

Press release  
No. 049/2019

## Award-winning product design: Red Dot award for Miele's new Little Giants

- ▶ Professional washing machines and tumble dryers from the Performance Plus model range awarded coveted prize
- ▶ Jury's verdict: 'Good design quality and high innovation potential'

**Gütersloh, April 17, 2019 – Robust, powerful, fast and versatile: This equally applies to the smallest commercial washing machines and tumble dryers from Miele - Little Giants. The new generation of products also excels with 'good design quality and high innovation potential', says the jury of the coveted Red Dot design awards – and promptly awarded the Little Giants 'Performance Plus' model range with their coveted prize which counts among the most significant of its kind. These machines were launched in early April.**

Even a passing glance at the high-quality stainless-steel fascia indicates that these professional machines are true giants. And the technology behind the scenes is most certainly designed to rise to the challenges which are common in hotels, small businesses and public institutions. The machines which occupy no more than half a square metre of floor space come in three sizes and two model ranges: Anyone opting for Performance Plus can choose between load capacities of 6, 7 and 8 kg.

Thanks to a new touch display, the controls are particularly simple and intuitive to use – and offer many opportunities afforded by digitalisation: These machines can be connected to WiFi and controlled conveniently from the MielePro@mobile app installed on a smartphone. Further options such as the connection of payment and dispensing systems simplify workaday life.

Compared with the previous generation, the new machines require significantly less electricity and water. Running costs can be cut even further using the optional peak-load management system which automatically switches off washers and dryers during periods of peak demand until total energy requirements drop once again. These and other performance and convenience features, many of which are only available from Miele, result in the high level of innovation potential which, at the end of the day, impressed the Red Dot jury.

The new Little Giants achieve top-notch washing and drying results in combination with short programme cycles – thanks not least to additional perforations in the drum rear panel which

Free for  
editorial use

Please submit  
copies to  
Miele & Cie. KG  
Public Relations

Postal address  
P.O.B.  
33325 Gütersloh  
Germany

Phone  
+49 5241 89-1953  
Fax  
+49 5241 89-1950

www.miele.de  
presse@miele.de

ensure better wetting and drenching of textiles in the wash cycle. A more finely tuned wash rhythm achieving improved dewatering in the spin cycle reduces the time needed in the subsequent drying cycle. High-quality materials and components contribute to a long life cycle. These include for example heater elements made from corrosion-proof stainless steel and grease-resistant silicone components. Before the Little Giants were approved for series production, they had to pass a battery of exacting strain and endurance tests simulating 30,000 hours of operation with flying colours.

Further details on these winning products are provided by Red Dot's online exhibition, in the Red Dot app, in their yearbook and in product presentations around the world.

**Media contact:**

Anke Schläger

Phone: +49 5241 89-1949

Email: [anke.schlaeger@miele.com](mailto:anke.schlaeger@miele.com)

**Company profile:** Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Professional Business Unit). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. 2017/18 turnover amounted to approx. EUR 4.1 bn, with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,100, whereof 11,200 are employed in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are two photographs with this text**



**Photo 1:** Simple operation using a smartphone app: The Little Giants from Miele, now with the 2019 Red Dot design award to its name, can be checked up on from a distance. (Photo: Miele)



**Photo 2:** For hotels, laundrettes, small businesses and many other commercial applications: Miele's Little Giants are practical and cut costs. (Photo: Miele)

Text and photo download: [www.miele-presse.de](http://www.miele-presse.de)

Follow us on:

 @Miele\_Press

 @Miele

 @Miele\_com

 Miele | Miele Professional