

Press release
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Better hygiene in the home: Miele machines reliably deal with viruses

- ▶ Hygiene approval for dishwashers, washing machines and steam ironing systems
- ▶ More than 99.9% of viruses efficiently removed*
- ▶ Scientifically endorsed by the University of Albstadt-Sigmaringen

Gütersloh, February 18, 2021. – Demands for hygiene around the home have reached high levels and, indeed, further increased during the current pandemic. Hygienically sparkling crockery and clean laundry engenders trust and confidence and creates a sense of security in everyday life. And now, the Albstadt-Sigmaringen University of Applied Sciences has conducted a scientific investigation into whether dishwashers, washing machines and tumble dryers from Miele meet these high demands – and the independent Institute for Integrative Hygiene and Virology (InFluenc_H) awarded Miele its gold seal of approval. Miele's FashionMaster steam ironing system was awarded its seal in silver, the highest award going to a product in this category.

This hygiene seal is exclusively granted to products whose high performance in protecting against viruses has been scientifically proven. It requires that 99.9% or more of viruses are reliably deactivated. This comprises enveloped and non-enveloped viruses, including the SARS-CoV-2 Coronavirus, influenza and Noro viruses. Sophisticated spray technology and high wash temperatures on Miele dishwashers ensure dependable and hygienic cleaning results. In the 'Hygiene' and 'Intensive' programmes with wash temperatures exceeding 70°C, more than 99.9% of all pathogens are deactivated. Enveloped viruses, such as SARS-CoV-2, are even rendered harmless in the water- and energy-saving ECO programme. The following link provides further details on how testing was conducted: [Link](#)

'This seal of approval confirms once again the excellent hygiene and the protection against viruses afforded by Miele dishwashers', explains Olaf Dietrich, Director Product Management Dishwashers within the Miele Group. The level of efficacy confirmed with this seal applies to all Miele dishwashers in combination with UltraTabs or Miele's integrated PowerDisk. The latter offers particularly high-level convenience together with the AutoDos function. Exclusive to Miele: A specially formulated powder granulate is automatically dispensed in the precise quantity needed, depending on the programme selected and the degree of soiling.

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The washing machines and tumble dryers awarded the seal of approval were models sporting the particularly effective PowerWash system and automatic TwinDos dispensing. With temperature holding times of up to 60 minutes in the 'Cottons Hygiene 60°C' programme combined with the AllergoWash extra, more than 99.9% of all viruses are reliably removed – as scientifically confirmed by the University of Albstadt-Sigmaringen (for test methodology, cf. [Link](#)).

TwinDos, a patented liquid dispensing system using two separate components, only available from Miele, represents an important contribution towards protection against viruses. In a first phase, a basic detergent (UltraPhase 1) removes soils such as grease and protein. A detergency enhancer containing bleach (UltraPhase 2) thereafter removes more stubborn stains and puts paid to bacteria. Both detergents are kept separate and, depending on the nature of the load, dispensed automatically at the appropriate time in the programme cycle in the correct concentration. The innovative PowerWash process with its additional circulation pump and a special Spin & Spray drum rhythm guarantees top-class wash performance, low energy and water consumption and short programme cycles.

Maximum hygiene and verified protection against bacteria is also offered at Miele by the FashionMaster steam ironing system. In the latter case, the Albstadt-Sigmaringen University investigated a reduction in the virus count on textiles in combination with the use of steam. The results: By applying steam topically for five seconds with the Miele steam iron (Setting 3) or the steamer (depending on the model), 99.99% of viruses such as Corona, influenza and Noro viruses (with the exception of Hepatitis B virus) are removed. For its performance, the FashionMaster was awarded the hygiene seal in silver (for further details on test methodology, c.f. [Link](#)).

With steam pressure of up to 4 bar and constant steam delivery of 100 g/min, the FashionMaster ensures crease-free ironing results combined with the ultimate in convenience. An inflation function further simplifies the job of ironing and ensures that items are ironed particularly gently, whilst the suction function ensures the more intensive use of steam. The handy steamer on some models guarantees the fast and gentle removal of creases from hanging garments.

The above-mentioned models are available from specialist retailers and Miele's online shop via www.miele.de.

* With the exception of Hepatitis B virus on Miele's FashionMaster steam ironing system.

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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. Their product portfolio also includes 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). Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). 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 20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text

Photo 1: In combination with Miele UltraTabs or PowerDisk technology in the 'Hygiene' and 'Intensive' programmes, dishwashers from Miele are effective against viruses and bacteria.

(Photo: Miele)



Photo 2: Remove more than 99.9% of viruses: Washing machines and tumble dryers from Miele with PowerWash and TwinDos in the 'Cottons Hygiene 60°C' programme with the AllergoWash extra.

(Photo: Miele)



Photo 3: Not only crease-free but also hygienically clean: The topical application of steam with a Miele iron or steamer kills 99.99% of Corona, influenza and Noro viruses (with the exception of Hepatitis B virus). (Photo: Miele)

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