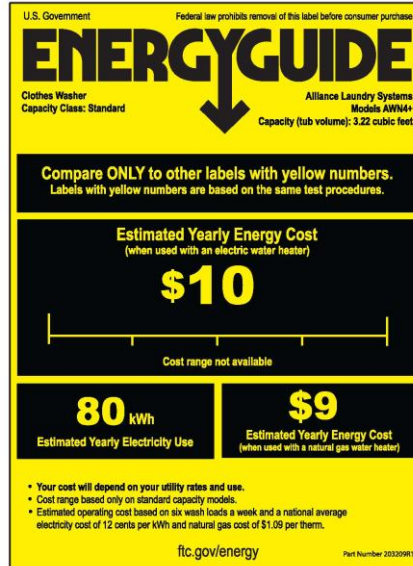


# The Inside Story From Speed Queen

## WHY NO ENERGY STAR ON SPEED QUEEN TOPLOADERS?



### Feature – Energy Efficiency & Energy Star

In the 2015 model line, Speed Queen created a new cycle called Eco-Normal to meet the new Department of Energy requirements. There is a more stringent classification called Energy Star. Speed Queen frontloads have achieved Energy Star but the toploads do not. Energy Star is an international standard for energy efficient consumer products originated in the United States. It was created in 1992 by the Environmental Protection Agency and the Department of Energy. To achieve this designation, the requirements are much more stringent in terms of amount of water used per capacity with a WF (water factor) and MEF (modified energy factor). The mathematical formulas are found at [energystar.gov](http://energystar.gov)

### Advantage- More Control Over The Wash Process

Speed Queen made the decision to design our machine to the needs and wants of our customers. To achieve Energy Star designation, we would have had to dramatically lower our water level, remove the full size agitator and replace it with an impeller, eliminate the deep tub rinse and automatically control temperatures per factory pre-set levels. Our concerns were that these changes could have disappointed customers with concerns relative to washability.

However we are focused on cleaning clothes and energy savings and our new Eco-Normal cycle does that. So for the customer that wants the option of higher water levels, full size agitators, deep tub rinses OR wants a cycle they can save the most money on energy, they get the best of both worlds with Speed Queen.

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### **WHY NO ENERGY STAR ON SPEED QUEEN TOPLOADERS?**

#### **Benefit- Freedom To Choose**

Most if not all Energy Star toploads control your water temperature so that it may never be as hot as it is coming out of your water heater for all cycles. Most if not all Energy Star toploads do not offer a deep rise but only use spray rinses for all cycles. For heavily soiled loads, you may just have to run them through 2-3 cycles (costing you time and money). Most if not all Energy Star toploads try to compensate for lack of a full size agitator by adding a lot more time to the cycle (costing you time) for all cycles. Many energy Star toploads will adjust the amount of water to factory preset levels based on size of the washload so you cannot set your own water level, for all cycles. And many Energy Star toploads have lid locks so if you find that stray sock after the washer has started, it cannot be added, for all cycles.

With Speed Queen, not designing a machine for Energy Star means that for all other cycles, the customer gets what they want in terms of flexibility.

#### **Example**

Your customer is very interested in Energy Star products because they want to buy an energy efficient machine. But for some of their loads, they do not want to be “green” but instead have the ability to select their own water levels, temperatures, etc. They can do all of that in a Speed Queen topload washer.

To prove your story, point out the D.O.E. Energy label that is required to be displayed on every model. These energy estimates are based only on the D.O.E. test cycle which in our case is the Eco-Normal cycle. On the AWN432, the sticker reads \$10 per year. That number is just \$13 per year on the electronic models where some hot water is used in the wash cycle if desired. In many cases, those numbers are lower than the printed number of Energy Star rated topload washers from competition.

And even if they are not, the difference is only a couple of dollars per year and well worth it to gain the flexibility to wash your clothes the way you want them washed!

To sum up the benefits – save money, save time, and clean clothes so you look good all connected together by the peace of mind you get from a machine designed to last 10,400 cycles.