

## **PRESS RELEASE**

### **Love doing the laundry**

*Faster, more convenient and greener – Miele's new washing machines and tumble dryers will add a whole new dimension to laundry care.*

26 March 2020, Johannesburg: In July 2020, Miele will once again assert its leading role in laundry care – with the launch of new models that wash and dry faster and more conveniently than ever before, and in a way that places less strain on the environment.

So says Liam Gawne from Miele South Africa, who goes on to add: “One example of added convenience offered by Miele’s new laundry appliances is AddLoad, which allows any forgotten items, no matter how large, to be added to the wash cycle, almost through to the end of a programme. Of course, washing and drying cycles have also been considerably shortened, without compromising on either cleaning performance or the gentle care of fabrics. Further convenience is promised by direct WiFi communication between the washing machine and the dryer. The dryers also feature a new and more environmentally friendly coolant. And, Miele has further upgraded the design of its washing machines and dryers with the introduction of new door colours.”

### **The new AddLoad function**

Adding items of laundry during the first few minutes into a programme was always possible and simple with any Miele laundry appliances. On dryers it is even possible right through to the end of the programme. However, Miele has now seriously extended this option, and it has created a marketing term to explain the function: AddLoad.

AddLoad now makes it possible to add forgotten items until shortly before the programme ends. As access is via the machine door, it is even possible to conveniently add bulkier items such as jackets or blankets. The programme is automatically resumed by closing the door and pressing 'Start' once again. “By giving prominence of place to this function on the display of all new models, and talking the user through the process, Miele has managed to make things significantly simpler for consumers. And as adding laundry is possible almost through to the end of a cycle, it is now possible to introduce items just for rinsing or spinning,” explains Liam.

A WiFi connection and a Miele app makes for increased convenience by allowing users to check on whether it is possible to add laundry, or even halt the cycle remotely. The user then has 10 minutes to go to the machine and add items. Even inadvertent activation of AddLoad via the app would not be a problem, notes Liam: “If no laundry is added, the cycle is resumed automatically once this time has elapsed. In combination with this mobile option, AddLoad is unique in the marketplace. And by the end of the year, it will be possible to query the AddLoad function using Alexa.”

## **Quicker wash cycles**

Miele has been offering the QuickPowerWash programme on its washing machines since 2013 – an A-rated wash performance that perfectly washes loads in only 59 minutes. However, now this cycle will be 10 minutes faster – a 4kg load will only require 49 minutes for an A-rated wash.

Liam elaborates: “One of the reasons for the quicker wash cycle is due to Miele incorporating its exclusive Spin&Spray wash process. It wets and drenches laundry particularly fast by showering laundry, and includes interim spins, allowing detergent to be introduced earlier. However, if you have individual items that need washing, cycle times can be further reduced. The combination of QuickPowerWash, and for example, SingleWash, results in laundry being washed in only 39 minutes.”

## **WiFi communication**

Further convenience in everyday life is offered by the new Wash2Dry function. This technology allows the washing machine and tumble dryer to communicate with each other directly via WiFi. The dryer obtains information on the wash cycle previously run, and automatically selects the appropriate drying programme as soon as the machine is switched on.

## **Eco-friendly dryers**

Miele’s new tumble dryers feature climate-friendly coolant, cutting cycle times by as much as 20 minutes. Liam notes that Miele is putting its foot down on the heat pump dryer accelerator, too: “Miele’s new tumble dryers use the natural refrigerant, R290, which has significantly better thermodynamic properties than coolants that were previously used. R290 heats the process air faster, thereby slashing the cycle time for a full load by a whopping 20 minutes. An 8kg load of laundry can be dried in only 2 hours and 35 minutes (Cottons programme), whilst still sporting an impressive A+++ energy efficiency performance.”

Furthermore, R290 is completely FC-free (fluorocarbon-free). This results in an ozone-depletion potential that borders on zero – meaning that the coolant is environmentally benign. Liam notes that the largest proportion of the tumble dryers due to be introduced will feature the new coolant, and that in the longer term, all other models will be converted too.

## **An updated aesthetic**

Miele has also upgraded the appearance of its new laundry care appliances with new colour highlights. Says Liam: “The two familiar design ranges will continue to exist, but will include additional model versions with a coloured door. On the modern, elegant design line, the inner door rings will be available in Obsidian Black, for example. A broader selection is also available to those who favour the more classic design line – with door rings available in Chrome, Lotus White, and the Graphite Grey PearlFinish.”

For more information, visit [www.miele.co.za](http://www.miele.co.za).

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