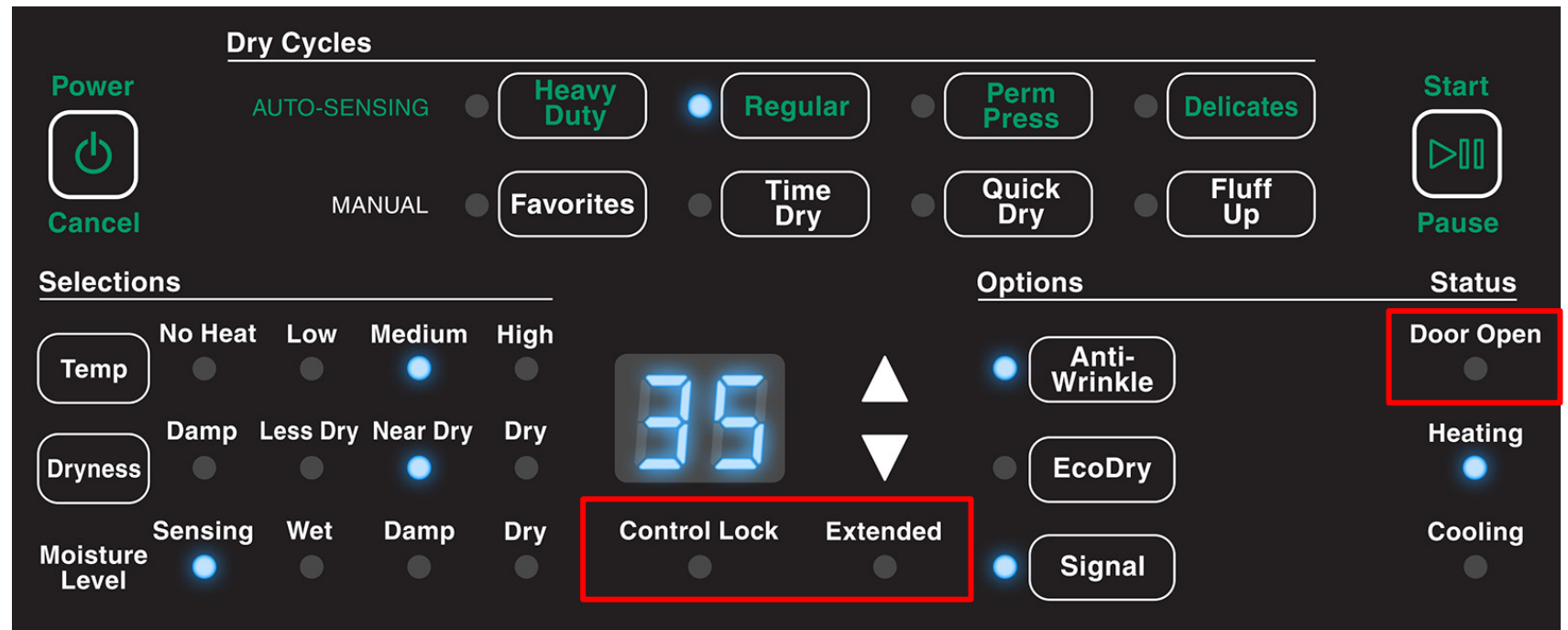
Current Production:

New 2021 DR7:

