

Press release
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Modern design, powerful and flexible: The new Duoflex HX1 cordless handstick from Miele

- ▶ Simple handling thanks to SpeedLock system
- ▶ High-end design concept for integration into living space

Gütersloh/Berlin, August 30, 2023. – With its Duoflex HX1, Miele is setting new standards in the world of cordless handsticks in terms of design and specifications. As a model at an entry-level price point, this product excels in terms of its aesthetically attractive colour concept as well as through innovative features which make vacuum cleaning a pleasure.

An outstanding and, at the same time, practical detail is SpeedLock* with the matching wall bracket. Users can transform the unit from a complete vacuum cleaner to a practical hand-held unit at the flick of a wrist: Simply slide the locking down to release the PowerUnit, consisting of the motor, rechargeable battery and dustbox, and the floorhead from the suction tube in just a matter of seconds. Crumbs can then easily be removed from the breakfast table or the sofa. Things are even simpler with the SpeedLock wall bracket (depending on the model): When the PowerUnit is pulled upwards out of the holder, it is ready for use immediately, leaving the suction tube secure in the bracket. To work with the suction tube, simply pull the unit forward to release it from the wall bracket. This dispenses with the need for clumsy conversion.

The unit's cleaning performance is a direct result of the proven Digital Efficiency motor in combination with the highly effective mono-cyclone design, also known as Vortex Technology. This is further supported by the new 25 cm wide and powerful Multi Floor electrobrush. Its roller brush automatically detects the type of floor covering and, on hard floors, reduces speed, saving energy and conserving battery power.

The lithium ion battery with seven high-power cells masters everyday cleaning tasks with ease. The Duoflex with the PowerUnit in solo mode and without the electrobrush provides up to 55 minutes of cleaning at the lowest setting. At maximum output with the suction tube and electrobrush fitted, this is reduced to twelve minutes – still sufficient for cleaning 60 m² of hard flooring.

The Duoflex HX1 operates using a highly effective two-stage filter system: Coarse and fine soil is filtered out in the first stage in the pre-filter. The coarse debris collects in the

transparent dust container, whereas the fine dust passes through to the second stage of filtration. Here, even the finest of particles are held back by the fine dust filter. This filter system retains 99.99 percent** of fine dust, leaving room air extremely clean.

The tried and tested ComfortClean function ensures convenient filter cleaning in between: Just a few turns of the filter lid is sufficient to shake dirt particles into the container. This way, suction power remains consistently high, and time-consuming washing of the fine dust filter is not necessary, so that the Duoflex is always ready for use. When emptying the dust container, dust is released simply and hygienically at the touch of a button (Twist2open).

The Duoflex HX1 is a convincing proposition right down to the very last detail, not only in terms of performance but also through its eye-catching design. The colour concept familiar from other floorcare products reflects current design trends and ensures that the appliance cuts a dash in any living room. Whether in an elegant kitchen or a cosy living room – thanks to a range of colours, customers can integrate the Duoflex into their living spaces. The product is available in six colours to meet all individual tastes. The three basic models offer an attractive entry point into the cordless stick vacuum cleaner segment, with prices starting at € 339. All models with their features and colours are covered in the following overview.

* Patent application EP3854281

**IEC 62885-4

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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: The new Miele Duoflex HX1 blends in with living spaces thanks to its attractive and modern design. The tiresome chore of putting the unit into storage is a thing of the past. (Photo: Miele)



Photo 2: Thanks to the innovative SpeedLock system, the Duoflex HX1 from Miele is ready for use as a complete or hand-held unit in next to no time. (Photo: Miele)



Photo 3: The SpeedLock wall bracket for the Miele Duoflex HX1 allows the assembly of the unit at the flick of a wrist. (Photo: Miele)

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The Duoflex HX1 at a glance

Duoflex HX1 (basis model)

Features	Fast switch between complete and hand-held unit (SpeedLock); Standard wall bracket; Accessory holder with 3-piece accessory set (dusting brush, crevice nozzle, upholstery nozzle); Monocyclone design (Vortex Technology); Digital Efficiency motor; Multi Floor electrobrush; two-stage filtration; hygienic filter cleaning (ComfortClean)
Running time	Up to 55 minutes
Colours	Terra red with space grey Nordic blue with space grey Sunset yellow with space grey

Duoflex HX1 Cat&Dog

Features	As for basis model (without standard wall bracket), plus: SpeedLock wall bracket; Electro Compact hand electrobrush for the removal of pet hairs
Running time	Up to 55 minutes
Colour	Obsidian black with space grey

Duoflex HX1 Extra

Features	As for basis model (without standard wall bracket), plus: SpeedLock wall bracket; Universal brush for cleaning delicate surfaces
Running time	Up to 55 minutes
Colour	Brilliant white with space grey

Duoflex HX1 Total Care

Features	As for basis model (without standard wall bracket), plus: SpeedLock wall bracket; Electro Compact hand electrobrush; Universal brush; CarCare Set with flexible XL crevice nozzle and suction hose extension
Running time	Up to 55 minutes
Colour	Obsidian black with rose gold