

Press release
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Even gentler, faster and more convenient – the new washing machines and tumble dryers from Miele

- ▶ The flagships in the new W2 and T2 generation go by the name “Nova Edition”
- ▶ Gentle washing without compromise thanks to the InfinityCare Honeycomb drum
- ▶ Unique design focusing on intuitive handling and flexibility

Gütersloh, September 4, 2024. – Miele is regarded as the epitome of thorough and gentle laundry care like no other manufacturer. At this year’s IFA, the Gütersloh-based domestic appliance company is now writing a new chapter in this success story – with the top models from a completely reimagined generation of washing machines and tumble dryers. At the core of the washing machine is the world’s first drum without drum ribs, which ensures even gentler care and longer lifetimes for delicate fabrics. Thanks to further optimised process technology, the W2 and T2 Nova Edition also offer shorter programme running times for smaller load sizes, increased flexibility during loading and much more besides. The market launch is planned for the first quarter of 2025.

Back in 2001, when Miele presented its now legendary drum – with its honeycomb structure and smaller perforations which allow the laundry to glide smoothly on a thin film of water – the innovation redefined the topic of laundry care. The technology is patented, has been further developed multiple times and remains unique to this day. Now, the next innovative leap has arrived – in the form of the Miele InfinityCare Honeycomb drum, the world’s first drum without drum ribs. When discussing drum ribs, it is important to understand that they are there, first and foremost, to guide and mix the laundry around when the drum rotates so that the items do not simply sit in the suds. However, this movement also generates increased mechanical strain for the laundry and, over time, this shortens the lifetime of the fabrics.

“This is the reason why our engineers have been working diligently for many years to get rid of the drum ribs,” says Dr Arnt Vienenkötter, Senior Vice President Business Unit Laundry of the Miele Group. To ensure that laundry is cleaned just as effectively as always, Miele has developed a new washing technique with the aid of AI. The new patent-pending technique adapts the movement of the drum to the items being washed each time. This means that the laundry is turned effectively by means of a pendulum motion – but without the mechanical

circulation involving ribs. Depending on the type and size of the load, the movement is either fast and dynamic or particularly slow and gentle. “This ensures that the laundry is hygienically cleaned even without drum ribs and maximises the lifetime of even the most delicate fabrics,” adds Vienenkötter. Striking highlights of the new design are the significantly larger and three-dimensional yet smoothly rounded elements, which Miele refers to as “Queen cells” due to the special role they play. There are six of these per drum and, among other things, they help to move the laundry in a gentle manner.

Wash sustainably and as often as you like thanks to SmartMatic

It’s sure to be a familiar situation: the washing machine is nowhere near completely full and your conscience is telling you to hold off with the washing for another day or two. In conventional wash programmes, the well-known automatic load recognition function reaches its limits when faced with small loads in particular, meaning that electricity and water consumption increases significantly per kilogram of laundry.

This dilemma is resolved by SmartMatic, the innovative automatic programme from Miele for all cotton and easy-care fabrics that can be washed at temperatures from 30 degrees Celsius. SmartMatic outperforms current load recognition functions, ensuring permanently consistent consumption of water, energy and – when using TwinDos automatic dispensing – detergent per kilogram of laundry.

“From now on, our customers can do their washing whenever they like, without having to think about having the optimum load. Washing laundry has never been so simple,” says Arnt Vienenkötter. SmartMatic is exclusive to Miele and only on the new W2 Nova Edition flagship model.

Maximum drying convenience – with the T2 Nova Edition

An exclusive convenience feature in the new flagship tumble dryer model is QuickPowerDry, which can be used to dry up to 4 kilograms of laundry in just 49 minutes. This is made possible by an additional efficient heating module installed on the rear of the tumble dryer in the heater duct. The module is activated when a programme is started and shortens the heating-up phase by around 50 per cent.

Here too, Miele is writing a new chapter in its success story for gentle laundry care. The company launched the world’s first washing machine programme for woollen laundry back in 1997 – and now it is presenting the equivalent for tumble dryers. In the new WoolDry programme, an increased drum speed enables delicate woollen garments to stay close to the wall of the drum, preventing the items from constantly “falling”. This saves the garments from

being subjected to additional mechanical strain which, when combined with moisture and heat, can cause delicate items to felt and shrink. Up to 1 kilogram of the most delicate woollen garments are dried so gently that they stay soft and fluffy.

High-quality design combined with intuitive handling

When it comes to the design of the new washing machines and tumble dryers, Miele is staying true to its commitment to perfection and premium quality. From the very first look, the completely reimagined front of both appliances impresses with its timeless elegance, modern and intuitive handling and its focus on the essentials:

- The streamlined, elegant control panel is comprised entirely of dark real glass in the "BlackEffect" colour.
- The opening of the perfectly matched glass door is 25 per cent larger, making the appliance more convenient to load, particularly when adding large items such as bathrobes, duvets or curtains.
- The new AmbientLight lighting concept creates atmospheric accents and its dedicated user navigation makes it easier to operate.
- What's more, the new M Touch PRO controls make the appliance easier to control, as they are larger than their predecessors, feature intuitive tap and swipe functions, and have a full-colour display.
- A further useful convenience feature that Miele fans will recognise from the current Generation 7000 built-in appliances is MotionReact: thanks to a movement sensor, the appliance switches on automatically when someone approaches. The door opens by gently touching it (ComfortOpen). Both features prove to be hugely practical particularly if you are carrying a full washing basket in both hands.

Naturally, the new Miele washing machines and tumble dryers are also tested to last for the equivalent of 20 years. Depending on the model, the W2 Nova Edition achieves an energy efficiency of A or A - 20%. The T2 Nova Edition is rated A+++ - 10%.

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Company profile: Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was 4,96 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There are eight photographs with this text



Photo 1: Miele continues its success story at IFA – with the top models of a completely redesigned generation of washing machines and tumble dryers. (Photo: Miele)



Photo 2: The next innovative leap in laundry care: with the Miele InfinityCare honeycomb drum, the world's first drum without ribs – for even greater care and longer service life of delicate textiles. (Photo: Miele)



Photo 3: Wash whenever you want: SmartMatic goes beyond today's load detection systems to ensure consistent consumption of water, energy and – when using the TwinDos automatic dispensing system – detergent per kilogramme of laundry. (Photo: Miele)



Photo 4: An exclusive convenience feature of the new top-of-the-range T2 Nova Edition tumble dryer is QuickPowerDry – for drying up to 4 kilograms of laundry in just 49 minutes (Photo: Miele)



Photo 5: With the new WoolDry tumble dryer programme, delicate woollen textiles lie close to the drum wall thanks to an increased drum speed, so that wool can now also be dried comfortably. (Photo: Miele)



Photo 6: The fundamentally redesigned front of the W2 / T2 Nova Edition impresses with its timeless elegance, modern and intuitive operation, focussing on the essentials. (Photo: Miele)



Photo 7: Another useful convenience feature is MotionReact: thanks to a movement sensor, the appliance switches on automatically when you approach it. (Photo: Miele)



Photo 8: The door opens with a gentle touch (ComfortOpen). This is particularly practical when you have a full laundry basket in both hands. (Photo: Miele)

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