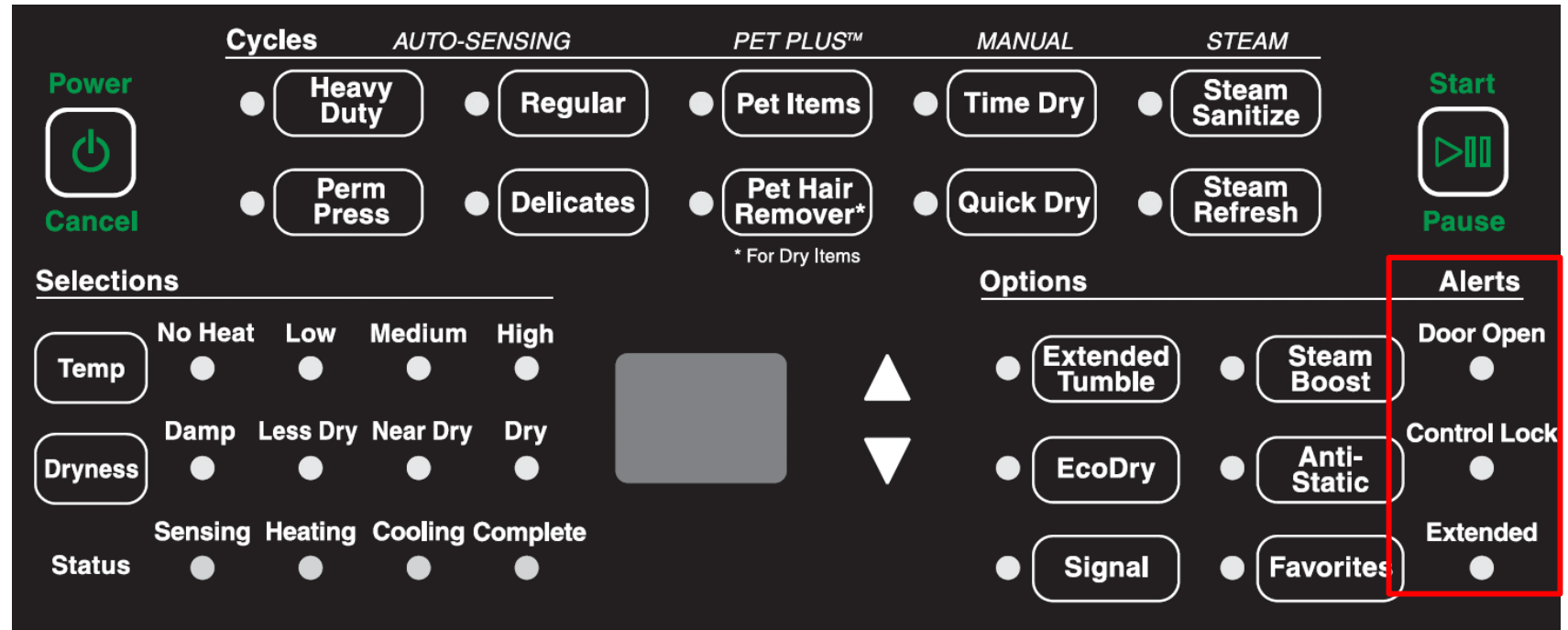


Alerts:
new location, consolidated

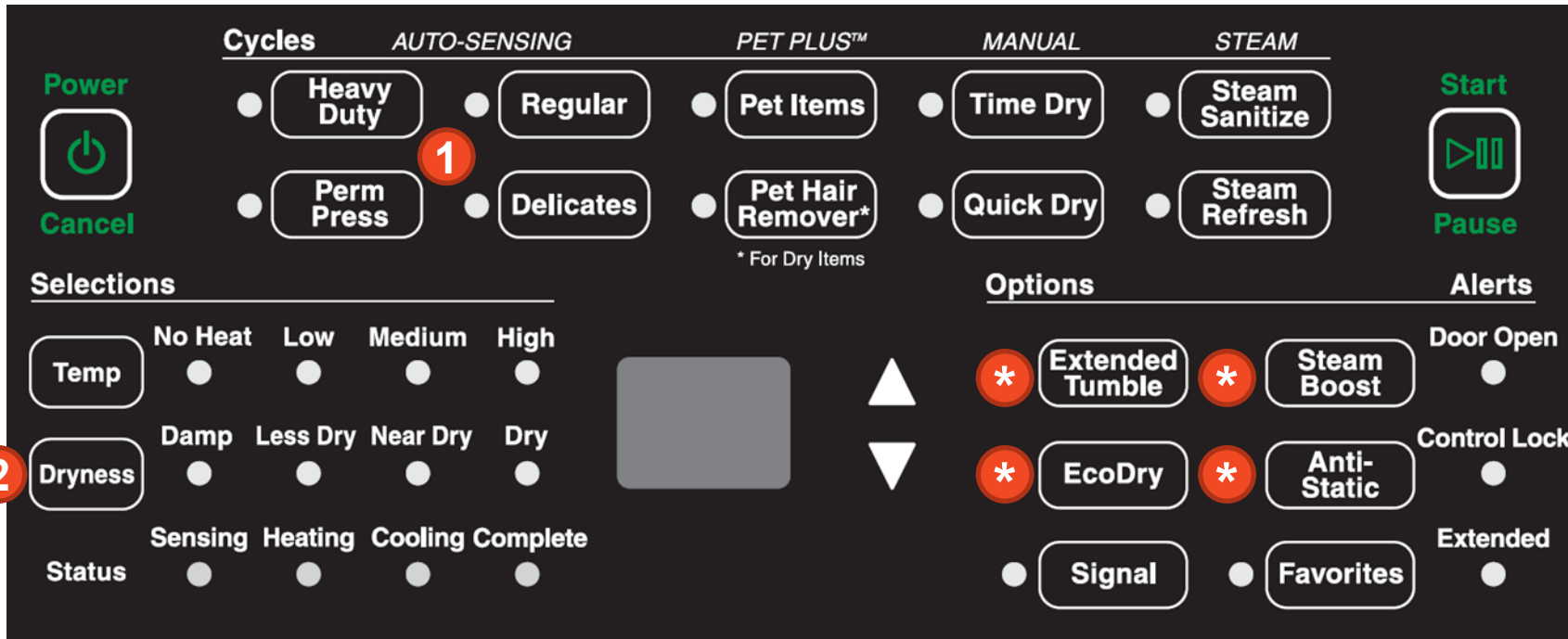
Current Production:



New 2021 DR7:



