

Press release
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Miele further upgrades its dryer range with new entry-level model

- ▶ Only tumble dryers with power-saving heat pump in range
- ▶ New entry-line model at attractive price of €899 at IFA

Gütersloh/Berlin, August 31, 2022. – An important step towards greater sustainability in the home was marked by the introduction of heat-pump dryers: Whereas conventional condenser and vented dryers to this day reach at best a B rating for energy efficiency, the top Miele models equipped with a heat pump exceed the best current A+++ energy efficiency rating by a further 10 percent. For the sake of the environment, Miele has removed dryers without heat-pump technology from its range entirely – and combined this step with the launch of a particularly attractive entry-line model: The Miele TCA 230 WP achieves an excellent A++ rating and is available from € 899 (RRP in Germany). The market launch is at IFA.

From an environmental perspective, this IFA newcomer from the Miele family-run company is exemplary in several respects: With its excellent A++ energy efficiency rating, the Miele TCA 230 WP uses between 40 and 50 percent less electricity than the most economical dryer without a heat pump, depending on the load and the spin cycle on the washing machine. In addition to this, the particularly climate-friendly coolant R290 with its considerably better thermodynamic properties compared with other common refrigerants is deployed on this model. Furthermore, R290 is completely FC-free (fluorocarbon-free). This has the effect that the global warming potential of the refrigerant has much less impact on the environment when it is disposed of.

The patented PerfectDry sensor drying system ensures spot-on drying results and protects for example against overdrying, ensuring that garments keep their shape for longer. Miele's proven EcoDry technology operates with a maintenance-free heat exchanger – and, naturally, Miele's patented honeycomb drum, the epitome of gentle laundry care, is also a feature. Similarly, adding forgotten items of laundry is no problem either: With AddLoad, items can be added right through to almost the end of the programme – or can be removed from the machine. And, to top it all, a fragrance can be dispensed during drying using a Miele FragranceDos flacon to scent laundry. The new entry model has a load capacity of 7 kg and sports the convenient EasyControl user interface with direct selection of individual programmes using sensor-touch switches and a delay-start feature.

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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. 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 2021 business year amounted to around €4.84 bn. 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 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: For the sake of the environment, Miele has removed tumble dryers without heat-pump technology from its range entirely – combined with the launch of a particularly attractive new entry-line model: TCA 230 WP. (Photo: Miele)



Photo 2: From the end of August, Miele will be offering a new entry-line tumble dryer at an attractive price of €899 which will sport a host of convenience features. (Photo: Miele)

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