

**Press release  
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## **Strong IFA performance by Miele's first rechargeable handstick**

- ▶ Triflex HX1 is the most versatile product on the market
- ▶ Laundry care: Faster, more ecological and with AddLoad
- ▶ Generation 7000 built-in appliances even smarter

**Gütersloh/Berlin, September 4, 2019.** – At today's IFA press conference, Miele unveiled its first rechargeable handstick vacuum cleaner. The flexibility of the Triflex with its 3-in-1 concept, patents pending, was graphically presented on stage by Executive Director and Co-Proprietor Dr. Markus Miele. Further highlights presented by Dr. Reinhard Zinkann, likewise Executive Director and Co-Proprietor, included washing machines and tumble dryers which go about their work faster and in a more environmentally friendly way, are intelligently networked and allow items of laundry to be added almost through to the end of a programme. A preview of the campaign due to flank the launch of Generation 7000 built-in appliances was provided by Dr. Axel Kniehl, Executive Director Marketing and Sales.

Rechargeable vacuum cleaners are characterised by simple and convenient work and are already on a par with traditional canister vacuum cleaners on account of their good suction performance. The first Miele unit in this segment gives pride of place to versatility. 'With the Triflex, we are convinced that we have the most versatile rechargeable handstick currently available on the market. A true Miele product, developed and manufactured at our Bielefeld plant', claimed Markus Miele at the press conference, and demonstrated how the unit can be converted in just a few simple steps to cater for all requirements around the home. Further special features: The battery can be recharged either at the wall bracket or externally. Cleaning times can be doubled using a spare rechargeable battery.

Reinhard Zinkann invited journalists to join him on a brief tour of the new laundry-care range, with its new technology and new colours. He underlined the increased speed the new models afford. '49 minutes for standard A-rated wash performance – that is a new milestone'. On the dryers, too, cycle times have been reduced by a total of 20 minutes, thanks to the use of a new, more environmentally friendly FC-free coolant. And Miele has improved the function allowing items to be added to a programme once started. This, technically, has always been possible, but it is now feasible to add individual items via the machine door until shortly before the programme ends. With respect to connectivity, Wash2Dry is a new function where

machines communicate with each other via WiFi, allowing the dryer to select the most suitable drying programme on the basis of the wash cycle.

Intelligent technology behind the scenes makes use of Generation 7000 simpler than ever before. The new CookAssist application for instance helps with cooking a perfect steak. The BaristaAssistant, allowing coffee connoisseurs to create their favourite espresso, will also be on show.

Miele will underline the uniqueness of its Generation 7000 with the new #LifeBeyondOrdinary brand campaign as previewed by Axel Kniehl. The protagonists in this campaign will be three chefs de cuisine and an artist. The imagery is emotion-laden and fantastical, pursuing the objective of consolidating Miele's claim to be the leading kitchen experience brand.

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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:** At Miele's IFA press conference, Executive Directors Dr. Markus Miele, Dr. Axel Kniehl and Dr. Reinhard Zinkann (left to right) presented the first rechargeable handstick from Miele. (Photo: Miele)

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