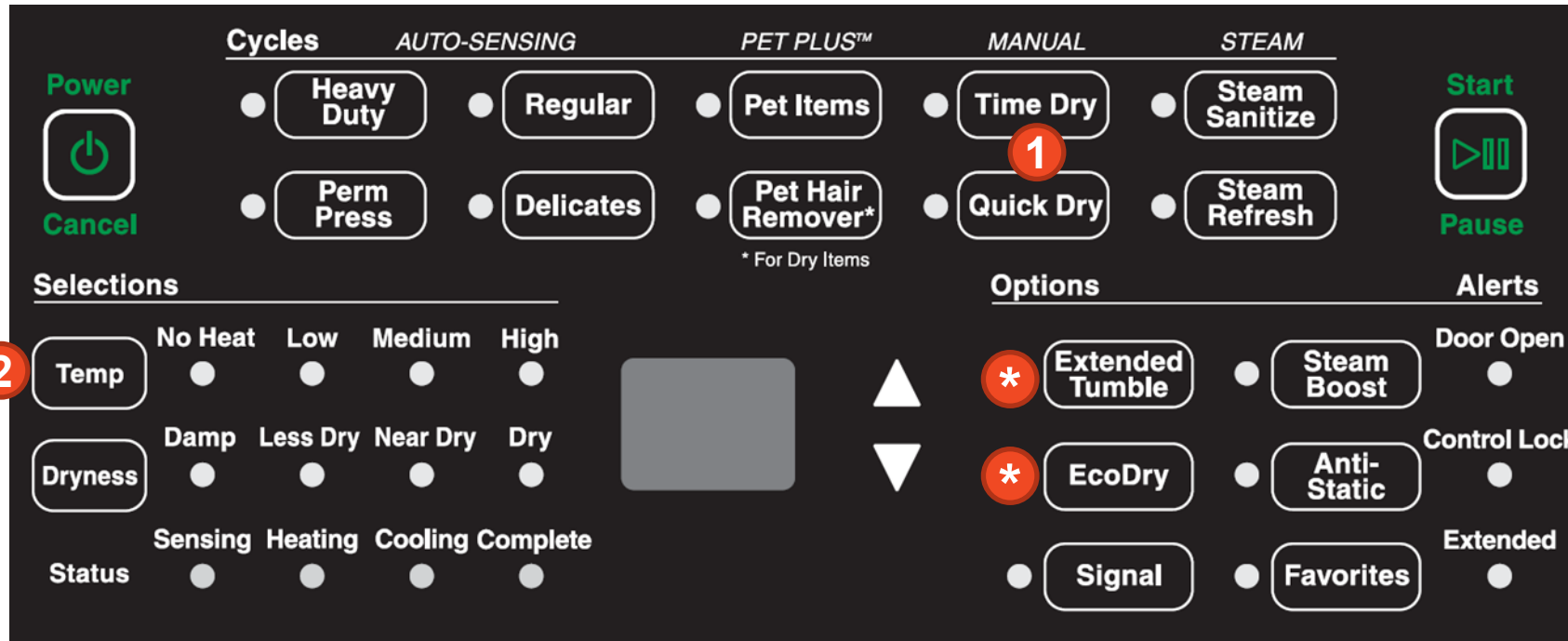
Auto-Sensing Cycles



- * **Options:**
 - EXTENDED TUMBLE
 - STEAM BOOST*
 - ANTI-STATIC**
 - ECODRY
- *HEAVY DUTY, REGULAR, PERM PRESS & set to NEAR DRY or DRY only – cannot be used with ECODRY*
- **set to NEAR DRY or DRY only – cannot be used with ECODRY*

- 1 Select desired AUTO-SENSING Cycle – temperature is set by the cycle selection
- 2 Set DRYNESS to the desired dryness setting

