

# PRESS RELEASE

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## Full-Size Laundry – Building on a legacy

**VAUGHAN, ON** ... January 5, 2007 – Miele Full-Size Fabric Care System.



*Featured above is the W4840 and T9800 Full-Size laundry pair.*

Water that washes, water that protects, Miele is proud to introduce the new Full-Size fabric care system. With a capacity of 4.0 cubic feet, state-of-the-art controls, and a larger drum size, Miele's new laundry pair is designed specifically for the North American market.

The key job of a washing machine is to clean and care for your clothing. Miele's Full-Size washing machine not only cleans your clothes thoroughly, it extends the life of your wardrobe. From silks to woolens and mixed fabric garments, you can clean these items easily, effectively and most importantly, with great care. With more speciality programs to clean delicates and other hand washables that you would normally dry clean, each program can be customized to your desired fabric.

With state-of-the-art controls, Miele created a simple approach that allows you to quickly and easily select a cycle that will automatically adjust the water, temperature, soak and spin speeds to manage your cleaning tasks, as well modify your own program.

Miele's tumble dryer offers a wide range of sensor controlled and timed drying programs with a variety of drying levels to prevent overheating of your fabrics. The design life of the laundry pair is more than 5,000 cycles which is equivalent to a 20-year life expectancy.

To complete the look of your laundry pair, Miele has created pedestals, not only to raise your laundry, but also to serve as a storage area. The unique integrated compartments allow for tidy storage of laundry detergents or possibly your Miele vacuum.

With one look at the Miele Full-Size laundry pair, you will see it is not only unique in its design, but durable and efficient quality; a technology proven to protect and extend your relationship with the fine fabrics in your wardrobe.



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About Miele:

Miele may well be the breakout quality brand of the decade. Long considered a household name in Europe and worldwide, Miele is exploding 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. The firm's innovative heritage, together with their state-of-the-art design and engineering aesthetic, has inspired frequent comparisons in the media to other German companies synonymous with innovation like BMW.

Miele sells a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooking surfaces, ventilation hoods and steam ovens, as well as the revolutionary built-in coffee system. In addition, Miele offers professional laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.

Consumers wishing to learn more about Miele can call 800 643 5381 or visit [www.miele.ca](http://www.miele.ca).

- 30 -