

Press release
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ModernLife for laundry care: Miele upgrades its entry-line appliances

- ▶ TwinDos, PowerWash and networking at considerable prices
- ▶ Wash2Dry enables contact between the washing machine and tumble dryer

Gütersloh, August 28, 2020. – When developing new washing machines and tumble dryers, Miele consistently strives to create products that have as little impact on the environment as possible, but still deliver top performance and the ultimate in user convenience. This approach has resulted in outstanding innovations like the highly efficient PowerWash technique and the TwinDos dispensing system. Now, the company is delivering these and other premium features at highly appealing prices – with a networking option included in the package for even more benefits. The ModernLife promotional range is set to be launched in some countries from September onwards and will be available for six months.

The ModernLife range includes two washing machine models. A novelty in the reasonably priced entry-line: the unique TwinDos liquid detergent system, which automatically dispenses the right amount of detergent at the right time and in the right quantity depending on the type of laundry – for maximum convenience and up to 30 percent detergent savings compared to manual dispensing (confirmed by the Öko-Institut). The second promotional model combines the quick and eco-friendly PowerWash technique with a spin speed of 1600 rpm – and this too with a noticeable price advantage. The QuickPowerWash programme option makes it possible to wash up to four kilograms of laundry in just 49 minutes with perfect results (wash performance level A). Both appliances can take eight kilograms of laundry and achieve energy efficiency class A+++.

For both promotional models, adding extra items of laundry once washing has begun is no problem. The AddLoad feature makes it possible to add any forgotten items through the main door right up until almost the end of the programme – and of course, this also means that items can be removed if, for example, something coloured has accidentally got into the white wash. As this takes place using the main door, it is even possible to add or remove larger items.

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Two smart promotional dryers for the ultimate in laundry care

There are also two dryer models available to complement the washing machines. Both of these boast a load capacity of eight kilograms – and proven features such as PerfectDry residual moisture sensing, EcoDry technology with a maintenance-free heat exchanger and, of course, Miele's patented honeycomb drum, the epitome in gentle laundry care. Another new addition to this price category is the elegant porthole door that is featured in both appliances, providing a direct view into the drum. Energy efficiency class A+++ is available depending on the model, as is a sound insulation package for reducing the sound to a quiet 64 dB.

Wash2Dry – enabling the tumble dryer to listen to the washing machine

Out of all these features designed for everyday convenience, the icing on the cake is the new Wash2Dry function, which is being used in the promotional tumble dryers for the first time. This enables the washing machine to tell the tumble dryer which programme it is currently using – and the tumble dryer then automatically selects an appropriate drying programme. Once washed, the laundry then only needs to be moved from one appliance to the other, and all that remains is to switch on the tumble dryer and select Wash2Dry. This ensures that items are always dried at a level that is appropriate for them – whether they're a pair of jeans or a shirt.

Other tumble dryers featuring Wash2Dry will be added to the standard range this year. Wash2Dry is, of course, compatible with the promotional ModernLife washing machines, but it also works with all other network-enabled models in the current Miele W1 series.

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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/regions. 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 is one photograph with this text



Photo 1: Two washing machines and two tumble dryers are available for the ModernLife promotional range – with a new Smart Home application for even more customer benefits and convenience. (Photo: Miele)

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