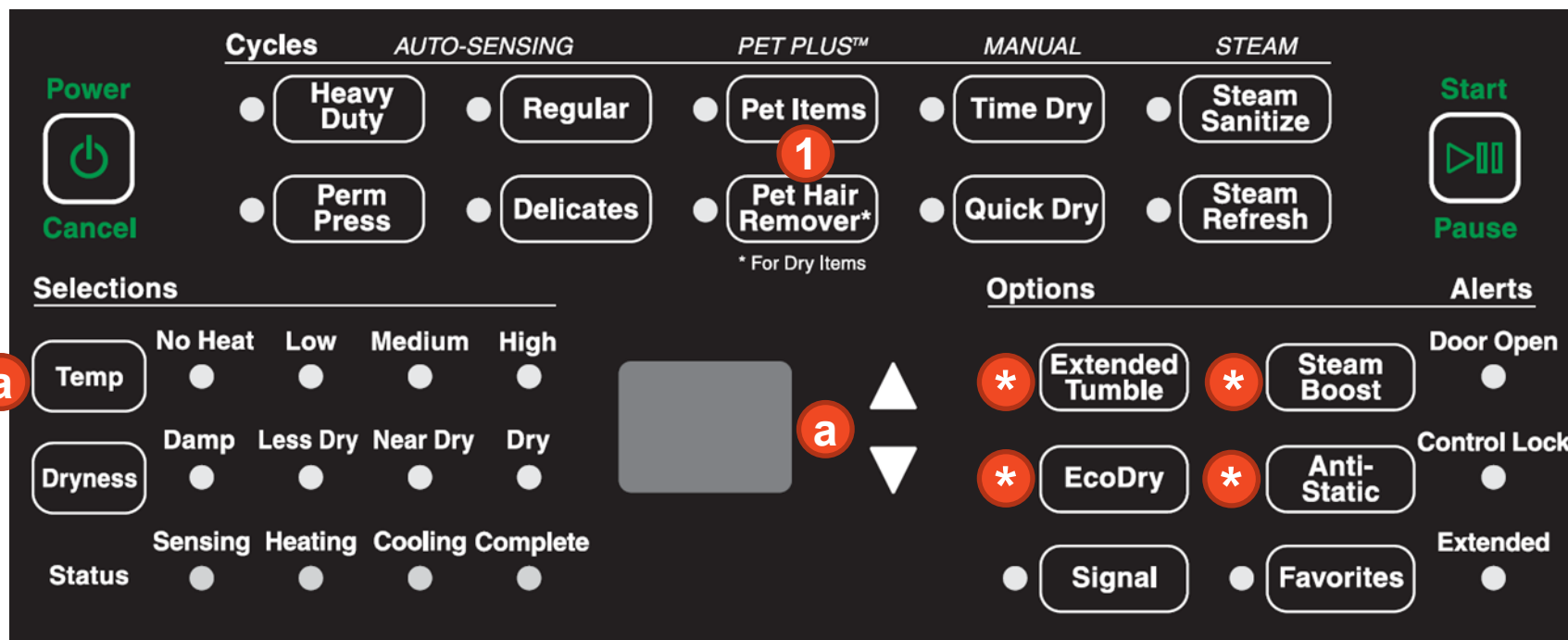
Manual Cycles



* Options:
EXTENDED TUMBLE
ECODRY

- 1 Select desired MANUAL Cycle – temperature is set by the cycle selection
- 2 Set TEMP to the desired temperature setting

Pet Plus™ Cycles



- * Options:
 - EXTENDED TUMBLE
 - STEAM BOOST*
 - ANTI-STATIC**
 - ECODRY

**PET ITEMS only & set to MEDIUM or HIGH heat only – cannot be used with ECODRY*

***Cannot be used with ECODRY*

1 Select desired PET PLUS™ Cycle

PET ITEMS: 55 min, HIGH heat, STEAM BOOST, ANTI-STATIC

a Can adjust TIME up or down

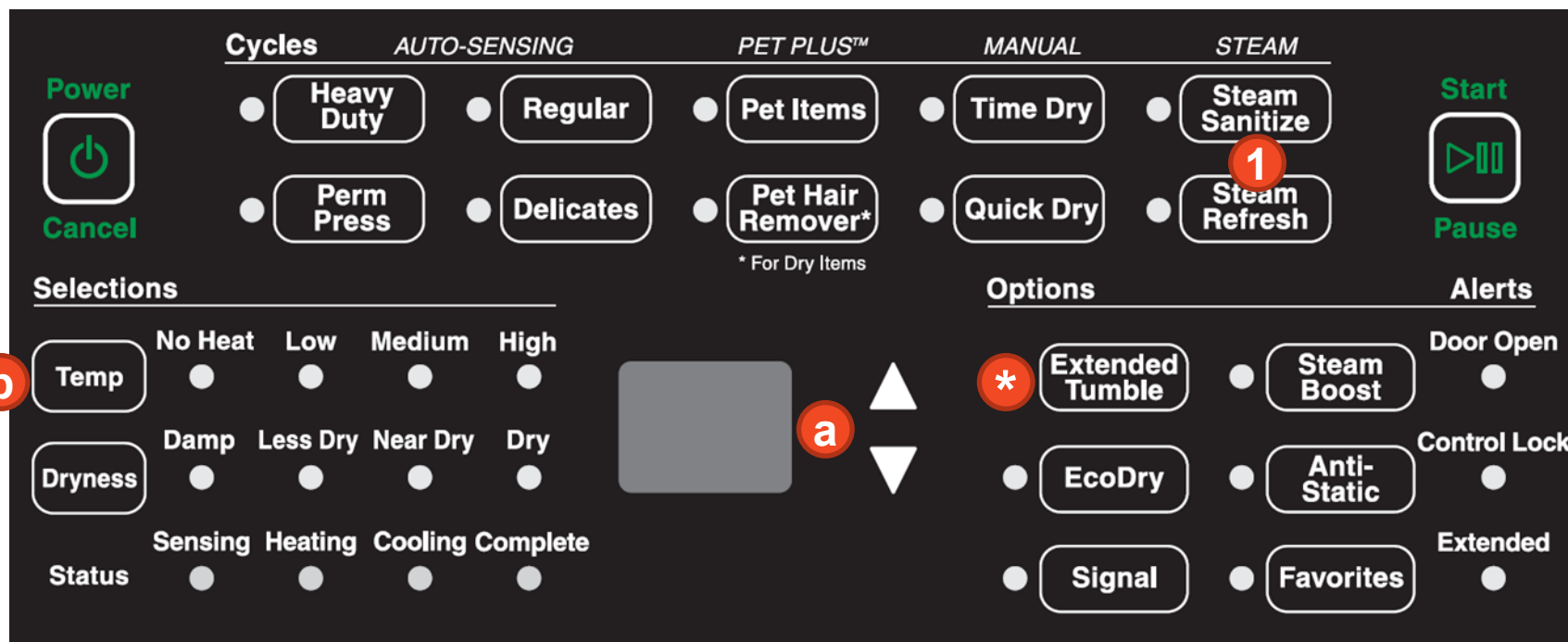
a Can adjust TEMP

Can adjust Options on or off (EXTENDED TUMBLE, ECODRY, STEAM BOOST, ANTI-STATIC)

PET HAIR REMOVER: 10 min tumble, intended for dry items

Can adjust Options on or off (EXTENDED TUMBLE, ANTI-STATIC)

