

Press release
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Faster, more convenient and greener – the new washing machines and tumble dryers from Miele

- ▶ Extensive relaunch of both model series
- ▶ Adding laundry possible with AddLoad almost through to end of programme
- ▶ A-rated wash performance now in just 49 minutes

Gütersloh/Berlin, September 4, 2019. – At IFA, Miele will once again assert its leading role in laundry care – with new models that wash and dry even faster, more conveniently and in a way that places less strain on the environment. For example, forgotten items, no matter how large, can now be added to the wash almost through to the end of a programme. Washing and drying cycles will again be shortened considerably, without this compromising either cleaning performance or the gentle care of fabrics. Further convenience is promised by direct communication between the washing machine and the dryer. The dryers also feature a new and more environmentally friendly coolant. Miele is further upgrading the design of its washing machines and dryers with the introduction of new door colours. The market launch will commence from October 2019 onwards, depending on the country.

Adding items of laundry during the first few minutes into a programme was always both possible and simple at Miele; on dryers it is even possible right through to the end of the programme. But now, Miele is seriously extending this option – and has created a marketing term to explain the function: AddLoad. It will in future be possible to add forgotten items until shortly before the programme ends. As access is via the machine door, it is even possible to conveniently add bulkier items such as anoraks or blankets. The programme is resumed automatically by closing the door and pressing 'Start' once again. 'By giving prominence of place to this function on the display of all new models and talking the user through the process, we are making things significantly simpler for consumers', explains Alexander Adam, head of laundry care product management at Miele. 'And as adding laundry is possible almost through to the end of a cycle, it is possible to introduce items just for rinsing or spinning'.

A WiFi connection and an app make for increased convenience by allowing users to check on whether it is possible to add laundry, or even remotely halt the cycle. The user then has 10 minutes to go to the machine and add items. Even inadvertent activation of AddLoad via the app would not be a problem: If no laundry is added, the cycle is resumed automatically

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once this time has elapsed. 'In combination with this mobile option, AddLoad is unique in the marketplace', Adam claims. By the end of the year, it will be possible to query the AddLoad function using Alexa.

Miele has been offering the QuickPowerWash programme on its washing machines since 2013, perfectly washing loads in only 59 minutes (A-rated wash performance). From now on, this cycle will even be 10 minutes faster, as a 4 kg load only requires 49 minutes for an A-rated wash. This is possible by incorporating Miele's exclusive Spin&Spray wash process which wets and drenches laundry particularly fast by showering laundry and including interim spins, allowing detergent to be introduced earlier. If only individual items need washing, cycle times can be further reduced. The combination of QuickPowerWash and, for example, SingleWash results in laundry being washed clean not only particularly fast but also very energy-efficiently in only 39 minutes.

Further convenience in everyday life is offered by the new Wash2Dry function: In this case, washing machine and tumble dryer communicate with each other directly via WiFi. The dryer obtains information on the wash cycle previously run and automatically selects the appropriate drying programme as soon as the machine is switched on.

Dryers to feature climate-friendly coolant, cutting cycle times by 20 minutes

Miele is putting its foot down on the heat pump dryer accelerator, too. This all has to do with the natural refrigerant R290 which has significantly better thermodynamic properties than coolants previously used. This has the effect of heating process air faster and slashing the cycle time for a full load by 20 minutes. 8 kg of laundry are dried in only 2 hours and 35 minutes (Cottons programme) whilst still sporting top A+++ energy efficiency performance. Furthermore, R290 is completely FC-free (fluorocarbon-free). This results in an ozone-depletion potential which borders on zero and therefore means the coolant is environmentally benign. The largest proportion of the tumble dryers due to be introduced in autumn will feature the new coolant; in the longer term, all other models will be converted.

And Miele is to further upgrade the appearance of its laundry care appliances with new colour highlights. The two familiar design ranges will continue to exist but will include additional model versions with a coloured door. On the modern, elegant design line, inner door rings in obsidian black, for instance, will make for a striking contrast. A broader selection is also available to those who favour the more classic design line – with door rings available in chrome, lotus white and graphite grey PearlFinish.

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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: Using the AddLoad function, garments and items of laundry can be added to a programme on both washing machines and tumble dryers almost through to the end of the cycle – via the opened door! This comes in useful when adding items to the drum just for rinsing or spinning. The programme can be interrupted either from the display or using an app. The latter additionally tells users when it is possible to add laundry. (Photo: Miele)



Photo 2: The machines will in future feature colour highlights on the door: On the modern, elegant design line, inner door rings in obsidian black, for instance, make for a striking contrast. (Photo: Miele)



Photo 3: On the more classical, traditional design line, door rings are optionally available in chromium, lotus white or graphite grey PearlFinish. (Photo: Miele)

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