

Dr Markus Miele

IFA-PC 2016 statement

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Many thanks, Reinhard,

Let me commence by saying, 'It's showtime'!

Ladies and Gentlemen, dear guests,

That was the world premiere of a TV commercial on the Blizzard CX1, the first bagless vacuum cleaner from Miele – and probably our most important new product at this year's IFA.

One or the other of you will perhaps remember Miele claiming on multiple occasions in the past that a dust bag is indispensable and that BAGLESS vacuum cleaning is therefore not an option for our company. So why this change of mind? And, if the new Miele product is really so convincing, isn't Miele as European market leader in the field of conventional vacuum cleaning cannibalising itself?

Let me direct your attention for a moment to what Miele understands in this particular context by 'Forever Better': What are we doing differently on our Blizzard CX1 to our competitors and why we are so convinced that this product will reshuffle the pack.

When the first bagless models appear on the market in 1999 – and for many years thereafter – the cleaning performance and user convenience of bagless vacuum cleaners was 'subject to improvement', to put it mildly.

Nevertheless, this new product's following grew steadily, and even we at Miele naturally took a close interest in developments.

In the process, we learned for example that these consumers not only attached great significance to follow-on costs but also wanted to see the immediate results of their labours in the dust container. Even the concept of hygiene has changed in the meantime: Consumers gladly pay for the option of disposing of dirt directly by accepting the billowing clouds of dust so feared by the proponents of dust bags, including the need to scrape out dirt and grime from inaccessible nooks and crannies.

We have now even reached the stage where every second vacuum cleaner buyer in Europe opts for a bagless model, and paradoxical as it may sound, people the world over are worrying about fine dust, even wearing masks or checking airborne dust levels in countries like China with their apps. Here, the authorities are considering traffic bans. But customers who tip the contents of their bagless vacuum cleaner into the bin don't seem to worry at all.

Dear guests, with the Blizzard CX1 from Miele, this problem is well and truly banished as I now proudly present a bagless vacuum cleaner which leaves nothing to be desired.

Let me begin with cleaning performance and user convenience.

In order to separate dust and air, it is usual to pass the air at high velocity through many so-called cyclones. This involves changing the direction of the air many, many times which produces lots of noise and wastes energy. In addition to this, regulating suction power is often impossible as so-called multi-cyclone vacuum cleaners require a constant air speed.

We therefore opted for the so-called mono-cyclone approach in which air only passes through one single and considerably larger cyclone. This facilitates very good cleaning performance combined with pleasant operating sound levels – and the Blizzard CX1 with its four power settings can be conveniently regulated.

A further typical phenomenon of bagless vacuum cleaning is the cloud of dust on discharging the contents of the box, as has been mentioned before.

This results from the fact that, particularly on multi-cyclone vacs, the entire dirt lands in the dust container, without any segregation of coarser debris from fine dust.

Here, too, Miele has decided to go a different route: On the Blizzard, only coarser particles are directed into the dust container in the first stage of filtration, or to be more specific, in the cyclone.

Here and behind me, you see the component assembly consisting of the cyclone and the dust container - simple to remove and clicks open for emptying.

The finer dust in the air stream is captured by a downstream filter, instead of giving rise to a billowing cloud of dust.

This is a pleated fine dust filter which goes under the name of Gore® CleanStream® and is housed in a separate container and therefore remains unaffected by the emptying of the dust container. The benefit of this approach compared with a fine dust filter INSIDE the dust container is that fine dust and coarse debris are meticulously separated, which

considerably prolongs maintenance intervals as far as the filter is concerned.

In concrete terms, the Gore®CleanStream® fine dust filter features sensor-controlled ComfortClean self-cleaning scraper technology which guarantees constant air flow over the product's entire life cycle. In normal use, the easily removable filter container should be rinsed once or twice a year under running water, whereby the user is prompted to do so in good time by the sensor controls.

In the third and final stage of filtration, the Blizzard CX1 is available with an HEPA AirClean Lifetime filter which is completely maintenance-free and, like the fine dust filter, works a machine life long, i.e. it does not need to be replaced. This filter holds back even the minutest particles and allergens, ensuring that air discharged from the machine is cleaner than ambient room air. And, finally, all componentry is designed to prevent skin contact both when emptying the dust container and when cleaning the filter.

Dear guests, let me summarise:

- Firstly: High cleaning performance combined with low energy consumption, unobtrusive sound emissions and convenient power control thanks to the use of mono-cyclone technology.
- Secondly: Maximum hygiene convenience during emptying thanks to a downstream fine dust filter, and handling without contact with dirt. Mono-cyclone, separate fine dust filter, disposal and filter cleaning without exposure to soil – this is the sort of interplay of factors we mean when we refer to Miele Vortex Technology, which

is unique in this combination in the marketplace. Vortex comes from Latin and is used to describe a mass of spinning air. Miele's scrupulous attention to detail on behalf of consumers has been tested by independent institutes: The particularly clean and hygienic disposal of dust from the Blizzard CX1 has been certified by the US American IBR Laboratories, the international market leader in testing filtration performance.

- Thirdly, there is very little or no maintenance work involved as far as the fine dust and HEPA filters respectively are concerned – and no subsequent costs as both filters outlast the machine.
- And, fourthly, the Blizzard CX1 offers further practical details for superior user convenience such as integrated on-board accessories, a handle with an integrated dusting brush and various parking positions for breaks in vacuuming and storage. Add to this the manoeuvrability offered by 4 large castors – and a design demonstrating a high degree of independence and restrained elegance.

You are cordially invited to take a closer look at the Blizzard at our IFA stand, to have it presented and to use it yourself. I look forward to hearing your opinion and to reading and hearing your reporting!

The only question which now remains is why we still need dust bags ...

The answer is: It all boils down to personal preferences. In terms of disposal hygiene, the performance of top-class models with bags such as those which Miele markets with great success will continue to remain unchallenged. And tests of cleaning performance on carpets show that a

classic vacuum cleaner like the Complete C3 from Miele continues to have a slight advantage over bagless.

By contrast, a bagless vacuum cleaner leads the field in terms of follow-on costs, and fans of this method like the fact that they get to see the results of their work in the dust container.

What matters at the end of the day is that Miele has exceptional products in its lineup to satisfy both types of consumers.

I would now like to hand over to my colleague Dr Axel Kniehl – and thank you for your attention!