

Press release  
No. 076/2023

## Professional machines bag no fewer than five coveted design prizes

- ▶ iF Design Award and reddot winner
- ▶ Focus on MasterLine dishwashers and machines for commercial laundry care

**Gütersloh, August 9, 2023. – 'New. Better' – The jury of the iF Design Award 2023 condensed the reasons why the new MasterLine dishwashers from Miele Professional won their coveted design prize into these two words. And the dishwashers are not alone: the PDW 909 washer-dryer stack and the PDR 510/910 dryer series also received the iF Design Award 2023 and the reddot winner 2023 for their excellence in design and function.**

The jury commended the washer-dryer stack for its 'well-conceived design right down to the very last detail and its great user-friendliness', resulting for example from the fact that the touch controls for both units are positioned between the two stacked products. The inclined displays are beneficial from an ergonomic perspective, an aspect further accentuated by the use of high-quality materials, is a further conclusion arrived at by the jury. The PDW 909 washer-dryer stack constitutes part of the The New Benchmark Machines, in this case both with a load capacity of 9 kg, available in iron grey and stainless steel.

Further information on the PDW 909 is provided by the following [link](#).

The iF Design Award and the reddot winner also went to the PDR 510/910 dryer series. The iF experts labelled the commercial dryers 'tools for everyone... in times of digitalisation' and praised the many selectable languages and the adjustable machine controls. Here, the maximum number of programmes available in the display can be restricted as a meaningful feature for coin-op launderettes. Professional launderers, on the other hand, have access to the full gamut of programmes. And while we are on the subject of digitalisation: The Miele MOVE portal allows users to check at a glance from a PC, smartphone or tablet PC whether a dryer is switched on or a programme has finished. The portal provides further operational data, and establishes a link to Miele's online shop, simplifying the reordering of consumables. The models from The New Benchmark Machines offer a variety of load capacities, heating types and front designs.

Please find more information about the electrically heated PDR 910 dryer [here](#).

Rethinking a machine from scratch spawns innovation: This was the opening statement in the jury's laudation on the previously mentioned MasterLine dishwashers (PFD 400-408), referring to the unity in the design of the door and the touch display. The Professional dishwashers are unbeatable in terms of their diversity, expressed for example in the variable basket design which caters for the needs of different user groups. In addition to all this, the MasterLine products also meet the highest of demands on hygiene, essential for instance in care and nursing homes and in hospitals. MasterLine dishwashers are on offer from Miele Professional with two different control sets, depending on the model version. Miele MOVE is available for all machines, for instance to document hygiene programmes.

Product information on MasterLine dishwashers is provided [here](#).

Alongside the commercial machines, three ceramic hob units from Miele's domestic division also received awards from the two organisations.

Read more in the [Press release No. 077/2023](#).

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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 are three photographs with this text



**Photo 1:** Commended with the iF Design Award 2023: MasterLine dishwashers shown here in two front designs.

(Photo: Miele)



**Photo 2:** Awarded the iF Design Award 2023 and reddot winner 2023: the PDW 909 washer-dryer stack (Photo: Miele)



**Photo 3:** Awarded the iF Design Award 2023 and reddot winner 2023: The PDR 510 Benchmark Performance (left) and PDR 910 Benchmark Performance Plus tumble dryers. (Photo: Miele)

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