Steam Cycles



* Options:
EXTENDED TUMBLE

- 1 Select desired Steam Cycle
STEAM SANITIZE: 75 min, HIGH heat
 - a Can adjust TIME up
Can adjust Options on or off (EXTENDED TUMBLE)STEAM REFRESH: 30 min, MEDIUM heat
 - b Can adjust TEMP to HIGH and the cycle time decreases to 20 min
Can adjust Options on or off (EXTENDED TUMBLE)

TR5 | DR5

TR5003WN

DR5003WE
DR5003WG



Speed Queen Perfect Wash™	YES
Water Temperature Selections	4
Load Size Selections	3
Soil Level Selections	2
Pre-Programmed Cycles	6
Special Cycles	–
Save up to 9 Favorite Cycles	–
Pre-Wash	–
Delay Start	–
Signal	YES
Matching Dryer	DR5
Tub Size	3.2 CU FT
Warranty	5 YEARS

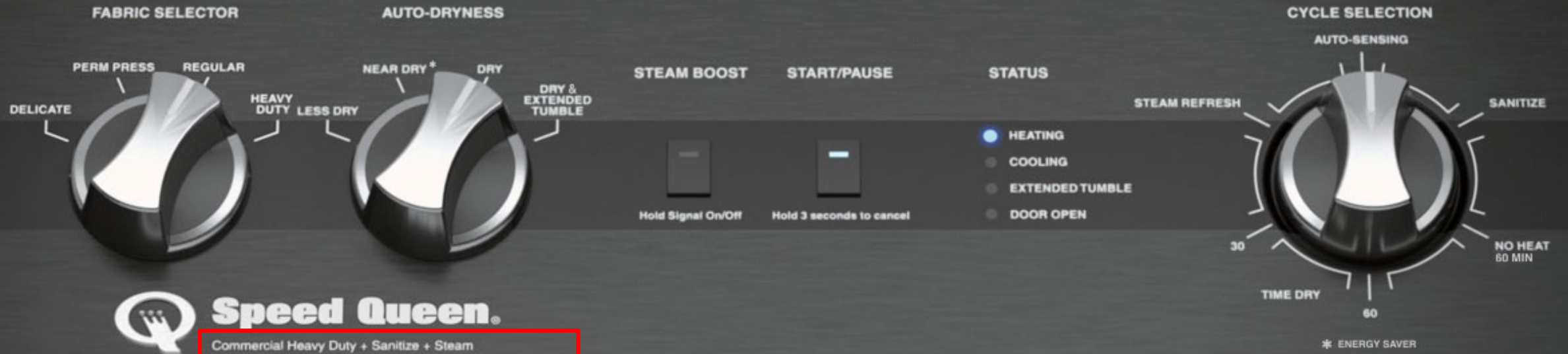
AWN63RSN116TW01

–	Pet Plus™
YES	Steam Boost & Steam Refresh
YES	Sanitize
YES	Moisture Sensing
5	Temperature Selections
9	Pre-Programmed Cycles
–	Save up to 9 Favorite Cycles
YES	Extended Tumble
YES	ENERGY STAR® Certified
YES	Signal
TR5	Matching Washer
7.0 CU FT	Cylinder Size
5 YEARS	Warranty

ADE6HRYS177TW01

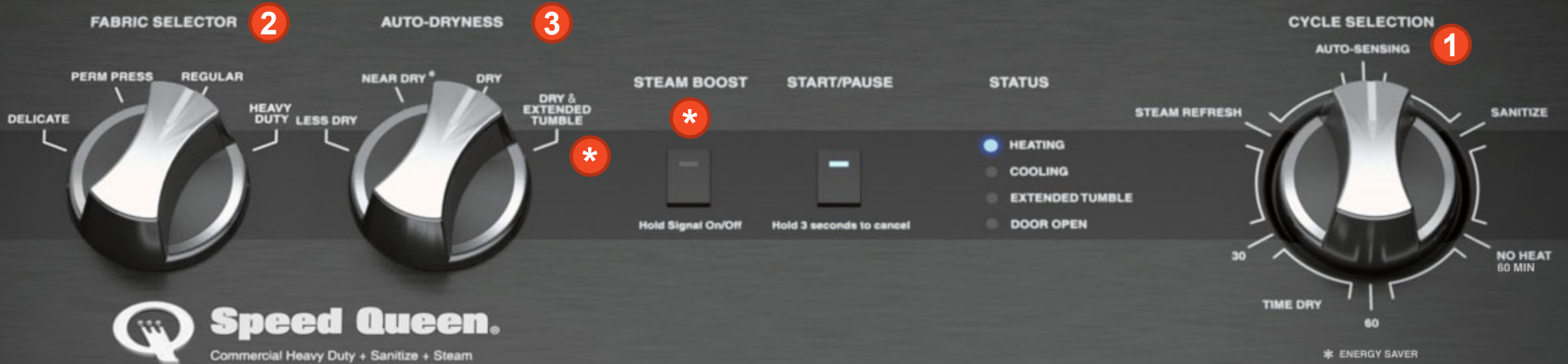
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DR5 Controls



