

Press release
No. 030/2020

Three Red Dot design awards for Miele

- ▶ Awards for rechargeable vacuum cleaner, induction hob and lab washer
- ▶ Excellent quality of design convinces international jury of experts

Gütersloh, May 28, 2020. – The rechargeable Triflex HX1 vacuum cleaner, the KM 7897 FL full-service induction hob and Miele Professional's lab washer from the PLW 6011-6111 series – three Miele products at one go received the coveted Red Dot award for Product Design 2020. Each year, this design prize is awarded to products which excel in terms of the quality of their design.

Evaluation criteria for the Red Dot stamp of approval are functionality, durability and sustainability along with, for example, their degree of innovation and the ergonomic benefits a product offers. According to this benchmark, the Triflex HX1, Miele's rechargeable handstick, made a compelling case. Thanks to its unique design, it can be reconfigured in just a matter of seconds, combining three vacuum cleaners into one. The heart and soul of the product is the PowerUnit, consisting of a motor assembly, a rechargeable battery and a dustbox. When this unit is fitted directly below the handle, the Triflex is easy to manoeuvre, making cleaning along ceilings or under low items of furniture simple and convenient. When fitted down at the floor, the centre of gravity shifts, making this setup ideal for vacuuming large surfaces with ease. In solo mode, on the other hand, the PowerUnit is ideal for removing crumbs from the breakfast table or cleaning the car. This flexibility is combined with powerful suction and fast cleaning. The replaceable rechargeable battery allows up to 60 minutes of work. The Triflex HX1 Pro flagship model comes standard with a spare rechargeable battery which increases uptime to as much as 120 minutes.

For customers demanding greater flexibility and intuition in cooking, full-surface induction represents the pinnacle of convenience. The innovative design of Miele's KM 7897 FL thoroughly convinced the Red Dot jury. On a ceramic screen with a width of 90 cm, up to 6 pots and pans can be positioned anywhere, and even moved around as required. Miele full-surface hobs adapt to the cook and not the other way round. Just as convenient is operation using SmartSelect controls: Which setting is required for various pots and pans is visible at a glance as the run of numbers travels around with pans as they are relocated. This smart pan recognition feature has been submitted for patents. SilentMove allows pots and pans to slide around noiselessly. This results from the printed graphics being on the underside of the ceramic screen instead of, as is usually the case, on top. A prerequisite for this to work is a

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particularly high-quality and transparent glass ceramic screen which is further enhanced by an elegant and minimalistic design.

A product from Miele Professional was also awarded a Red Dot: Slim on the outside, flexible on the inside just about sums up the free-standing lab washers from the SlimLine series, offering ample space in the chamber in a product which is only 65 cm wide. Optimum use of the chamber is facilitated by up to three sets of telescopic runners which can be used at four different positions. This creates additional loading flexibility and allows the cleaning of large-volume laboratory vessels with a capacity of up to 50 l.

The Red Dot Award is able to look back on a tradition stretching back more than 60 years, and ranks among the best known design prizes worldwide. This year, around 40 experts sitting on an international jury evaluated more than 6,500 submissions from 60 countries.

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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 three photographs with this text



Photo 1: Thanks to its innovative 3-in-1 design, Miele's Triflex HX1 combines three rechargeable vacuum cleaners rolled into one single product. (Photo: Miele)



Photo 2: The KM 7897 FL induction hob blends in perfectly with modern contemporary and minimalistic kitchen designs. (Photo: Miele)



Photo 3: Slim-line widths, maximum loading capacity: Miele's free-standing lab washers from the SlimLine model range feature telescopic racks, allowing the best possible use of chamber space. (Photo: Miele)

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