

Press release
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Detergents and care products from Miele now even environmentally friendlier – in terms of ingredients and packaging

- ▶ New 'Eco' line of dishwasher detergents carries NordicSwan environmental label
- ▶ 'Sensitive' product line with top-class skin-kind and environmentally compatible products

Gütersloh, September 3, 2021. – As the only supplier in its branch, Miele offers customers matching care products to go with its washing machines, tumble dryers and dishwashers. The most recent addition to the range is the 'Eco' product line of dishwasher detergents due for launch in October. At the same time, both detergents for washing machines and dishwashers will feature a sustainable packaging design and now almost exclusively use recycled materials.

Whether powder or liquid detergent for washing machines, fragrance flacons for dryers or tabs and powder for dishwashers: Only Miele customers have the option of using detergents and care products which are perfectly formulated for their machines. All products have been developed together with well-known manufacturers and are produced exclusively for Miele – for first-class results combined with the gentlest possible treatment of laundry and crockery.

Since Miele launched its first washing detergents in 2008, the range of products has grown steadily. And these products, too, are undergoing continuous further development and improvement. Miele's unique TwinDos two-phase dispensing system with its UltraPhase 1 and 2 liquid detergents represents a milestone in the field of laundry care. UltraPhase 1 first combats grease and protein soiling whilst UltraPhase 2 comes into its own on whites – and in dealing with persistent stains such as those from grass, coffee, fruit and red wine. This way, exceptional results are not only achieved on coloureds and whites: this approach saves up to 30% of detergent compared with manual dispensing.

New 'Eco' product line for more environmentally friendly dishwashing

The AutoDos line with integrated PowerDisk for Miele dishwashers is another product which is unique to Miele. The machine dispenses a purpose-designed granulate automatically and precisely, depending on the programme and the degree of soiling. In October, Miele is set to

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launch a second product line under the 'Eco' designation with ingredients which are even more environmentally friendly for use on dishwashers: The PowerDisk All in 1 Eco contains detergent, rinse aid, salt and a glassware protection formula. Those who prefer to dispense detergent conventionally can opt for the equally versatile UltraTabs All in 1 Eco. Both products meet the stringent requirements of the NordicSwan environmental label. These products are free from microplastics, fragrances, preservatives and colorants and do not contain benzotriazole, an ingredient often used to prevent silver from tarnishing.

Alongside the ingredients, Miele has also redesigned the packaging across the entire range of products. In order to avoid plastic waste to the greatest possible degree, Miele has switched to using 100% recycled plastics for the PowerDisk container. The same applies for the large proportion of the detergent packaging. 'Our care products are shipped around the whole world from Germany. Demands on product packaging, for instance relating to stability, temperature resistance and protection against light are correspondingly high', says Dr. Dirk Schübel, responsible within the Miele Group for accessories and consumables. 'We are all the more pleased that we have been able to develop more environmentally friendly and safe alternatives which consist for the most part of recyclates or recycled paper'.

Miele detergents have risen to growing calls for skin- and environmentally friendly products since 2017. All 'Sensitive' products are free from microplastics, fragrances and colorants. Excellent results in removing stains are achieved through the use of special-purpose high-performance enzymes which are activated at low wash temperatures. At the same time, considerable reductions have been achieved in the use of tensides.

The introduction of the 'Eco' and 'Sensitive' product lines is, according to Dirk Schübel, only the beginning: 'Miele will continue to do its utmost to design even greater sustainability into its detergents and care products, both in terms of the ingredients used and the packaging'.

These products are available from Miele specialist dealers and from the Miele Online Shop (www.miele-shop.com).

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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, air purifiers, 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: New "Eco" product line for more environmentally friendly dishwashing: PowerDisk All in 1 Eco as part of the automatic dosing system in Miele dishwashers and UltraTabs All in 1 Eco are free of microplastics, fragrances, preservatives and colorants and do not contain the silver preservative benzotriazole. (Photo: Miele)



Photo 2: Since 2017, Miele has been meeting the growing demand for the best possible skin and environmental compatibility with its "Sensitive" range of products. All products are free from microplastics, fragrances and dyes. Pictured: TwinDos detergents UltraPhase 1 and 2 Sensitive. (Photo: Miele)



Photo 3: TwinDos doses the two liquid detergent components UltraPhase 1 and 2 precisely and at the optimum time into the washing process, thus achieving maximum washing efficiency. This is not only convenient, but also saves up to 30 percent detergent. (Photo: Miele)

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