Integrated feature information

Auto-Sensing Cycles



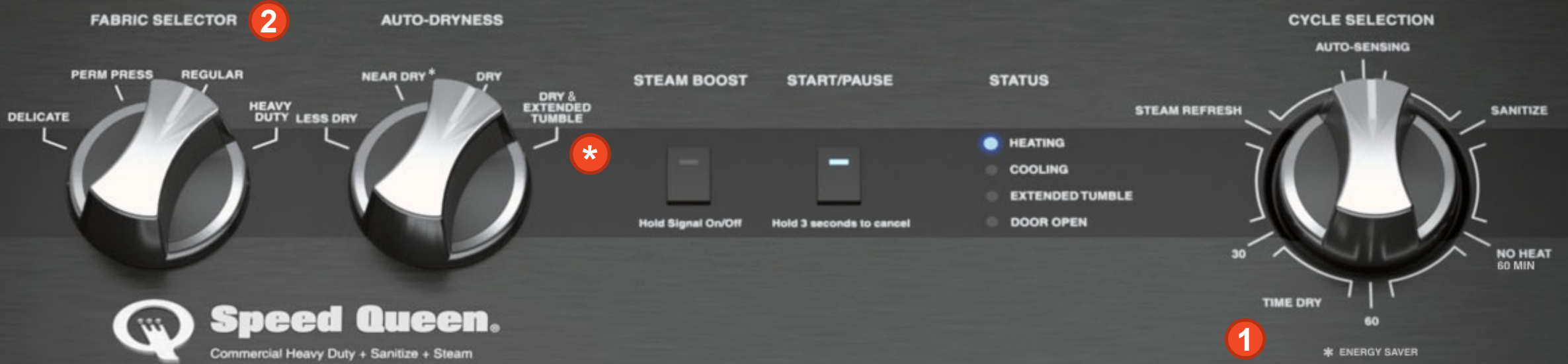
- 1 Set CYCLE SELECTION to AUTO-SENSING
- 2 Set FABRIC SELECTOR to the auto-cycle needed
- 3 Set AUTO-DRYNESS to the desired dryness setting

*** Options:**

EXTENDED TUMBLE

STEAM BOOST – *Heavy Duty, Regular, Perm Press only (LED light is illuminated when available)*

Time Dry Cycles



1 Set CYCLE SELECTION to TIME DRY, 30 or 60

2 Set FABRIC SELECTOR to the temperature needed

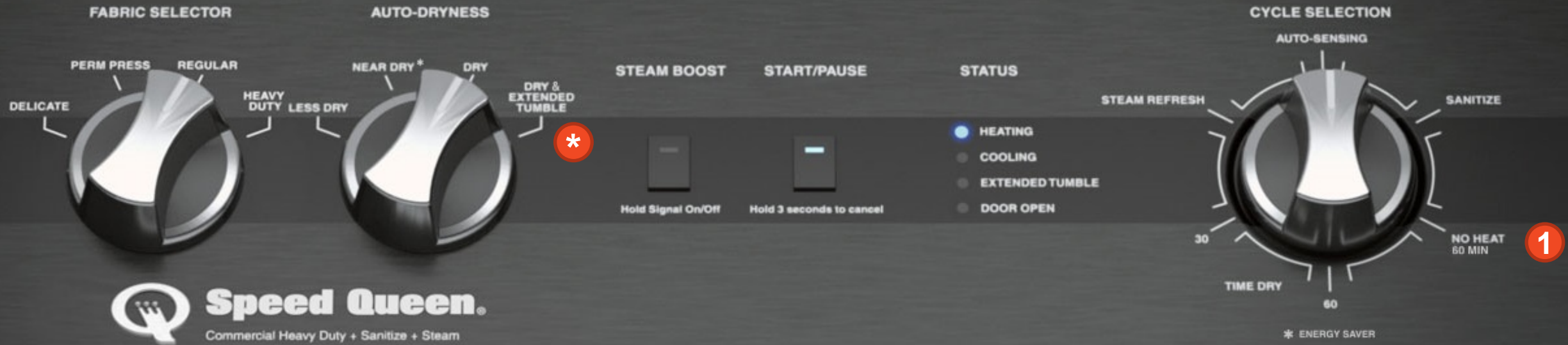
**AUTO-DRYNESS selections are ignored with TIME DRY unless DRY & EXTENDED TUMBLE is selected

* Options:

