

## PRESS RELEASE

### Revolutionising laundry care

*After five years of research and development, Miele has unveiled its latest range of laundry appliances – the new and revolutionary W1 washing machines and T1 tumble dryers.*

14 June 2014, Johannesburg: Labelled as Miele's biggest product overhaul since the company's beginning, over 115 years ago, the new 8kg W1 washing machines and T1 tumble dryers will be available in South Africa from July 2014. These new laundry appliances are the result of five long years of engineering and development, as well as a €100-million investment, which resulted in a brand new production plant and all-new equipment.

Says Liam Gawne from Miele: "Miele's new range of W1 washing machines and T1 tumble dryers are set to revolutionise laundry care as we know it – they boast a multitude of added features and technologies, a new and improved version of Miele's unique honeycomb drum, as well as the highest energy efficiency rating available on the market."

### Miele's W1 range of washing machines

Sticking to its mantra "forever better", Miele's new generation of W1 washing machines will be taking laundry care to new all-time heights. Some of their many notable features include:

- **TwinDos:** The first integrated dispensing system for liquid detergents, TwinDos is able to save up to 30% detergent and produces excellent cleaning results. This system is integrated in the lower reaches of the machine and offers room for two containers, each with a capacity of 1,5-litres. TwinDos is the first automatic dispensing system to feature two-phase detergents in liquid form: the first stage involves a basic detergent (Miele UltraPhase 1) to remove soils such as grease and protein. Next in, is a detergency enhancer or booster (Miele UltraPhase 2), which makes light work of stubborn stains. Both detergents are dispensed separately, at an appropriate time to suit the type of laundry and in the correct ratio. Miele is the only brand to have developed its own detergents and care products that are specifically geared to the needs of Miele machines and thereby able to produce optimum results. Notwithstanding this, TwinDos is an open system which can alternatively be used with regular off-the-shelf liquid detergents or fabric conditioners. The detergent dispenser, too, can be used in the usual way, leaving all options open.
- **CapDosing:** The requirements of wash programmes and detergents are becoming more specific as time goes on. Sometimes, certain fabrics or garments require special treatment or a particularly persistent stain poses specific challenges. Or, say, fabric conditioner is only required occasionally. And, anyway, who wants to have a whole arsenal of

detergents taking up valuable space in the cupboard, just on the off chance they will be needed? Here, too, Miele offers its customers an intelligent and world-exclusive capsule dispensing system, called CapDosing, which can be used on all washing machines from the new W1 generation. CapDosing offers a range of less frequently used special detergents in practically sized capsules. The same applies to performance-enhancing additives and fabric conditioner. These capsules, conveniently inserted into the fabric conditioner compartment of the detergent dispenser, allow detergents and care products to be stored simply and without causing a mess. Miele is set to introduce 10 capsules, which include sportswear, outdoor wear, down items, reproofing, WoolCare, Booster, SilkCare, and Fabric Conditioner in three fragrances – Aqua, Cocoon and Nature.

- **PowerWash:** The PowerWash System comprises two superior performance characteristics: the “Intensive Flow” and the “QuickPowerWash” programme. The intelligent principle of “Intensive Flow” ensures outstanding wash performance – an additional pump sprays water back into the drum, and special drum rhythm ensures that laundry lies flat against the walls of the drum, creating a tunnel down the centre. This combination of features allows detergent to penetrate the laundry load faster and more uniformly – increasing wash performance by at least 10%. And for those who need to clean laundry fast, the QuickPowerWash programme is ideal – washing up to 5kg of laundry in less than 1 hour. Far from being merely a curtailed programme, QuickPowerWash is a full cycle offering impressive cleaning capabilities.
- **Supreme efficiency:** The W1 range is incredibly energy efficient – having achieved an A+++ rating. The Flowmetre ensures that the water intake is measured with great precision, for reliable, economic water consumption. The EcoFeedback makes consumption data visible at a glance on the display – putting you in full control of the appliance’s electricity and water consumption. The Automatic load control ensures that water and electrical consumption is reduced as the weight of the load reduces for optimum efficiency. Since these appliances are built to last for a minimum of 20 years, they also offer a reduced carbon footprint. All in all a very “green” option...
- **Simple operation:** The innovative user interfaces are logically and intuitively structured. Comprising a convenient rotary selector for various programmes, clear and concise soft-touch pushbuttons and switches for additional functions, as well as high-resolution TFT displays. The new ProgrammeManager allows programmes to be customised using five different options – “Intensive” ensures good detergency, “Eco” reduces energy consumption, “Extra Gentle” reduces mechanical action, “Extra Quiet” reduces sound emissions, and “AllergoWash” makes for improved hygiene. One of the more notable programmes is “Mixed Items”, which allows you to successfully wash various types of fabric together in one load.

- **Improved honeycomb drum:** The new honeycomb drum, called SoftSteam, simplifies ironing. When the “Pre-ironing” option is selected, the new honeycomb drum is pre-heated. The hot drum and the new sculptured surface, with its larger hexagons and wider channels, removes the wrinkles from laundry even before the load is transferred to the tumble dryer. Depending on the programme, this additional function can be simply selected at the touch of a button. Greater pitch on the concave pointed hexagons also improves drainage, which in turn enhances spin efficiency. And, it allows for a reduction in the impressions on laundry left by the drum holes, as well as a reduced risk of laddering.

### **Miele’s T1 range of tumble dryers**

Miele’s T1 range of tumble dryers are much more energy efficient than their predecessors, as well as being able to dry laundry even more gently. All models feature heat pump technology and are at least A+ rated for energy efficiency, if not higher. With their completely new design, and a transparent door as a striking feature, these new dryers harmonise perfectly with Miele’s W1 washing machines. Some of the more notable features on the T1 tumble dryers include:

- **SteamFinish:** This feature involves spraying an aerosol created by passing water from the condensate container through a nozzle into the drum, where it turns to steam when exposed to the hot process air. This steam serves to remove wrinkles and to gently flatten fabrics as the laundry tumbles in the rotating drum. It is great for preparing dry garments for ironing, or for unworn items that have been in a suitcase and need smoothing. Known as “Steam Smoothing”, this functionality ideally complements the “Pre-ironing” feature on the W1 washing machines.
- **Incredibly efficient:** Available on selected models, this brushless, permanent-magnet ProfiEco motor is not only powerful, maintenance-free and quiet, but it is also extremely energy-efficient – boasting an impressive A++ rating for energy efficiency. And, what’s more, the EcoFeedback indicator also helps users to get a better handle on just how much electricity the appliance is consuming. In addition to indicating consumption, these machines also feature a lint filter indicator, as a clean filter reduces both consumption and cycle times.
- **User-friendly interfaces:** The user interface reflects that on matching W1 washing machines. It is clear and concise and offers logical progression from right to left when selecting programmes. The white characters on a black background guarantee good display readability.
- **FragranceDos:** All new tumble dryers sport the exclusive FragranceDos feature, which adds a pleasantly fresh fragrance to laundry. The fragrance flacons are simply inserted into the easily accessible lint filter, and they serve to scent laundry automatically with your personal favourite

fragrance. The intensity of the fragrance is adjustable, and the flacons are available in Aqua, Cocoon and Nature bouquets.

- **PerfectDry:** When determining the residual moisture in garments, the PerfectDry system factors in the mineral content of the water, preventing either over- or under-drying. Such precise monitoring saves time and energy, and ensures easy handling on textiles.
- **New honeycomb drum:** The gentle treatment of laundry is now being taken to the next level with the enhanced honeycomb drum with its larger hexagons, bigger and rearranged drum ribs and a modified reversing rhythm.

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