

# Press Release Report

Report created on December 23rd, 2020

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## Order Information

This is the information we received from you. The rest of this report is based on these inputs.

Project Name

Business Name

**Tune**

Business Location

**5211 Village Parkway Suite 101 Rogers, AR 72758**

Contact Name

**Abi Tuiasosopo**

Phone Number

**(770)547-4164**

Email Address

| ANCHOR TEXT    | TARGET URL                                                                                                        |
|----------------|-------------------------------------------------------------------------------------------------------------------|
| tune filters   | <a href="https://tunefilters.com/">https://tunefilters.com/</a>                                                   |
| domino's       | <a href="https://tunefilters.com/">https://tunefilters.com/</a>                                                   |
| save on energy | <a href="https://tunefilters.com/pages/tune-for-commercial">https://tunefilters.com/pages/tune-for-commercial</a> |

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## Press Release Strategy

Press Releases are the industry standard for high quality white hat SEO. We can take your business or an event and turn it into a high quality article called a Press Release.

Then we will seed this article through multiple, high quality news distribution channels. Hundreds of news outlets will pick up your press release and publish it on their site resulting in a multitude of high quality, diverse links from very authoritative, real news sites.

1

### Press Release Creation

Complete

Our expert quality control team looked over the article you gave us to make sure it was a-okay to send out.

2

### Approval and Distribution

Complete

After you approve the press release, it is distributed to our network of journalists.

3

### Publishing

Complete

Your press release gets featured on hundreds of high quality, real news sites. You may continue to see even more links come in for months after your report has been delivered.

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## Press Release Created

Below you can find your press release and distribution report.

### Domino's Franchisee Installs Tune Filters to Save Energy and Money

*Domino's largest franchisee installs energy-saving Tune® Filters to reduce annual operating costs over \$100,000*

FOR IMMEDIATE RELEASE

**Gulfport, MS, December 11, 2020** – After validating significant savings in selected test locations, RPM Pizza becomes the first [Domino's®](#) franchise to install the patented energy-saving Tune® Filters in all 170+ pizza store locations, training center facilities, home office, and all future pizza stores. Based on the analysis of RPM Pizza's twelve-month installation of the selected locations, RPM anticipates a return on investment in 1.73 years with annual electricity savings of \$872 per pizza store location, totaling over \$100k annually.

"It was a no brainer to introduce Abi Tuiasosopo of [Tune Filters](#) with our company's Facilities & Store Development team", said Merrin Mueller, RPM's head of People First & Digital Media. "I had known about the product for a while because I had it installed on my personal home about a year before. This technology isn't naturally top of mind when managing a demanding full-time career inside the fast-paced QSR industry, plus a busy homelife where I'm forced to auto-draft my electric bill to ensure I don't miss a payment. I review my bills monthly, but it's always on the fly, so to notice a drop in bill spending is very rewarding. The Tune® Filter is a true hidden gem that sits inside my electrical panel working around the clock, no upkeep, then magically saves money."

RPM Pizza has a 39-year history with the Domino's brand, helping pioneer new efforts and cutting-edge technology that revolutionizes the employee and customer's experience.

"Handling this type of technology for RPM is not my daily responsibility but sharing money-saving technology secrets is always welcomed on the team", said Mueller. RPM's Facilities & Store Development team, led by Nate Lee and his supervisor Alan Lovelace, recognized the need to [save on energy](#) and felt confident in the proven but little-known Tune® Filter technology after it delivered an average of 12.5% savings over 12 months. The projected annual savings will allow RPM Pizza to invest in other technology operating costs and even plans to give back a portion to their employees through the Domino's Partners Foundation.

<https://biz.dominos.com/web/public/about-dominos/partners-foundation>

"Every year we evaluate initiatives to lower our energy consumption. We started with LED interior lights, then moved to upgrading exterior security lights to LED. Now, Tune® has given us the opportunity to reduce our consumption and bill even more. And the install was so simple. Easiest rollout ever." Nate Lee Facilities Manager

RPM's company-wide Tune® Filter installation began in August to continue reducing the wasteful and often harmful harmonic currents found in the company's electrical systems. Tune® customers typically see consumption savings of 8 to 12 percent and many report

reductions in equipment maintenance. The filters technology mitigates the wasteful harmonic noise introduced into an electrical system by computers, LED lighting, and many other modern electronics. A huge win for RPM's maintenance crew when reducing the harmful noise is prolonging the electronics life, resulting in lower equipment maintenance costs.

"We hope to have this (Tune® Filters) installed in all stores by the end of the year and all new stores are already getting the filters installed as a part of new construction," said Alan Lovelace, Vice President of Store Development, Technology, & Strategy at RPM Pizza. "I personally have seen a savings of \$420 a year on my home."

RPM Pizza and Tune® are excited to work together to create awareness of this energy savings and sustainability opportunity in the quick-serve restaurant industry. "We are thrilled to see the savings that RPM has achieved to date and look forward to helping more franchisees save," Abi Tuiasosopo of Tune® Filters. "Our goal is for our customers to see a return on investment in less than 24 months and enjoy meaningful savings into the future."

Learn more at <https://tunefilters.com/> or contact Abi Tuiasosopo at (770) 547-4164 and [abi@tunefilters.com](mailto:abi@tunefilters.com). Reduce the consumption of electricity and prolong the life of electronics. UL-listed, Tune® Filters have been validated as an *energy-saving product* by third-party testing using U.S. Department of Energy standards.

#### **About RPM Pizza**

RPM Pizza, LLC is the largest franchise owner of Domino's® Pizza in the United States, employing over 3,500 team members. RPM was founded in 1981 with its headquarters located in Gulfport, MS. RPM operates stores in Mississippi, Louisiana, Alabama, Indiana, and Michigan. RPM has pioneered many innovations including: The Heatwave hot bag system, Portable 3-sided cartop sign, cutter for fresh bread side products, the Domino's Pizza Free Standing Buildings, locations with Drive-Thru, and Express Stores. Learn more at: <https://www.rmpizza.com/>.

#### **Media Contact**

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Tune  
5211 Village Parkway Suite 101 Rogers, AR 72758  
(770)547-4164  
<https://tunefilters.com/>

# Press Release Distribution

Below are the posts we published as a results of our press release distribution process.

Total News Sites

97

<https://lifestyle.mykmlk.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://southeast.newschannelnebraska.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://central.newschannelnebraska.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://www.rfdtv.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://www.wrde.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://lifestyle.3wzfm.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://www.wtnzfox43.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://www.wicz.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://www.fox21delmarva.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://panhandle.newschannelnebraska.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://www.snnv.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

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<http://midplains.newschannelnebraska.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://www.wfmj.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://www.ktvn.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<https://www.hvtv10.tv/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://rivercountry.newschannelnebraska.com/story/43095960/dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

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<https://apple.news/ApoQ5dhQvQji4HMYlavVyjg>

<http://armstrongmywire.com/finance/category/press/article/syncloudsynacor-2020-12-23-dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

<http://atlanticbb.net/finance/category/press/article/syncloudsynacor-2020-12-23-dominos-franchisee-installs-tune-filters-to-save-energy-and-money>

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