

Press release  
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## Miele is presenting new generations of washing machines, tumble dryers and vacuum cleaners at IFA 2024

- ▶ New InfinityCare honeycomb drum represents the next innovative leap
- ▶ New “Guard” generation of vacuum cleaners redefines floor care
- ▶ Exciting pilot projects aim to give domestic appliances a second life

**Gütersloh, September 4, 2024. – Miele stands for thorough yet gentle washing and drying – and for hygienic floor care without compromise. At its IFA press conference today, the world’s leading provider of premium domestic appliances launched its new top models for these product areas. The company also presented exclusive study results and pilot projects focusing on circularity – i.e. the reparability and reusability of appliances, components and materials.**

The flagships in the new Miele washing machine and tumble dryer generation, which go by the name of W2 or T2 Nova Edition, offer numerous highlights: shorter programme running times, increased flexibility during loading, a unique design and new convenience features including switching on automatically when someone approaches and opening the door with a gentle touch. The most important innovation in the washing machine, however, is the InfinityCare honeycomb drum – the world’s first drum without ribs.

These ribs were previously thought to be an essential part of the drum, as they guide and mix the laundry around when the drum rotates so that the items do not simply sit in the suds. At the same time, however, this movement results in increased mechanical strain for the laundry. Executive Director and Co-Proprietor Dr Markus Miele explained the latest innovation when presenting the new flagship model: “Our engineers have solved this dilemma by developing a special rotation rhythm for the drum, which turns the laundry effectively by means of carefully balanced pendulum motions alone”. The T2 Nova Edition tumble dryer, meanwhile, features a new programme for woollen garments – and can dry up to 4 kilograms of laundry in just 49 minutes.

### Fresh impetus for a popular classic

The “Complete C3”, the flagship bagged cylinder vacuum cleaner for twelve years, winner of countless product tests and the best-selling Miele appliance of all time with more than 10

million units, is also getting a more than worthy successor. Good cylinder vacuum cleaners of this design are powerful, hygienic, quiet, economical and durable. “Our new flagship model, Guard L1, sets new standards in ease of use, hygiene and design”, said Dr Reinhard Zinkann, Executive Director and Co-Proprietor. This is made possible by combining highly efficient motors, floorheads and air guides with a new bag concept and a multi-stage filter system. The HyClean Pure vacuum cleaner bag used in the appliance achieves an impressive filtration rate of 99.99 per cent\* of all dust particles and comprises 80 per cent recycled material.

The Miele Guard L1 in the Comfort version is the first cylinder vacuum cleaner to be controlled via a large LCD colour display which can show information such as the fill level of the bag and the condition of the exhaust filter. The elegant design is characterised by discreet metal applications in colours such as rose gold or copper and the ventilation openings, which are positioned at the side for the first time and are protected by a high-quality, dirt-resistant fabric cover.

## **Focusing on circularity for the future**

Rebecca Steinhage, Executive Director Human Resources & Corporate Affairs, responsible for sustainability, explained how Miele is working to conserve resources and prevent waste. In one exciting pilot project, the company is collaborating with a partner in the Netherlands to sell refurbished washing machines. In another project currently spanning five different countries, Miele is testing acceptance levels for the use of reconditioned electronic modules in repairs – as an alternative to using brand-new spare parts. The initial results look very promising.

As part of a design study, Steinhage also presented the initial concept for a vacuum cleaner with a fully modular design which is almost completely recyclable – and is itself made almost entirely out of recycled material. Meanwhile, a representative survey carried out by market research institute Innofact on behalf of Miele demonstrates a high level of acceptance for circular domestic appliances, with one key finding indicating that more than 80 per cent of approximately 1000 respondents in Germany already take refurbished spare parts into consideration for their domestic appliances.

\* Together with Miele AirClean filter (in accordance with IEC 62885-2)

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**Company profile:** Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care in the increasingly networked home. 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 4.95 billion euros. The company has its headquarters in Gütersloh in Westphalia.

## There are four photographs with this text



**Photo 1:** In the year of its 125th anniversary, Miele is not only focusing on the latest product innovations at this IFA - but also on the exciting history of the business. Dr. Markus Miele (center), Dr. Reinhard Zinkann (Executive Directors and Co-Proprietors) and Rebecca Steinhage (Executive Director Human Resources & Corporate Affairs) presented the trade fair highlights at the IFA press conference today. A clear contrast: the historic wooden tub washing machine 'Hera' from 1902 next to the new top-of-the-range model, the W2 Nova Edition. (Photo: Miele)



**Photo 2:** Miele continues its success story at IFA 2024 - with the flagship models of a completely redesigned generation of washing machines and tumble dryers, the W2 / T2 Nova Edition. At the heart of the washing machine is the world's first drum without the so-called drum ribs - for even greater care and longer service life of delicate textiles. (Photo: Miele)



**Photo 3:** At IFA 2024, Miele is presenting its new "Guard" generation of cylinder vacuum cleaners - setting new standards in terms of convenience, hygiene and design. The Guard L1 is the completely redesigned top-of-the-range model with numerous features to meet the highest demands. Pictured: Dr. Markus Miele (center), Dr. Reinhard Zinkann (Executive Directors and Co-Proprietors) and Rebecca Steinhage (Executive Director Human Resources & Corporate Affairs) - they presented the trade fair highlights today at the business's IFA press conference. (Photo: Miele)



**Photo 4:** Miele presents the design study of a circular vacuum cleaner at IFA 2024. All parts can be separated easily, enabling the reuse of components and materials in line with the circular economy. The concept also envisages that the appliance will be made almost entirely from recycled material - and will in turn be almost completely recyclable (Photo: Miele).

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