

Press release
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FashionMaster 4.0: New-look steam ironing system from Miele

- ▶ Crease-free ironing results with up to 4 bar steam pressure
- ▶ 99.99% of viruses efficiently removed*

Gütersloh, October 7, 2021. – Full steam ahead in combatting creases: Even though most meetings are still held online, shirts and blouses should still be crease-free when worn on camera. And there is no simpler or more effective steam ironing system than the FashionMaster from Miele. Now, the Gütersloh-based domestic appliance manufacturer has further refined its highly successful product. The market launch of the FashionMaster 4.0 will commence immediately in Germany and Europe.

When Miele introduced its first steam ironing system 9 years ago, the family-run company set new standards, not least with respect to performance, versatility, and user convenience. Now, product engineers at Miele's Lehrte plant have further improved the FashionMaster. New features include a larger rest for the iron and a scratch-proof coating in white. And there was little need for more as the FashionMaster was already perhaps the most mature ironing system on the market.

With steam pressure as high as 4 bar and constant steam delivery of 100 g/minute, steam permeates even the thickest of fabrics, causing even the most stubborn of creases to vanish fast. One key contributing factor is the fan-assisted ironing table: The blower function ensures particularly smooth ironing, whilst the suction function ensures the more intensive use of steam. In addition to this, it also locks garments into position, preventing them from slipping. Automatic switch-on and switch-off ensures optimised uptimes: The fan starts as soon as steam is requested, stopping automatically during ironing breaks.

Thanks to an iron with Miele's patented honeycomb pattern, steam distributes perfectly over the entire soleplate. This film of steam ensures that the iron glides effortlessly over fabrics. The handy steamer on selected models guarantees the fast and gentle removal of creases from hanging garments. Whether working with the iron or the steamer – the FashionMaster offers the ultimate in hygiene and certified protection. By applying steam topically for five seconds with the Miele steam iron (Setting 3) or the steamer, 99.99% of viruses such as Corona, influenza, and Noro viruses (with the exception of Hepatitis B) are removed. This statement has been scientifically endorsed by Germany's Albstadt-Sigmaringen University. Miele's ironing system was also awarded the Hygiene Seal in silver by the independent Institute for

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Integrative Hygiene and Virology – InFluenc_H, the highest award in this category (more on testing methodology (in German): [Here](#)).

A further convenience feature, unique to Miele, is the 1-2-Lift System, also protected by patents. Gentle on the back and effortless in use, the appliance is set up in two easy movements. An integrated gas stay allows the ironing table to be adjusted with ease and precision to the user's preferred working height.

Cleaning of the FashionMaster, too, is simple: The display provides a timely and reliable reminder when the water tank needs refilling or descaling is necessary. The unit automatically recommends descaling intervals, depending on the water hardness and the amount of water evaporated. The descaling feature is a Miele USP – as is the automatic rinse function: The unit bases its calculation of rinsing intervals on the volume of water used, ridding the steam generator of mineral residue left behind by water as it evaporates.

The FashionMaster 4.0 is available in three model versions: The entry-level B 4312 boasts 3.5 bar steam pressure and a tough, anthracite-coloured ironing table cover. With its tayberry red table ironing cloth, the B 4826, Miele's premium model with 4 bar of steam pressure, has a fresh appearance, whilst the flagship B 4847 additionally offers top-class ironing, for example, of garments on a coat hanger using the handy steamer.

*With the exception of Hepatitis B.

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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 two photographs with this text



Photo 1: The FashionMaster 4.0 is available in three model versions. Depending on the model, there is also a handy steamer that ensures the best ironing results for hanging textiles. Caption (Photo: Miele)



Photo 2: The display informs about the device status, reminds to refill water, and guides step by step through the descaling process. Caption. (Photo: Miele)

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