



The Most Profitable Laundry Solution



# The Most Profitable Laundry Solution for Retailers



Our goal is to make the independent retailer generate more revenue for the business and be the most profitable laundry brand in the retailer's store.





**One-time  
Delivery**



**Higher Price  
Points**



**Consistent Profit  
Margin/Retail Prices**



**Premium Mix  
of Products**



⊙ Create Lifetime Customers



⊙ One-time Delivery



⊙ Made in the USA

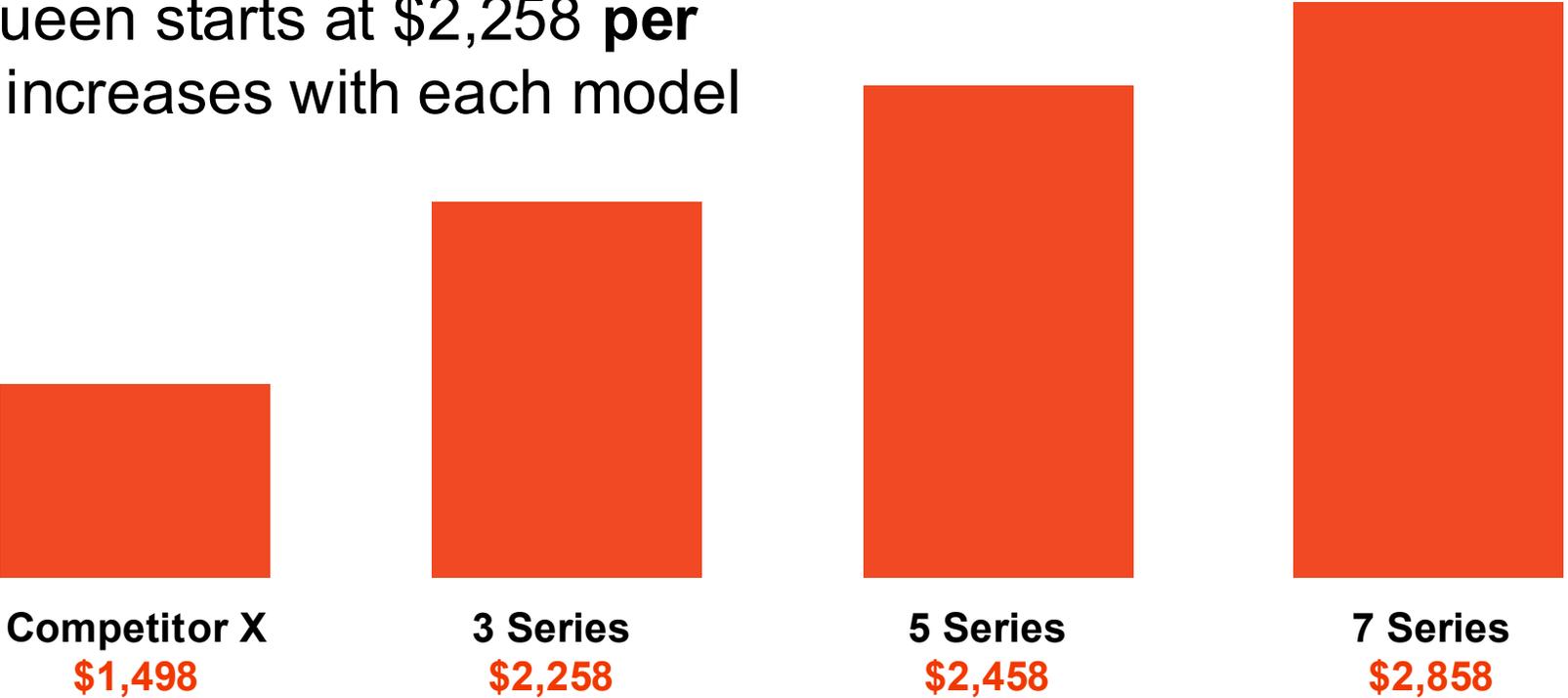


⊙ A premium wash system with fast wash cycles and greater consumer control

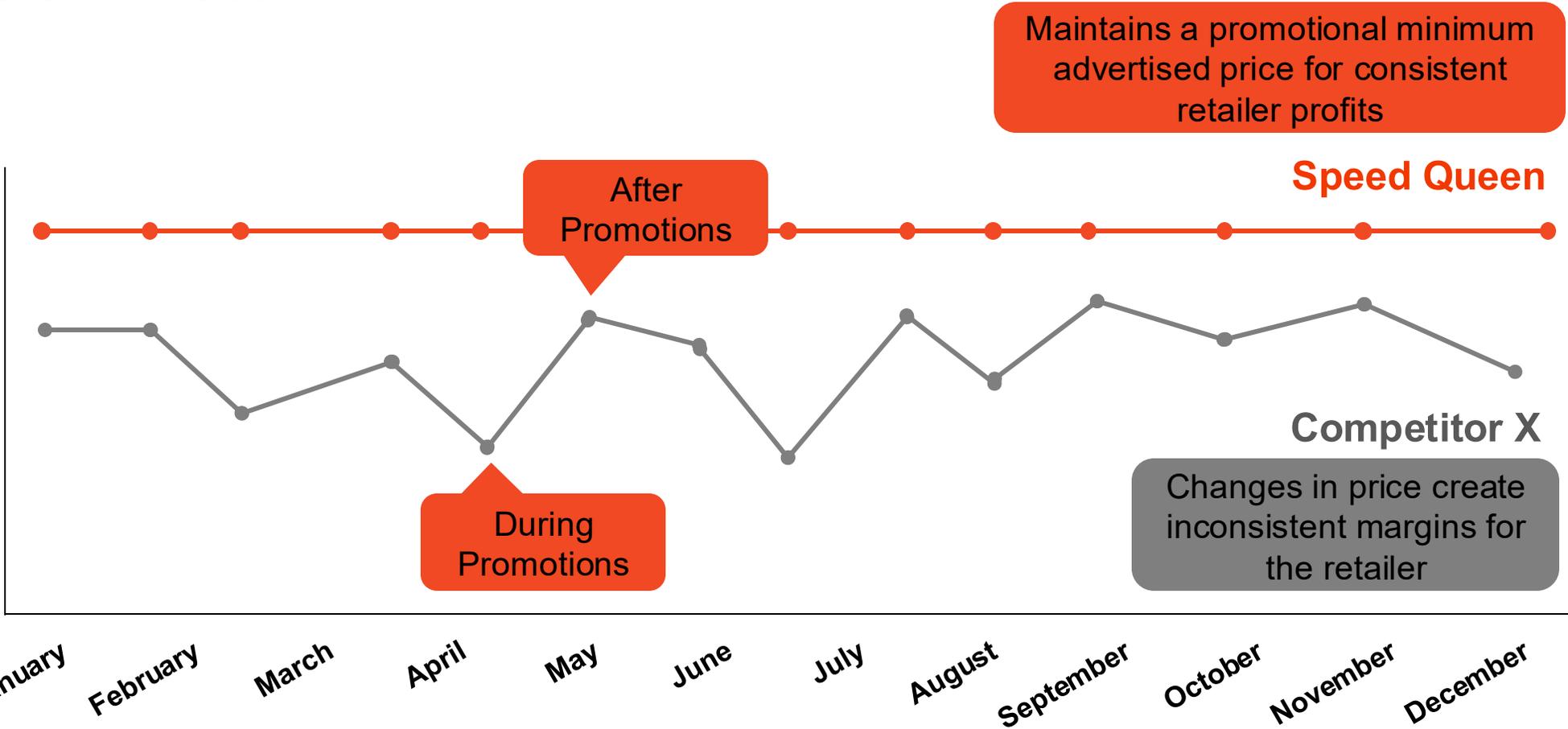


# Higher Price Points for Higher Profits

- On average, competitor machines are **\$1,498 per pair**
- Speed Queen starts at **\$2,258 per pair** and increases with each model series



# Consistent Profit Margins and Retail Prices



# Reasons for Consistent Retail Price and Better Margins



## Protected Brand

Minimum Advertised Price (MAP) with Strong Brand Enforcement

No Promotional MAP

No Rebates

# Profitability of Premium Mix of Products

Profitability increases with each step up

- Speed Queen offers a premium mix of products at different price points.
- Consumers likely to choose premium models for greater features and longer warranties.



TR3/DR3



TR5/DR5



TR7/DR7



## Don't forget

While most competitors sell mostly their entry-level price point machines, about 80% of Speed Queen sales are step-up or premium price point machines.

# More Features and Protections for Consumers

