

Bagless vacuum cleaner with A+ energy efficiency and powerful suction

## **New energy label: Miele offers high suction combined with lower wattage**

**Gütersloh/Berlin, August 30, 2017. – The new energy label not only caps power output at 900 W but also places greater demands on dust pickup and sound emissions. Under the new scheme of things, Miele offers its customers the perfect machine for all requirements: EcoLine units are rated A+ for energy efficiency despite achieving excellent dust pickup. PowerLine models, on the other hand, guarantee top-class suction performance at the expense of slightly higher energy consumption.**

Thanks to its high-performance appliances and customer-centric product range, Miele for the first time produced more than 2.5 m vacuum cleaners during the recently ended business year – and is once again the undisputed market leader in Europe. 'The new models are set to further consolidate this position', says Matthias Sander, Head of Floor Care with Miele's Domestic Appliances business unit. The heart and soul of the new vacuum cleaner generation is a high-efficiency fan with an up to 25% higher degree of efficiency. Developed and manufactured at Miele's Euskirchen plant, this central component ensures constancy of cleaning performance combined with considerably lower energy consumption.

This efficient and powerful performance is further supported by a whole series of features. These include the EcoTeQ Plus floorhead, which is deployed on almost all EcoLine models. This is designed to give extremely thorough dust pickup on low-wattage models. A new telescopic suction pipe with an enlarged cross-section and hence reduced flow resistance further improves the efficiency factor.

Miele dustbags have also undergone further development to keep pace with new energy-efficient vacuum cleaners. The new HyClean 4D Efficiency bags consist of random-spun fibre with a soft surface structure which now has several layers for even greater security in terms of keeping captured dust inside the bag. Thanks to the design of the side pleats, the dust compartment is used to the full, right down to the very last corners. The new patented

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Puzzle Filter in the interior of the dust bag is the key to increasing the storage capacity for very fine dust. All these measures ensure that the new dust bags last up to 20% longer. Furthermore, they are equipped with active charcoal granulate able to reduce unpleasant smells by up to 75% – endorsed independently by Olfasense of Kiel, a German institute specialising in olfactory measurements.

The bottom line is that EcoLine models are rated A+ for energy efficiency whilst the more powerful PowerLine models are C-rated. Miele is also well-positioned on the bagless front: At the IFA 2017 exhibition, the company will be presenting several EcoLine models from the Blizzard CX1 model range with an A+ energy-efficiency rating.

The new range will be available after the IFA show.

(435 words, 2,765 characters incl. spaces)

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**Company profile:** Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2016/17 turnover amounted to approx. EUR 3.93 bn with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 19,500, 10,900 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are two photographs with this text**

**Photo 1:** Miele cylinder vacuum cleaners are both powerful and economical. EcoLine models with A+ energy efficiency rating are particularly sparing in their use of electricity. (Photo: Miele)

**Photo 2:** The bagless Blizzard CX1 also sports low energy consumption. The EcoLine models from this series are rated A+ for energy efficiency. (Photo: Miele)

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