



Clean 2011 and Dexter's New Warranty

By Kevin Hietpas,
Director of Sales & Marketing

We are very pleased with the positive response to the new warranty introduced at Clean 2011.

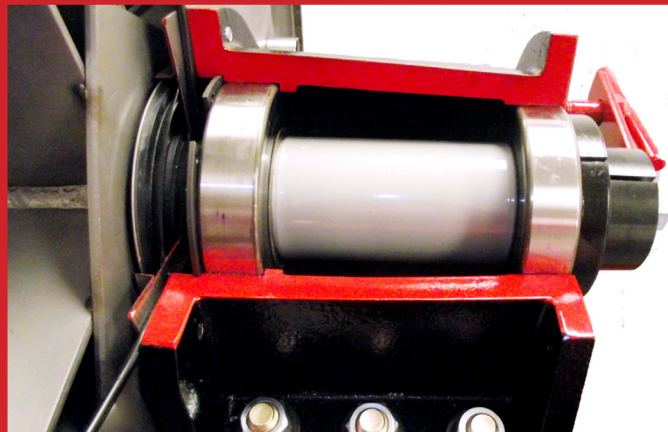
Beginning June 1, 2011, all Dexter products are covered by a 3-year limited parts warranty.

- Washers are further covered by an industry-first 10-year limited parts warranty on the **frame, tub, cylinder, shaft, seals, bearings & bearing housing.**
- Dryers are further covered by a 5-year limited parts warranty on the **trunion, bearings, and bearing housing.**

It was interesting to see that one of the competitors was also promoting an "industry-leading" warranty on bearings and seals. With this issue of E-Express I wanted to clarify the difference between what the Dexter warranty covers and what competitor's warranty covers. Customers should know that all 10-year warranties are not created equal.

Continued on next page

COVERED BY DEXTER



**FRAME,
TUB,
CYLINDER,
SHAFT,
SEALS,
BEARINGS,
& BEARING
HOUSING**



COVERED BY THE COMPETITION



**BEARINGS
& SEALS**

- The Dexter 10 year limited warranty covers everything on these photos on all washer models: **frame, tub, cylinder, shaft, seals, bearings & bearing housing.**

- The competitor's 10 year limited warranty lists coverage for only seals & bearings. It **DOES NOT** list coverage on **frame, tub, cylinder, shaft, or bearing housing.** It also has a limitation of 10 years or 25,000 cycles, whichever comes first. It covers only vended models, not OPL models, and it doesn't cover washers above 60lb capacity.

We introduced our warranty as a sign of confidence that we're not just making washers, we're building **Dexter's**. Our warranty covers the entire mechanical "guts" of our washers without major exclusions or key limitations. On all future sales quotes and proposals please make sure to clearly list all of the items that are covered for 10 years: **frame, tub, cylinder, shaft, seals, bearings & bearing housing.** Purchasers should be fully aware of the very dramatic difference between what each manufacturer is covering.

Good Selling,
Kevin Hietpas
 Director, Sales & Marketing,
 Dexter Laundry, Inc.

ALL 10 YEAR WARRANTIES ARE NOT CREATED EQUAL

Component	Dexter	SQ / Huebsch ⁺
Frame	10 Years	5 Years
Outer Tub	10 Years	3 Years
Cylinder	10 Years	5 Years
Shaft	10 Years	5 Years
Seals	10 Years	25,000 Cycles or 10 Years*
Bearings	10 Years	25,000 Cycles or 10 Years*
Bearing Housing	10 Years	3 Years

* 25,000 or 10 years whichever comes first. A cycle count is required to claim warranty.

Models Covered	Dexter	SQ / Huebsch ⁺
All Vended Washers	Yes	No**
All OPL Washers	Yes	No***

** Vended Models 80lb - 125lb warrantied for only 3 years / 5 years

*** All OPL Models warrantied for only 3 years / 5 years

+ Source: Alliance Laundry Systems Warranty - #F232146R10, June 2011

BEARINGS VS. BEARINGS JUDGE FOR YOURSELF

