

2007 iF product design award and Baden-Württemberg international design prize

## Design prize for new Miele ‘laundry care’ appliances

Gutersloh - Miele's new laundry care series has recently been awarded not only one but two design prizes. The W 4000 washing machine series won second place in the Focus Energy competition run by the Stuttgart Design Centre. Three of Miele's appliances were decorated with the 2007 iF product award. A washing machine from the W 4000 series, a tumble dryer from the T 7000 series and the Softtronic W 4449 WPS LiquidWash washing machine.

In the competition, the machines had to convince the jury not only in categories such as design, but also in user friendliness, innovation, ergonomics, quality and ecological aspects, to name but a few. For the Focus Energy award, the judges had more than 330 international entries to choose from. 2293 products in 12 categories from 35 countries were entered for the iF Product Design Award.

Miele only launched its new laundry care series in spring 2006. Shortly after the washing machine series was launched, it was awarded the 2006 'reddot' design award. The recently received design prizes continue this succession of awards. It is the first prize to be awarded to the T 7000 tumble dryer series.

Both new series, W 4000 and T 7000, are clearly markedly different to their predecessors. The bowed door visibly protrudes from the arched front panel. On tumble dryers as well, the previously rectangular door has been superseded by the same round version as on the washing machine. This brings the design of the tumble dryer more into line with that of the washing machine.

Product designers have endowed the new series with modern styling and high-end features, combining robust and superior technology with a fresh and vivacious appeal. But on two scores, nothing has changed: Miele's core competences, expertise, quality workmanship and gentle fabric care, are just as much a part of the new models as they were of the old.

Uncompromisingly, Miele subscribes to the same production standards for the new models, expecting each and every quality product to last at least 20 years. These machines offer technical solutions to ensure gentle laundry care and meet consumers individual needs. A mature range of products with obvious applications and simple machine operation are only some aspects Miele has always attached greatest significance to and the same high standards have been applied equally to the new models. Thus, Miele's laundry care appliances fulfilled exactly the requirements set by the competition.

### **About Miele**

Long considered a household name in Europe and worldwide, Miele has exploded onto the scene in Canada with its sleek design, superior engineering and unparalleled service. Founded in 1899 on a promise of “Immer Besser”, a German phrase meaning “forever better,” Miele has distinguished itself in the appliance market by continuing to offer a record number of major innovations as well as a deep belief in nurturing their network of dealers. As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Consumers wishing to learn more about Miele can call 1-800- 565-6435 or visit [www.miele.ca](http://www.miele.ca).

**Photographs:**

Three photographs are available with this text.

Captions:



**Photo 1:**

Miele's W 4000 washing machine series was awarded the 2007 iF product design award and won silver in the Focus Energy competition. Only shortly after its launch in spring this series received the 2006 'reddot' design award. Photo: Miele



**Photo 2:**

W 4449 WPS LiquidWash washing machine received the 2007 iF product design award. Especially the automatic liquid detergent dispenser fulfils requirements regarding design, innovation, ergonomics, quality and ecological aspects. Photo: Miele



**Photo 3:**

2007 iF product design award for the T 7000 tumble dryer series, which was only launched in spring 2006. Photo: Miele

**Note to editors: No royalties payable if Miele is stated as source.**

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