

Press release
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Miele vacuum cleaner bags test win with Stiftung Warentest

- ▶ Blizzard CX1 awarded for its 'good overall package'
- ▶ Top marks for handling and durability

Gütersloh, January 30, 2020. – A Miele vacuum cleaner is the current test winner in the bagless vacuum cleaner category with Stiftung Warentest (StiWa), Germany's leading consumer watchdog. The Blizzard CX1 Efficiency EcoLine was quality-rated 'Good' with a mark of 2.2 on a scale of 1 to 5. Overall, StiWa tested 13 cylinder vacuum cleaners with a rating of up to 800 W, including 8 models with and 5 without dustbags, in the February edition of their 'test' magazine.

The Miele Blizzard CX1 convinced testers above all by virtue of the 'good overall package' it represented. And, indeed, Miele's test winner achieved top places in all relevant categories. In the core 'Suction' discipline, StiWa rates results as 'Good' (2.3). 'Removes coarse soil and cleans crannies and upholstery very well ...', is what is written in the magazine. And, the Blizzard also netted top marks in the comparison of handling and durability. Environmental properties were rated 'Good' (1.8) by StiWa.

The Efficiency EcoLine Modell model from the Blizzard series is characterised by a 700 W EcoLine motor and a particularly streamline EcoTeQ Plus floorhead. In combination with innovative Vortex technology deployed by Miele on all its bagless vacuum cleaners, this achieves first-class cleaning performance. Thanks in particular to high air throughput and fast air flow speeds of above 100 km/h, Vortex Technology guarantees the effective separation of coarse and fine soil. In a third stage of filtration, the Blizzard CX1 also features a maintenance-free HEPA AirClean lifetime filter which retains even the smallest of particles and allergens. Accessories include a crevice nozzle and an upholstery attachment.

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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: Miele's bagless Blizzard CX1 Efficiency EcoLine vacuum cleaner awarded a mark of 2.2, making it Stiftung Warentest's winner ('test' edition 2/2020). (Photo: Miele)

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