

Press release
No. 023/2021

New energy label: Miele domestic appliances still classified as very energy-efficient

- ▶ A lot of washing machines achieve top 'A' rating for energy efficiency
- ▶ Dishwashers and refrigeration appliances also with good ratings

Gütersloh, March 31, 2021. – The new EU energy label has been in force since March. The most noticeable change is that the top label rating for energy efficiency, previously 'A+++', has been replaced by a simple 'A'. At the same time, the benchmark has once again been raised in comparison with the previous top rating. Under the new regime, Miele still excels with top marks for energy efficiency – for example on washing machines, where a lot of the frontloaders were awarded the top 'A' rating.

With the new classification range from A to G, the EU aims to simplify representation whilst at the same time creating sufficient space above the current range for future improvements – including lower energy consumption and better protection of the environment. 'As a sustainable company, Miele has always paid the utmost attention to machine consumption, and therefore expressly supports the objectives of the new EU energy labelling scheme', says Christoph Wendker, responsible at Miele for sustainability and regulatory affairs. It is an intentional side-effect that even models with a previous 'A+++' rating are now classified as 'C' or 'D'. But, the new rating does not in any way mean that 'downgraded' appliances are any less climate-friendly. 'It is simply the scale that has changed and not energy efficiency as such', says Wendker.

Miele has always been excellent in this discipline. Take laundry care as an example: In 2020, 99% of all Miele washing machines sold were A+++-rated or were even up to 50% more efficient – despite their short programme cycles. This is the result of Miele's patented PowerWash technology: Multiple brief interim spin cycles and spraying laundry evenly with water results in very little water being required to wash laundry, coupled with less energy needed for heating. At the same time, the machines adjust water intake to the precise size of the laundry load. This saves both time and electricity. Furthermore, even individual garments can be washed with a very low amount of water and energy with the SingleWash extra. Only recently, Germany's consumer watchdog Stiftung Warentest credited Miele with outstanding energy efficiency: According to the 4/2021 issue of their 'test' magazine, Stiftung Warentest put washing machines covered recently through their paces once again, testing them according to the requirements for the new energy label. The result: Miele's erstwhile test

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winner, the WWD 320 WPS, fell within the range for the current top 'A' rating – as the only unit in the test!

Refrigerators, freezers and dishwashers also energy-efficient

Miele is also working hard to improve the energy efficiency of its refrigeration products. Under the new system, most models have a 'C' to 'F' energy efficiency rating. With the launch of the new K 7000 generation of built-in appliances due out in June of this year and already available to order, Miele will also be represented in the 'B' category.

Miele dishwashers are currently C-rated and are therefore favorably positioned among competing brands. In Summer, though, there will be the launch of the first promotional models which achieve a 'B' energy rating under the new system, thanks to further technical improvements. These models will also feature Miele's AutoDos automatic dispensing system with integrated PowerDisk. With this technology on board, the system dispenses a special powder granulate in the appropriate quantity for the programme selected – for best cleaning results with low consumption.

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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 is one photograph with this text



Photo 1: Even with the new energy label, a lot of the Miele front-loading models achieve the best efficiency class "A". (Photo: Miele)

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