

Press release  
No. 022/2023

## **New Benchmark laundry machines: Convenience and more programmes from 9 kg load capacity**

- ▶ Link to Miele MOVE online portal
- ▶ Full-touch colour display adjusts to individual needs

**Gütersloh/Hamburg, March 10, 2023 – The Benchmark generation of laundry machines from Miele is to be given a new entry-line class: From the summer of 2023, there will be washing machines from this model series with a load capacity of 9 to 11 kg, accompanied by dryers with matching load sizes. These models offer the user the convenience and programme diversity of the larger machines which have been available since 2021 – and they can also be monitored remotely via the Miele MOVE digital portal.**

Like all Benchmark machines, Miele offers the newcomers in two model ranges: Performance Plus with its stainless-steel front and more than 90 wash programmes in channel-specific packages (for instance programmes for the WetCare aqueous system for washing garments labelled non-washable) stands for flagship products. Machines from the Performance line are easily recognised by their iron grey front and feature 38 programmes tailored to the specific needs of various groups of clients, whereby most of the features were previously the preserve of flagship models. These include cycles for bedding and curtains, a programme package for hotels, restaurants and catering as well as outdoor and sports programmes. These ensure top-class cleaning results combined with the effective use of resources.

The full-touch colour display allows full control to modify programmes to suit individual needs. The user interface can be set to show all details and options or be reduced to basics, depending on the needs of the installation and the application. The controls cater for more than 30 languages. Regularly used washing and drying programmes can, for example, be highlighted with a coloured frame to virtually prevent any human errors during operation. The smooth, easy-to-clean display even responds to gloved hands.

### **Link to PC, smartphone or tablet**

These laundry machines are also connectivity-ready via the Miele MOVE portal which can be installed on a PC, smartphone or tablet. This Internet link allows the user to check fast whether a washing machine or dryer is switched on or when programmes are due to finish.

Besides this, the portal enables the monitoring of key process and operational data and makes it possible to link up to the Miele online shop where it is easy to order detergents and supplies.

The models from both series simplify everyday work. The washing machine door is closed at the touch of a finger. It then locks automatically at the start of a programme and opens again once the cycle is complete. Imbalance monitoring ensures uniform and consistent residual moisture levels, reduces the strain on the suspension system and drum bearings and thereby makes a valuable contribution towards extending the service life of washing machines. Integrated automatic load control adjusts water intake. This is reflected in alterations to running times and consumption when washing less than full loads.

### **Shorter cycle times and reduced consumption**

Compared with previous machines in the same size range which Miele previously sold as Octopus models, the new washing machines save around 1 l of water per kg of load, flagship models even more. At the same time, the cycle times in many programmes were curtailed by some five minutes. This means, for example that up to 11,250 more towels can be washed per working year in the PWM 509 than in its predecessor, the PW 5082. Over the same period, water consumption is reduced by approximately 20,000 l.

To cope with increasing quantities of laundry, the load capacity of the matching dryer has been increased from 9 to 10 kg. These models are available with a choice of electric or gas heating. Catering for applications and places of use, time and sensor controls are available. In addition to this, Miele offers new, less wide models from the SlimLine series for small rooms. These save space and can be combined with the washing machines.

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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. 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 2022 business year amounted to around € 5.43 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 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

## There is one photograph with this text



**Photo 1:** Easy to use and connectivity-enabled: The new washing machines with load capacities starting at 9 kg are just as well equipped as the bigger models from The New Benchmark Machines – here in a space-saving combination with a dryer from the SlimLine series. (Photo: Miele)

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