

**Press Release  
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Thorough and quiet – and particularly beneficial to the environment

## **Miele vacuum cleaner bags big test win**

**Gütersloh, May 29, 2018 – In the current vacuum cleaner test by Stiftung Warentest (StiWa), Germany's leading consumer watchdog, the Complete C3 Red EcoLine from Miele made it to the top of the winners' rostrum. The test covered 20 vacuum cleaners with a maximum rated load of 800 W; eleven of these featured a dust bag. Among these, Miele was test winner with an overall mark of 1.9 (test 6/2018).**

Although power draw on the Miele model is only 550 W, product testers confirmed that suction performance '... was good to very good on carpets and hard flooring'. They also noted that the Miele is 'very quiet on carpeting'. Product handling was also awarded a 'Good', along with 'Suction performance' and other aspects of importance to users such as the replacement of dust bags and filters as well as carrying and storing the appliance.

Among models with bags, Miele commanded a unique leading position with respect to environmental properties with a dazzling mark of 1.1 – thanks above all to its low power consumption (A+ energy efficiency rating), its low sound emissions on carpets and its excellent dust retention capacity. This is partly attributable to the SilenceSystem Plus with its encapsulated motor and sound-optimised floorhead, but is also a result of the interplay between the HyClean dustbag with a useable volume of 3.4 l (largest capacity in test) and the Power Efficiency motor.

Miele regularly occupies top positions in vacuum cleaner tests. The most recent test constituted the first one since the second stage of introduction of the EU Eco Design Directive which puts a 900 W cap on vacuum cleaners. 'The outcome shows that Miele is seamlessly continuing its success story at StiWa thanks to even more efficient machines', says Jan-Bernd Rapp, Chief Product Manager at Miele's German sales subsidiary. The current test winner is on sale at an RRP of € 279 from German specialist retailers.

(312 words, 1,882 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 (Business Unit 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:** Convinced StiWa testers: Miele's Complete C3 Red EcoLine cylinder vacuum cleaner achieved a Good (1.9), making it test winner. (Photo: Miele)

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