

**Press Release
No. 079/2018**

SingleWash allows even individual garments to be washed efficiently

New from Miele: A-rated wash performance in only 39 minutes – using 60% less energy

Gütersloh/Berlin, August 29, 2018. – Wait and collect laundry or have pangs of conscience about washing only one or two small items? Both is now a thing of the past. Thanks to Miele's new SingleWash feature, even the smallest of loads right down to a single garment can now be washed economically, fast and hygienically. But also with a well-filled drum, Miele users wash energy-efficiently and conveniently: with 'A+++ minus 50%' in less than three hours.

SingleWash gauges water and electricity consumption and indeed the cycle time to the precise needs of tiny loads. This feature is based on Miele's patented PowerWash 2.0 technology with its precise, load-dependent circulation pump and Spin&Spray technology for added consumer benefits.

Even with a normal load PowerWash 2.0 ensures excellent energy efficiency and short programme cycles. Currently, Miele washing machines outperform the best A+++ energy efficiency rating by 50%, even achieving this in only 2 hours and 59 minutes.

Wash cycle parameters geared to smallest loads

'To facilitate SingleWash, PowerWash 2.0 has been extended through additional features which more precisely register the wetting and drenching of textiles', says Michael Endt, Laundry Care Product Manager with Miele Germany. This involves introducing no more water into the drum than is needed to saturate every single fibre of the garments. Depending on the absorbency of the cloth, this can be as little as 1 to 2 l of water per kg of laundry requiring heating in the actual wash process. As a result, around 60% less energy and just half as much water is used, combined with clear time savings. In the 'Minimum Iron 40°C' programme, the cycle lasts only 39 minutes without any compromises whatsoever in terms of cleaning performance.

What's more, the new wash process is ideal for dealing with problematic garments. These can be textiles with colours likely to run or items which are best washed separately on account of their material or for hygienic reasons.

>>>

Free for
editorial use

Please submit
copies to
Miele & Cie. KG
Public Relations

Postal address
P.O.B.
33325 Gütersloh
Germany

Phone
+49 5241 89-1953
Fax
+49 5241 89-1950

www.miele.de
presse@miele.de

Connectivity and touch display now standard features

SingleWash is available as an additional option in almost all programmes. Special programmes such as Outdoor or Reproofing are exceptions as these programmes are typically used for individual garments anyway. On selection of SingleWash, the reduced cycle time is immediately visible in the display, based on up to 1 kg of laundry. With larger loads, times and consumption increases accordingly.

All models incorporating PowerWash 2.0 now automatically feature SingleWash. 'For consistently environmentally friendly washing, Miele will also be presenting new, attractively priced model versions at IFA which also feature the TwinDos dispensing system', product manager Endt adds. Compared with manual dispensing, TwinDos achieves up to 30% detergents savings. All washing machines with PowerWash 2.0, SingleWash and TwinDos are also WiFi-enabled. And they also have a multi-colour TFT M Touch display which Miele customers will already be familiar with from their built-in appliances. The current series is due to go on sale from September onwards.

(478 words, 3,055 characters incl. spaces)

Media contact:

Reinhild Portmann

Phone: +49 5241 89-1952

Email: reinhild.portmann@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 (Professional Business Unit). 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. 2017/18 turnover amounted to approx. EUR 4.1 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 20,100, 11,200 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

>>>

There is one photograph with this text

Photo 1: SingleWash facilitates washing individual garments without the burden of a bad conscience as water and electricity consumption is geared precisely to the small load in the drum. In the case of 1 kg of laundry, this means less than 10 l of water. Users of Miele's TwinDos automatic liquid dispensing system can also rest assured that detergent usage is also in line with requirements. (Photo: Miele)

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

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