

Press Release

No. 019/096/2011

Miele dishwashers meet highest of hygiene needs

Choice materials and sophisticated technology

Owners of Miele domestic dishwashers can rest assured that both their crockery and the cabinet itself is hygienically and thoroughly cleaned during each programme cycle. This is, on the one hand, the product of sophisticated dishwashing technology and, on the other, the result of carefully selecting only choice materials which meet stringent hygiene requirements. In this respect, Miele profits greatly from a transfer of knowledge and expertise from its own commercial disinfectant business. Miele is namely the only manufacturer of domestic dishwashers able to draw on this wealth of experience from the commercial sector in the Professional division under the same roof.

Miele has the highest of standards when it comes to cleaning, the sparing use of resources and appliance hygiene. This is also reflected in the materials used. Miele, for instance, manufactures its inner cabinets for dishwashers solely from high-grade stainless steel. To shape and sculpture the cabinet which is welded together from stainless-steel sheet-metal panels, Miele uses a special and patented expansion method called hydroforming. 'This results in a particularly smooth, cove-cornered cabinet', explains Dr. Markus Miele, Managing Director and Co-Proprietor of the Miele company. Furthermore, Miele always uses three full-size spray arms in its dishwashers (top, centre and bottom). These are instrumental not only in uniformly distributing the water and spraying it onto crockery for a thorough wash but also in effectively cleaning the cabinet at the same time.

In keeping with its corporate philosophy, wash performance, drying efficiency and hygiene must be at the top of Miele's dishwashing agenda. Hence – in contrast to several machines on the market - Miele dishwashers take in fresh water at each stage of a programme cycle. Although this admittedly results in slightly higher water consumption than saving and reusing water in subsequent cycles, the hygiene benefits are significant.

Hygiene needs vary. That is why Miele offers a wide range of programmes and temperatures to meet consumers' requirements. To cater for special hygiene needs, several models feature for example 'Intensive 75°C' and 'Hygiene' programmes. The latter is recommended by Germany's WfK testing institute for the 'hygienic cleaning of, for instance, baby bottles, cutting boards and other hygienically demanding utensils'. AutoOpen drying automatically pushes the appliance door open at the end of a programme to ensure residue-free drying not only of the load but also of the door gasket.

This is further enhanced by a range of proprietary machine-care products and detergents which are specially formulated for Miele programme cycles and machines and which promote hygiene and cleanliness. This goes hand in hand with a note in the operating manual instructing users to wipe off food spillages from around the perimeter of the dishwasher door and from door seals as these surfaces are not accessed by water from the spray arms.

About Miele

As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "Forever Better", Miele has continued to distinguish itself with its sleek design, superior engineering and unparalleled service. With a wide range of domestic products from built-in ovens, steam ovens, coffee systems, cooktops (gas, electric and induction), ventilation systems, dishwashers, laundry products, vacuum cleaners and the latest innovation, Miele MasterCool refrigeration, Miele can ensure all of your needs are met. In addition, Miele offers solutions for commercial and industrial needs through the Miele Professional division.

In September 2008, Miele Ltd. (Canada) introduced Miele Forever Care, the most comprehensive customer service business model which enables Canadian consumers to interact directly with Miele at all times, from point-of-purchase, to delivery and installation of the appliances, to technical service. Consumers wishing to learn more about Miele and Miele Forever Care can contact the Miele contact centre at 1-800-565-6435, visit one of the Miele Galleries in Toronto, Vancouver, Montreal and Calgary or visit www.miele.ca.

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Product photos are available upon request.

For more information, please contact:

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