

PRESS RELEASE

Flexing Miele's Eco muscles

Miele's newly launched EcoFlex dishwashers feature greater speed, consistency and loading convenience

19 February 2019, Johannesburg: Miele, the world's largest family-owned luxury appliance manufacturer, is proud to announce the launch of a new generation of dishwashers that offer solutions to consumer needs: reliable cleaning and drying results, short cycle times, and flexible organisation. Featuring the new QuickIntenseWash program and connection with the new Miele@Mobile app, Miele's EcoFlex dishwashers will wash and dry dishware and cutlery in just under an hour, without compromising cleaning performance or water and energy efficiency.

"Miele is passionate about staying true to its mantra 'Immer Besser', which directly translated means 'Always Better'. It does this by continuously delivering superior, high quality appliances that exceed its customers' expectations," says Liam Gawne from Miele South Africa. "Miele consistently pushes the boundaries, shifting the goal posts of what is possible and creating a new and better benchmark that everybody strives for. This is what defines Miele as a true innovator, and it has done it again with the new Miele EcoFlex line of dishwashers."

QuickIntenseWash

With the new QuickIntenseWash program, Miele has perfected a fast, yet intense, wash and dry cycle. In under 58 minutes, the new EcoFlex dishwashers have the capability to wash and dry anything from a casserole dish to delicate plates and glassware without residue or a spot or in sight. Miele is also launching newly developed UltraTabs Multi formulated specifically for the EcoFlex and the QuickIntenseWash program. Unlike conventional multi-component tablets, Miele's ingredients dissolve completely within two to three minutes resulting in a fast and effective wash.

Truly Efficient

Miele's EcoFlex dishwasher is 20% more economical than the limit of energy efficiency class A +++, and as such, Miele is not only unbeatable in terms of sustainability, but also is cheaper to run because it saves on energy costs. The Miele dishwasher is also more economical than ever before in terms of water consumption – the dishes are rinsed in fresh water, meaning they are thoroughly and hygienically cleaned, while using only 6.5 litres of water.

New Heat Storage Technology

One of the ways the new Miele dishwashers achieve exemplary energy efficiency is through the built-in EcoTech heat storage unit. This device comprises two

separate water circuits in a heat-exchanger unit. One circuit transports fresh tap water, and the other contains hot water from the last program stage which circulates to pre-heat the fresh water in the reservoir. This means that less electricity is required to heat the incoming water – thereby improving the product's overall energy efficiency.

Even Greater Flexibility and Loading Convenience

Since the introduction of the patented and adjustable 3D cutlery tray, Miele has set the benchmark in terms of loading flexibility, enhanced through adjustable features such as hinged spikes in the upper and lower baskets. Catering to the individual needs of Miele customers, this feature conveniently and securely accommodates tall stemware, large platters or bulky pans and dishes.

EcoFlex dishwashers take this flexibility to the next level with the new 3D+ cutlery tray, which features two hinged rows of spikes in the central section to ensure knives are securely positioned. The spikes can be lowered to create space for large ladles, whisks and spatulas. The lower basket features the new height-adjustable FlexCare glass holders, which consist of fibre-reinforced, tactile plastic surfaces in order to secure smaller items. The addition of new silicone rests will keep tall stemware securely in place.

All operable elements in the new EcoFlex models, which can be removed or swung to one side, are highlighted in orange. These FlexAssist markings combined with symbols, such as a cup or wine glass, help users load their dishware for optimal cleaning performance.

Miele@Mobile

Using the free Miele@Mobile app, EcoFlex dishwashers can be monitored and controlled from a smartphone or tablet. The app includes program selection, program start and a status indicator. Ensuring the user is always prepared to run the product, the app includes the ShopConn@ct function. Once activated, a message is automatically sent to the mobile device when tablets, rinse aid or salt needs to be replenished. From there, convenient reordering via the Miele online store is only a few clicks away.

Stylish and Easy

The Miele EcoFlex range of dishwashers are available as standalone, semi-integrated and fully integrated models. On the integrated prestige model with Knock2Open functionality, the door opens as if by magic – simply knock twice on the door and it will open automatically – it's that easy. This allows for a handleless design, which is in line with the latest cabinetry and integrated appliance trends the world over.

Visit www.miele.co.za to find a store closest to you.

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