EXTENDED TUMBLE

**STEAM BOOST is not available with TIME DRY

No Heat Cycle



1 Set CYCLE SELECTION to NO HEAT 60 MIN

**FABRIC SELECTOR is ignored

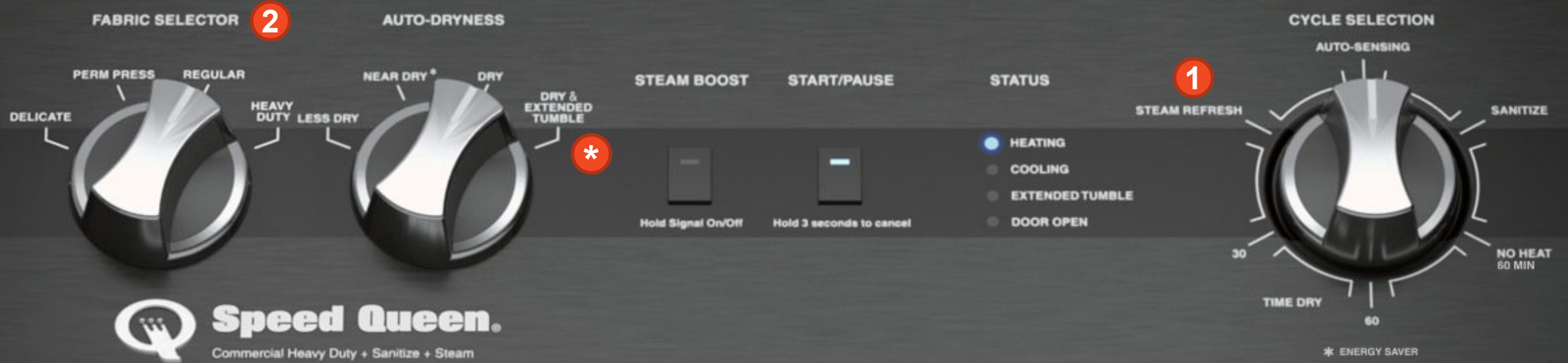
**AUTO-DRYNESS selections are ignored unless DRY & EXTENDED TUMBLE is selected

* Options:

EXTENDED TUMBLE

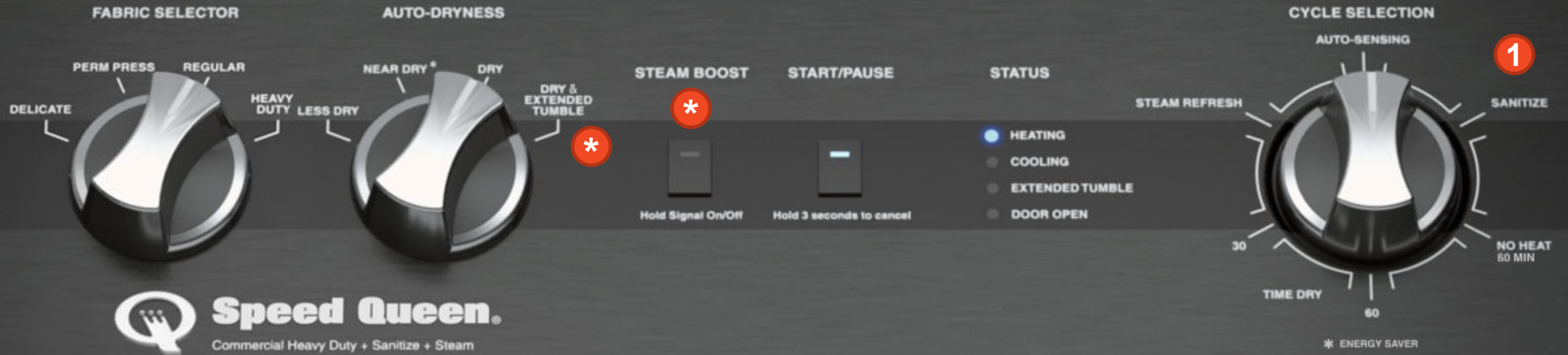
**STEAM BOOST is not available with NO HEAT 60 MIN

— Steam Refresh Cycle



- 1 Set CYCLE SELECTION to STEAM REFRESH
 - 2 Set FABRIC SELECTOR – Anything but HEAVY DUTY is a 30 min, medium heat cycle; HEAVY DUTY is a 20 min cycle, high heat cycle
- **AUTO-DRYNESS selections are ignored unless DRY & EXTENDED TUMBLE is selected
- * **Options:**
EXTENDED TUMBLE
- **STEAM BOOST is not available with STEAM REFRESH

Sanitize Cycle



- 1** Set CYCLE SELECTION to SANITIZE
**FABRIC SELECTOR is ignored
**AUTO-DRYNESS selections are ignored unless DRY & EXTENDED TUMBLE is selected
- *** **Options:**
EXTENDED TUMBLE
STEAM BOOST

TR3 | DR3

TR3003WN



DR3003WE
DR3003WG

Speed Queen Perfect Wash™	YES
Water Temperature Selections	3
Load Size Selections	3
Soil Level Selections	2
Pre-Programmed Cycles	4
Special Cycles	–
Save up to 9 Favorite Cycles	–
Pre-Wash	–
Delay Start	–
Signal	YES
Matching Dryer	DR3
Tub Size	3.2 CU FT
Warranty	3 YEARS

