

Press release  
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## Miele starts selling refurbished electronic parts to combat e-waste

Gütersloh, August 19, 2024. – According to a [UN report](#), 62 million tonnes of electrical and electronic waste (including old washing machines, PCs, and mobile phones) were produced in 2022 – an increase of 82 % compared with 2010. In most cases, the electronic modules end up dumped along with the appliance, not only resulting in the loss of valuable resources but also damaging the environment. Miele is tackling this problem head on by taking back and refurbishing an increasing number of damaged and broken components. Customers in five EU countries can now choose to have a refurbished electronic module fitted when their appliance requires repairs.

On average, only 22 % of all electrical waste produced is recycled. Most of the components that are not recycled end up on landfill sites or are burned. “We’re fighting back against electrical waste and giving used electronic components a new lease of life,” says Axel Kruse, SVP Customer Service at Miele.

If the electronic modules in a washing machine, a dishwasher or a coffee machine require replacing, Miele service technicians are now able to offer customers the choice of a new or a reconditioned spare part when they attend to make the necessary repairs. Despite costing around a third less than the equivalent new parts, reconditioned parts are still tested to the same strict quality criteria. Refurbished electronic modules can also be used when carrying out repairs covered by warranties and contractual agreements – including when these services are provided by Miele service partners.

Initially, the range of reconditioned parts on offer is to include 12 of the most frequently used electronic module components. The service will be available in Germany, Greece, Italy, Austria, and the Netherlands. More markets will follow. “Circular value creation chains in which existing materials remain in circulation for as long as possible are still a work in progress, but demand for them is increasing,” says Mr Kruse. In just the first few weeks after launching this new service, Miele sold more than 130 reconditioned electronic modules. “We’re convinced that this trend will continue.”

This campaign is one of a number of pilot projects Miele is rolling out as part of its commitment to circularity. More information: [here](#).

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**Company profile:** Miele is recognised as the world's leading supplier of premium domestic appliances, with a comprehensive portfolio for the kitchen, laundry and floor care. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was EUR 4.96 billion. The company has its headquarters in Gütersloh in Westphalia.

## There is one photograph with this text:



**Photo 3:** Focus on quality and precision: a Miele employee uses a microscope to examine an electronic component. (Photo: Miele)

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