

Press release
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Series 120 – The second wave

- ▶ Miele boosts range of promotional models marking company anniversary
- ▶ 120-day money-back guarantee

Gütersloh/Berlin, September 4, 2019. – Miele's number of the year throughout 2019 is 120 as the company celebrates its 120-year history with attractive 'Series 120' promotional models. Dryers, washer-dryers, ovens, the FashionMaster ironing system, semi-commercial dishwashers and canister vacuum cleaners using dustbags will be available through dealers in the second half of the year. These join products such as coffee machine, washing machine, dishwashers, bagless vacuum cleaners and fridge-freezer combination which have been available since spring. Series 120 offers excellent value for money and comes with a 120-day 'money-back' guarantee. The campaign is scheduled to run through to the end of the year.

A heat-pump dryer, available in two model versions (TDD 420/430 WPS Series 120), will be launched to complement the Series 120 washing machine. This model features an 8 kg load capacity and an A+++ energy efficiency label. By determining the mineral content of water, PerfectDry reliably guarantees that desired drying results are achieved with precision. And where space is at a premium, the washer-dryer WTF 115 WCS with a 7 kg load capacity in the wash cycle and a drying load of 4 kg is the perfect fit. In the QuickPower programme, this combination unit washes and dries 4 kg in less than 3 hours without any interruption. In the process, PowerWash 2.0 technology ensures effective and fast drenching of the laundry load.

The FashionMaster ironing system is the ideal solution for laundry requiring ironing. The B 3826 campaign model operates with a steam pressure of 4 bar. The hand iron ensures the uniform distribution of steam and glides effortlessly over laundry on a soleplate with a honeycomb structure. The fan-assisted ironing table offers both suction and a blower function. The latter is a boon in treating garments made from delicate fabrics such as silk or cashmere. The 1-2 Lift System makes setting up and folding the appliance away for storage fast and simple.

Series 120 also in kitchen

Following hard on the heels of bagless vacuum cleaners in the first half of the year, Miele is now launching three Complete C 3 Series 120 models. These vacuum cleaners with dustbags are available in three versions and colours; the additional benefits to consumers

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compared with standard-series products are the Comfort handle and the additional parquet brush on the Parquet PowerLine model.

One oven and two wall ovens, one with pyrolytic cleaning, are likewise part of the anniversary campaign: The products are well-endowed, as is to be expected of Miele – above all including a PerfectClean finish on the oven interior, baking sheet and oven tray. With its non-stick properties and extremely simple cleaning, PerfectClean remains unique in the marketplace. A pair of FlexiClip telescopic runners are thrown in for good measure. The icing on the cake: Series 120 models come with a voucher for a free Gourmet oven dish from Miele.

It is a fact of life that cooking and dining is usually followed by doing the dishes. Persons frequently entertaining guests or simply those who want to complete the task fast should consider a ProfiLine dishwasher. These machines are designed to run five times a day and only require 17 minutes in the 'Short' programme. At 45 dB, they are also incredibly quiet. Features such as efficient AutoOpen drying or gentle Perfect GlassCare are familiar from domestic dishwashers. ProfiLine dishwashers can also be combined with a dispenser for liquid detergent. Customers can choose between a fasciad model (PG 8120 Series 120) and a fully integrated unit (PG 8123 SCVi XXL Series 120).

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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 is one photograph with this text



Photo 1: 120 years of Miele, 120-day money-back guarantee:
Pictured is a selection of promotional models to mark the company anniversary. (Photo: Miele)

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