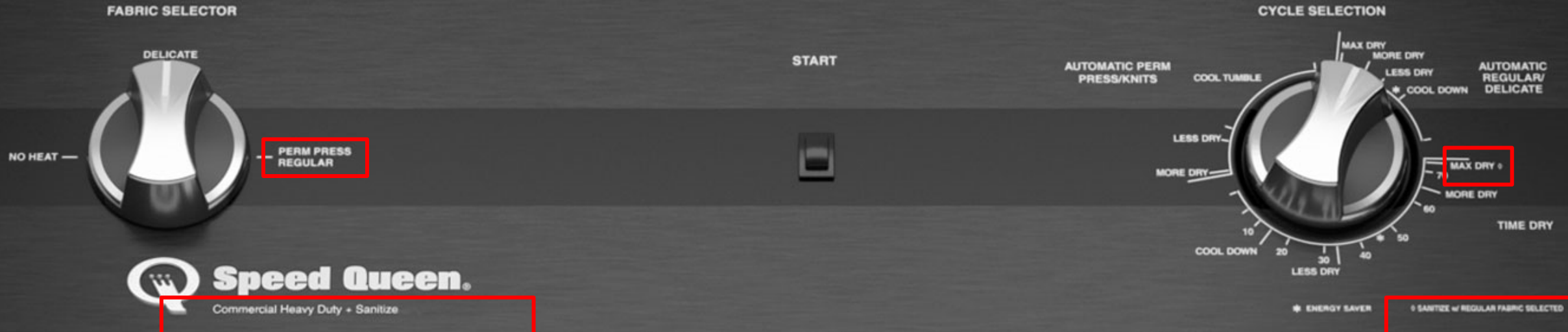
–	Pet Plus™
–	Steam Boost & Steam Refresh
YES	Sanitize
–	Moisture Sensing
3	Temperature Selections
3	Pre-Programmed Cycles
–	Save up to 9 Favorite Cycles
–	Extended Tumble
–	ENERGY STAR® Certified
–	Signal
TR3	Matching Washer
7.0 CU FT	Cylinder Size
3 YEARS	Warranty

AWN43RSN116TW01

ADE3SRGS177TW01

ADG3SRGS117TW01

DR3 Controls



Integrated feature information

Sanitize

Set to TIME DRY, MAX DRY and PERM PRESS, REGULAR

The Fabric Care Specialists



TR7 & DR7 Pair
\$1199 each



TR5 & DR5 Pair
\$999 each



TR3 & DR3 Pair
\$899 each

SANITIZING

MOISTURE SENSING

ENERGY STAR® certified dryers

STEAM REFRESH

STEAM BOOST

ANTI-STATIC

PET PLUS™



The Classic Pair

*Fast Cycles. No Lid Lock.
Commercial Quality.*

TC5 & DC5

TOP LOAD WASHER
AND MATCHING DRYER

Wash System: Classic Clean - Traditional Agitation

Capacity: Queen Size Comforter

Longevity: 25 Years (tested to 10,400 cycles)

Warranty: 5 Years



TC5 & DC5 Pair

\$1099 each



Speed Queen® Classic Clean™

Classic wash action and fast cycle times



No Lid Lock

Add items mid-cycle



Sanitize

Bacteria-killing power



American Quality

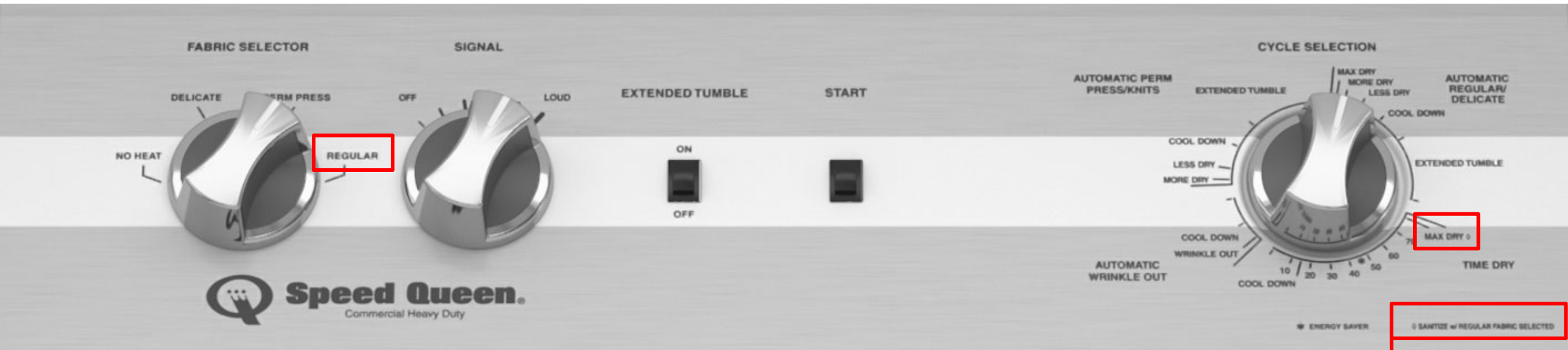
Built in Ripon, WI since 1908



Strong Warranty

5 years parts and in-home labor

DC5 Controls



Sanitize

*Set to TIME DRY, MAX DRY
and REGULAR*

Competitive Comparison



*based on website specs

“Commercial” Competitors



Brand	SPEED QUEEN		Maytag*		GE*	
Dryer Model	DR7003WE		MEDP575GW		GTX52EASPWB	
Capacity	👍	7.0 cu. ft.	👍	7.4 cu. ft.	6.2 cu. ft.	
Cycles	👍 10 (2 Time, 8 Preset)		“11” (1 Time, 1 Auto)		“3”	
Energy Star	👍	Yes	No		No	
Moisture Sensor	👍	Yes	👍	Yes	👍	Yes
Sanitize	👍	Yes	No		No	
Steam	👍	Yes	No		No	
Pet Plus™	👍	Yes	No		No	
Extended Tumble	👍	Yes	👍 Yes (only select cycles)		No	
Parts & Labor Warranty	👍	7 Years	5 years		5 years	



Speed Queen by Alliance Laundry Systems