

Miele extends its care products for IFA trade show

New detergents for exemplary treatment of skin, laundry and environment

Gütersloh/Berlin, August 30, 2017. – Only Miele offers its customers matching detergents and care products to go with its washing machines, tumble dryers and dishwashers. Miele has long had a broad assortment of products for laundry care – and is set to further expand its range: with products for particularly sensitive skin and special-purpose care products for dark items or heavily worn cottons. There will also be an additional fragrance for tumble dryers. These new products will be phased in from 4Q17 onwards. The market launch is country-dependent.

'With the well-balanced formulation of our care products, Miele customers not only achieve particularly good wash results but also ensure the gentlest of treatment of laundry and the environment', is the assurance given by Dr. Dirk Schübel, responsible for accessories/consumables with Miele's Domestic Appliances division. This goes hand in hand with exclusive Miele convenience functions, including above all TwinDos, the only dispenser system catering for a two-phase detergent for maximum convenience combined with minimal consumption. Similarly, only Miele washing machines offer the option of caring for special fabrics using capsules dispensed via the fabric conditioner compartment of the detergent dispenser (CapDosing). And only Miele dispenses fresh fragrance to scent laundry in a tumble dryer from a dispenser flacon. 'Given the positive feedback and in response to requests from consumers', Schübel continues, 'Miele is set to considerably extend its collection for washing machines and tumble dryers at this year's IFA trade show'.

Four new 'sensitive-care' products

Above all, Miele is responding to the increased need for skin-friendly and environmentally-compatible products by listing no fewer than four new products with a focus on sensitivity. These are an UltraColor liquid detergent and the TwinDos detergents UltraPhase 1 and UltraPhase 2. The corresponding tumble dryer fragrance

Free for editorial use

Copies to
Miele & Cie. KG
Public Relations

Postal address
P.O. box
D-33325 Gütersloh

Tel.:
05241 89-1953

Telefax
05241 89-1950

www.miele.de
presse@miele.de

>>>

bears the name 'White Flower Sensitive'. All sensitive detergents are free from fragrance and colourants and meet the criteria of the demanding NordicSwan eco label; the flacon for the dryer does not contain any fragrances which may trigger allergies. In terms of fragrance, the contents of a flacon replaces 1.5 to 2 l of fabric conditioner.

The new UltraDark liquid detergent, on the other hands, combines thorough cleaning with particularly gentle care. As the name implies, this product protects black and very dark-coloured textiles from becoming grey. 'The special thing about UltraDark is its so-called anti-pilling effect', explains Dirk Schübel: Small quantities of a highly active enzyme called cellulase smooth roughened fibres and remove pilling, allowing garments to appear brighter. At the same time, the particularly mild formulation of this detergent for delicates reduces the removal of black dye to a minimum.

'Second half' for hard-wearing fabrics

Cellulase, this time in higher concentrations, is the ingredient of choice in the new CottonRepair care product. Here, too, the objective is to remove tiny pills which leave frequently washed pullovers looking shabby and rough. 'After a single treatment with CottonRepair, garments look as good as new and feel like they look', says Miele expert Schübel, responsible alongside detergents and care products for Miele's high-quality dustbags and a full range of accessories totalling around 250 articles for the German market alone. And he is convinced that this line of business has been given considerable fresh impetus through the new detergents and care products. Dirk Schübel: 'We are much more specific in the way we address consumer needs, using products with a cleaning performance which is virtually peerless in the marketplace.'

Detergents and care products are available from the Miele online shop (shop.miele.com) and from Miele specialist retailers.

(600 words, 3.995 characters incl. spaces)

Media contact:

Ines Mundhenke

Tel.: +49 5241/89-1959

Email: ines.mundhenke@miele.com

>>>

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 is one photograph with this text

Photo 1: Illustrated is a selection of currently available laundry detergents and care products from Miele. The new products to be presented at the IFA trade show (not illustrated) will be introduced from autumn. (Photo: Miele)

Text and photo download: www.miele-presse.de

Follow us on Twitter: www.twitter.com/Miele_Press 