

Press release
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A fresh breeze for any outfit – with the new Aerium laundry cabinet from Miele

- ▶ Refresh and dry garments with ease
- ▶ Hygiene option for the additional deactivation of bacteria
- ▶ Elegant and versatile solutions that fits perfectly into any room concept

Gütersloh/Berlin, August 30, 2023. – Your favorite dress is pretty creased after being worn for only a few hours. A pullover has absorbed odors from a really pleasant evening at the restaurant. You got caught up in a shower on a short walk? Everyone is familiar with such moments, where garments are not dirty – but by the same token are no longer fresh enough to go straight back into the cupboard. Airing laundry indoors is unpractical and not exactly hygienic, and washing items or even taking them to the dry-cleaners is neither convenient nor gentle. The solution to this dilemma is the new Aerium laundry cabinet from Miele which is now to celebrate its trade show premiere at the IFA and will be launched in the second quarter of 2024.

Already successful in several countries throughout Asia, this product – a laundry cabinet for garments – is still virtually unknown in Europe, at least for the time being. In the laundry care sector, the Gütersloh-based family Miele company is now set to augment its range with a particularly versatile and innovative solution: "We see Europe as being a highly promising market and look forward to being able to offer a product in the form of our Aerium laundry cabinet which, in terms of performance, quality and design, excels all along the line", says Ralf Zimmer, Vice President Category Marketing Laundry with the Miele Group.

Anyone standing in front of the Aerium laundry cabinet is first taken in by the elegant design of the unit which stands around 2 m tall and has a width of more than 50 cm. Only after two short, light taps at which the door opens automatically, a feature familiar as Knock2open from Miele dishwashers, is the true purpose of this new appliance revealed: In the new Aerium from Miele, a wide variety of textiles can be freshened up or dried – even along with shoes, helmets or the kiddies' Favorite teddies.

The air is distributed throughout the entire cabinet and cleaned by passing it through a HEPA filter. Textiles are freshened and any particles such as pollen, spores, dust or other allergens are removed – on three levels simultaneously:

- In the XL cabinet, there are five special-purpose hangers (AeroHangers) which allow garments to be aired on the inside as well as outside. This is ideal for jackets, dresses and even anoraks. The hanging rail on the inside of the door is perfect for smart trousers or scarves.
- On the air-permeable shelf directly below, hats or even cuddly toys can be freshened up. This rack can be folded up, allowing more space for long dresses to be hung inside the unit without creasing.
- In the lower area, there is space for shoes, caps or gloves on the hinged air and steam outlets (AeroBars). The combination of AeroHangers and AeroBars, without the need for a separate unit, is only available in this form from Miele.

Powerful Miele technology from other products

The technology in this unit is hidden away down at the bottom: This is where the energy-saving heat pump is located which uses the climate-friendly coolant R290 which has proven its worth in Miele tumble dryers. Here, too, is the steam generator which produces steam to smooth and refresh laundry, a unit which already features in Miele steam ovens. The technology also includes two 1.4 l tanks, one for fresh water and the other for waste water, which are sufficient in size to run several programme cycles. The laundry cabinet is Plug&Go, with installation requiring only a power socket.

Different programmes for the perfect reprocessing of textiles

Three different programmes allow an individual approach and, above all, the gentle reprocessing of textiles. The temperature is so low that even delicate textiles such as silks, woollens or leather can be treated:

- **PowerFresh:** Refreshes clothing using steam, thereby reducing creases and pleating and reliably combatting odours
- **DryFresh:** Freshens up particularly delicate garments and deals with odours without the use of steam
- **AutoDry:** Gentle drying of textiles of all types

After as little as 45 minutes (PowerFresh and DryFresh), garments are ready for removal from the unit. Manual adjustment of the time is possible to take into account various fabrics, the intensity of odours and the number of items. In all programmes, textiles are optionally scented using Miele's **FragranceDos** feature and its exclusive fragrances such as Aqua or Nature. The intensity of fragrance dispensing can be adjusted individually.

The Hygiene option can be added to each of these three programmes. Here, innovative Hyonic Plasma technology generates an ionized air that renders almost all allergens, bacteria and viruses harmless – at low temperatures, so that even delicate textiles are gently refreshed or dried.

"The new Aerium rounds off our range perfectly and supports our customers in typical everyday situations – without detergent or large volumes of water", says Ralf Zimmer. "After using it at home a few times, the cabinet has already become indispensable – in particular thanks to the broad range of uses to which it can be put", Zimmer continues.

Perfect integration into any room concept

Thanks to its elegant design, the Miele Aerium blends in effortlessly with different living styles – whether as a freestanding unit or integrated into a wardrobe. The unit is available in two design versions: Obsidian black and brilliant white. Optionally, a wooden housing unit can be ordered to set additional design accents. "Consequently, the Aerium laundry cabinet sets itself apart from the market quite clearly in two respects: There's the gentle yet extremely efficient plasma technology, and the elegant design and the high-quality feel of the product", Ralf Zimmer adds.

The unit is operated via an intuitive touch interface which is not visible when the appliance is switched off. This interface allows programmes to be selected with ease. Naturally, the laundry cabinet can also be controlled via the Miele app*.

The new Miele product will be available in Germany from 2Q24 onwards. The recommended retail price is € 3959. Further countries will follow thereafter.

*The connectivity applications covered in the text are additional digital services provided by Miele & Cie. KG or by partner companies. All smart applications are made possible by the Miele@home system. The range of functions can vary depending on the model and the country.

Media contact

Laura Friedrich

Phone: +49 5241 89-1961

Email: laura.friedrich@miele.com

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 seven photographs with this text



Photo 1: With the Aerium laundry cabinet, Miele will be rounding off its range from 2Q24 by offering a very high-end and elegant model which matches any living style. (Photo: Miele)



Photo 2: Refresh, smooth and dry – with the laundry cabinet from Miele, customers can freshen up their garments without washing. Optionally, allergens, bacteria and viruses are hygienically deactivated. (Photo: Miele)



Photo 3: Refresh, smooth and dry – with the laundry cabinet from Miele, customers can freshen up their garments without washing. Optionally, allergens, bacteria and viruses are hygienically deactivated. (Photo: Miele)



Photo 4: A glance inside the cabinet: Each garment finds its rightful place, whether dress, blazer, shoes, helmet or the children's favourite cuddly toy. (Photo: Miele)



Photo 5: Also on board: unique features only available in this form from Miele. These include for instance FragranceDos to pleasantly scent laundry – without having to wash items. (Photo: Miele)



Photo 6: With the Aerium laundry cabinet, Miele will be rounding off its range from 2Q24 by offering a very high-end and elegant model which matches any living style. (Photo: Miele)



Photo 7: With the Aerium laundry cabinet, Miele will be rounding off its range from 2Q24 by offering a very high-end and elegant model which matches any living style. (Photo: Miele)

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