

Press release
No. 017/2020

Little Giants – fast and doubly economical: 'Evolution' campaign models at attractive prices

- ▶ 7 kg load capacity
- ▶ One washing machine and two dryer versions – including heat-pump dryer

Gütersloh, March 11, 2020. – 7 kg of laundry washed and dried in one and a half hours – despite low consumption and occupying only a small footprint of half a square metre: That is the job of Miele's Little Giants. The current model series, on the market since early 2019, will be joined in Germany in early April 2020 by 'Evolution' campaign models. A washing machine and two dryer versions will then be available at attractive prices for 6 months.

In Germany, the washing machine will sell at a price of € 2690; the dryers will cost € 2220 (vented) and € 2565 (heat pump) respectively. Buying the washer and dryer together saves more than € 950 compared with the two standard-range models.

All models feature a white front and the enhanced honeycomb drum. Evolution washing machines were tested for 30,000 hours of operation. The Cottons 60°C cycle takes only 59 minutes.

The short cycles on the washing machine which cut consumption of water and electricity are achieved through the use of several components, including additional perforations in the drum rear panel to achieve the more thorough wetting and drenching of laundry. This effect is further intensified by a special wash rhythm in which a slow rotational speed allows copious amounts of water to shower down onto the load. Once the drum revs up, water and soil is powerfully rinsed out. This results in maximum cleanliness combined with the best possible care of fabrics.

Subsequent drying is curtailed through the particularly effective dewatering of textiles during spinning. The shortest programme on the vented dryer is finished after only 37 minutes whilst the heat-pump dryer requires 67 minutes (to dry cottons with an initial moisture level of 48%).

The Evolution campaign models can be stacked for space-saving installation on a small footprint. They feature common standard programmes and a stainless-steel fascia. Settings are easily selected using the rotary selector switch and clear symbols. Further information, for instance countdown times and programme names, are shown in plain language in the

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display. Both the washing machine and tumble dryer can also be connected to payment systems, for instance where machines are shared by several parties in multi-unit dwellings.

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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, Romania and Poland. 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 20,500, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: Clean and dry laundry in the shortest of times and on the smallest of footprints, now at an attractive price: The new 'Evolution' campaign models will be available from early April for a 6-month period. (Photo: Miele)



Photo 2: Clean and dry laundry in the shortest of times and on the smallest of footprints, now at an attractive price: The new 'Evolution' campaign models will be available from early April for a 6-month period. (Photo: Miele)

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