

Press release
No. 092/2023

HyClean Pure – the most environmentally friendly vacuum cleaner bag Miele ever had

- ▶ World premiere: with a recycled material share of 80 per cent
- ▶ Bag filters out 99.99 per cent of dust and debris

Gütersloh/Berlin, August 30, 2023. – Clean, safe and environmentally friendly: The new vacuum cleaner bag from Miele not only offers impressive 99.99 per cent* filtration of all dust particles but also consists of 80 per cent recycled material. This represents the highest recycled material content a Miele vacuum cleaner bag ever had. The bag will be available from October in an equally new and sustainable packaging design throughout the DACH area. Further countries will follow successively.**

With decades of expertise in the sector of floorcare, Miele is also setting standards in terms of sustainability. With the new HyClean Pure vacuum cleaner bag, the family-owned company has succeeded in increasing the share of recycled material to 80 per cent** without any trade-off in terms of performance or filtration. This step marks a further milestone in Miele's dustbag business which has included the Belgian manufacturer Eurofilters since 2022.

The high percentage of recycled plastic is also reflected in the design of the new bag with its visibly darker seam. The feel of thickness, too, is a further indication as to the use of recycled materials: To save on resources, the number of filtration layers has been reduced from the usual six to eight to just five high-efficiency plies. But this is in no way at the expense of the quality of seams or the collar, which are also made from recycled materials. Despite a reduction in the percentage of random-spun material used, the bag nevertheless achieves impressive 99.99 per cent* filtration and offers an increased capacity of 3.4 litres to boot.

Water jet charging during the production of the random-spun material contributes towards this: This technology, also referred to as hydrocharging, means that there is no need for further fine filtration layers as dust, allergens and debris is all securely held inside the bag.

With HyClean Pure, customers can also look forward to an optimised packaging design which is made entirely from recycled paper.

Miele has already triggered the certification process for the 'Blauer Engel' ('Blue Angel'), the coveted environmental mark awarded by the German government. This certificate confirms

the environmental sustainability and the fitness for use of the HyClean Pure vacuum cleaner bag. It is anticipated that the award will take place in two months' time.

The switch to HyClean Pure bags is due to start in Germany, Austria and Switzerland in October. The rest of Europe and Asia will follow successively from January 2024 onwards. The new bag generation fits on a large number of Miele vacuum cleaner models.

*According to IEC 62885-2 in the latest appliances from 2018 onwards when using these filters.

**The percentage of recycled material consists of post-consumer and post-industrial recycle; with a tolerance of +/- 5%.

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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 two photographs with this text



Photo 1: A world premiere for Miele: With a recycled material share of 80 per cent**, the HyClean Pure is the most environmentally friendly vacuum cleaner bag the company ever had. (Photo: Miele)



Photo 2: The optimised packaging design used on HyClean Pure vacuum cleaner bags from Miele consists entirely of recycled paper.
(Photo: Miele)

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