

Press release
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Black virus seal commends laundry machines and commercial dishwashers from Miele for top-class hygiene

- ▶ Machines achieve 'Hygiene Quality Excellence' status
- ▶ Safety functions and disinfection programmes convince jury

Gütersloh/Hamburg, March 14, 2025 – Following hard on the heels of the coveted golden virus seal of approval for meeting above-average hygiene standards outside the healthcare sector, the Institute for Integrative Hygiene and Virology has commended Miele technology intended for commercial operations: Washing machines and commercial dishwashers from the most recent generations now also receive the seal in black as a testimony to even higher standards.

This is awarded by experts as part of an independent survey on hygiene excellence by the Institute for Integrative Hygiene and Virology – InFLuenc_H, for instance to Miele's Little Giants washing machine series with load capacities of between 6 and 8 kg and the new Benchmark Machines for loads of 12 to 20 kg. These machines deactivate more than 99.9% of all viruses at temperatures of 70°C or 75°C. To cater for applications in hygienically sensitive areas, these machines also feature thermal and chemo-thermal disinfection programmes offering a large margin of safety. These programmes for example lock once started in order to prevent the premature termination of the wash process. After the disinfection phase, no further water is taken in via the detergent dispenser, thereby significantly reducing the risk of recontamination.

The parameters crucial to disinfection are monitored continuously: If the water temperature drops on account of defective heater elements, the programme is immediately terminated and the display indicates an error. The temperature chart can also be monitored via the Miele MOVE online portal – and, depending on requirements, also includes the documentation of relevant data. If a washing machine is connected to a Miele dispensing system, correct volumes of process chemicals are guaranteed and early warnings are issued when canister levels are low.

A door lock also protects fresh water dishwashers from the MasterLine generation to prevent unauthorised access while a programme is running. Information on the parameters reached are displayed at the end of a programme. One model from this series already awarded the

seal in gold has now additionally been granted the seal in black: The PFD 407 with its Vario TD programme offers thermal disinfection only otherwise familiar from the medical sector and even removes more than 99.99% of enveloped and non-enveloped viruses (including Corona, influenza and the Norovirus).

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About Miele: For more than 125 years, Miele has lived up to its brand promise of “Immer Besser” in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are two photographs with this text



Photo 1: With high wash temperatures and further functions, these machines provide maximum protection against all types of viruses: Washing machines from the current generation of Benchmark Machines have now been awarded the Virus Seal of Approval in Black. (Photo: Miele)



Photo 2: This virus seal in black is awarded by the Institute for Integrative Hygiene and Virology – InFluenc_H to products which excel by offering the highest standards of hygiene. (Photo: Miele)

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