

Press release
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For exceptional design: New air purifier from Miele receives coveted Red Dot award

Gütersloh, April 29, 2021. – Only two months after its market launch, Miele's mobile AirControl air purifier is now the recipient of one of the world's most reputable design prizes, the Red Dot Award. What counts with the international jury made up of 50 experts from various disciplines is aesthetic excellence and functionality in equal measure. Consequently, durability, ergonomics and innovation are also assessed. The initiator is Professor Peter Zec, Executive Director on the board of the Design Centre North Rhine-Westphalia in Essen.

Miele AirControl is designed to purify air in semi-public spaces such as classrooms, public building, practices, shops and offices as well as restaurants and cafés. With an air throughput capacity of up to 3,000 m³ of air per hour, the entire air in a room can be displaced and filtered six times per hour. Thanks to a five-stage filtration system including a high-performance HEPA (H14) filter, these units are able to remove more than 99.995% of all air-borne particles, viruses, bacteria and fungal spores. Even pollen is removed - a boon to allergy sufferers. The protection granted by Miele AirControl in combatting the SARS-CoV-2 virus has been scientifically endorsed by the reputable HYBETA medical institute in the German city of Münster.

Alongside efficiency, the development of Miele AirControl, available for room sizes of 45, 80 or 200 m², focused on convenient use and handling. Hence, all filters are easily accessible and quickly replaced. A lockable flap prevents unauthorised access to the controls. The CO₂ content in room air is visible at all times in the large display, reminding users of the need to ventilate. This sensor can, if desired, also be used to operate the automatic mode. All models are mobile, thanks to robust and tilt-proof castors. A blanket network of Miele in-house service technicians and authorised service agents ensures the fast and skilled maintenance of Miele Air Control.

Details on all winning products will be showcased from June 22 onwards at the 'Design on Stage' exhibition run by the Red Dot Design Museum in Essen and appear in the Red Dot Design Yearbook 2021/2022, due out in August.

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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: Quickly replaced: The filters are located at the top of the Miele AirControl and can be replaced without any fuss. Functionality was a key evaluation criterion for the jury of the Red Dot Design Award. (Photo: Miele)

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