

Press release
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IFA premiere: Miele presents its first rechargeable handstick

- ▶ TriFlex HX1 sets standards in flexibility and user convenience
- ▶ 120-minute uptime thanks to powerful replaceable and rechargeable battery

Gütersloh/Berlin, September 4, 2019. – Almost one-third of vacuum cleaner purchasers in Europe now opt for a rechargeable model, with the trend continuing unabated. At IFA, the long-standing market leader in the canister vacuum field is now set to launch a convincing model range to cater for this fledgling market segment. Miele's TriFlex HX1 excels by virtue of its excellent suction performance and exceptional flexibility which is reflected in its name. Three models and five colours are available. The TriFlex was developed and is built at Miele's Bielefeld production plant. The market launch will start in November, depending on the country.

The 3-in-1 concept, patents pending, makes the TriFlex a veritable all-rounder. The heart and soul of the new product is the PowerUnit, consisting of a motor assembly, a rechargeable battery and a dust box, which can be reconfigured in just a few seconds. If the PowerUnit is fitted directly below the handle, the unit can conveniently access the space below items of furniture or, with the electrobrush removed, can be used to clean ceilings. If fitted close to the floor, the centre of gravity shifts, providing the perfect balance for vacuuming large areas without experiencing fatigue. In this configuration, the TriFlex can also stand upright - unsupported - which is practical during short breaks in work when, for example, the phone rings or food has to be removed from the hob. In solo mode, the PowerUnit is ideal for removing crumbs from the breakfast table or cleaning the car.

'This high degree of versatility in handling, combined with powerful cleaning and up to 120 minutes of battery charge makes the TriFlex unique in the marketplace', says Gernot Trettenbrein, Director of the Domestic Appliances business unit with the Miele Group. Power comes from a lithium ion battery from Germany's premium manufacturer Varta and comprises seven high-performance cells. This gives up to 60 minutes of cleaning. With the MultiFloor XXL electrobrush in Setting 2 – recommended for regular soiling – up to 125 m² of flooring can be cleaned in around 30 minutes. The TriFlex HX1 Pro flagship model comes standard with a spare rechargeable battery which increases uptime to up to 120 minutes.

The TriFlex also proves highly flexible when it comes to storage by making the best of available space. With the PowerUnit in either the lower or upper position, the appliance can

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be suspended from the wall bracket provided with the product. If there is insufficient space or to avoid the need to drill holes, the TriFlex can simply be stood upright and the recharging cable connected directly to the machine. If a suitable plug is not available at the place of storage, the battery can be recharged separate from the appliance or wall bracket.

Excellent cleaning and exemplary hygiene

When it comes to suction performance, the TriFlex leaves nothing to be desired, offering top-notch cleaning performance on carpets and hard floors. The TriFlex draws its suction power from its tried-and-tested Vortex Technology, familiar to Miele customers from the bagless Blizzard CX1 vacuum cleaners. Thorough cleaning on all types of floor coverings is guaranteed by the 28 cm wide MultiFloor XXL floorhead with its electrically driven brush. It detects the type of flooring and adjusts power output accordingly. On HX1 Cat & Dog and HX1 Pro models, the electrobrush also features an LED headlight (BrilliantLight), helping to find the last specks of dust in the darkest of corners.

The TriFlex's three-stage filtration system ensures hygienic dust disposal. Coarse dirt collects in the dust box, whilst finer particles are retained by the fine dust filter. During disposal, the Twist2open mechanism makes sure that the contents of the dust box slide out effortlessly. The integrated Hygiene Lifetime Filter for particularly clean discharged air needs neither be replaced nor maintained over the product's entire life cycle. The HEPA Lifetime Filter on the TriFlex Cat & Dog and on the Pro even filters out finest allergens from the air taken in.

The design language of the TriFlex is unmistakably Miele. Five colour versions are available: Lotus white, graphite grey and ruby red for the basic version, infinity grey PearlFinish for the HX1 Pro flagship model and obsidian black for the HX1 Cat & Dog, which also features an ElectroCompact hand-held brush which reliably rids upholstery and car seating from animal hairs and lint. All models come with a dusting brush, a crevice nozzle and an upholstery nozzle as standard. An ElectroCompact hand-held brush, a spare battery and a charging cradle can also be purchased as separate accessories.

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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, washing machines 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. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,200, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: The TriFlex is characterised by its exceptional flexibility. With the PowerUnit at the bottom, the machine has a low centre of gravity, making vacuuming large areas a simple affair. (Photo: Miele)



Photo 2: With the PowerUnit directly below the handle, the appliance accesses the space below furniture with ease. (Photo: Miele)



Photo 3: Using the PowerUnit in solo mode is ideal for removing crumbs from the breakfast table or for cleaning upholstery. (Photo: Miele)

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