

MEDIA RELEASE

A Legendary Line-up for a Total Laundry Solution

Miele launches its most revolutionary laundry collection to date: W1 Series Washing Machines, T1 Series Tumble Dryers and complementary CareCollection cleaning products.

This new dimension in Miele laundry care presents a host of spectacular, world-first features that set unprecedented standards in cleaning performance, gentle fabric care and user convenience, together contributing to time saving and environmental sustainability.

W1 SERIES WASHING MACHINES

Miele's revolutionary W1 Series Washing Machines debut a series of one-of-a-kind functions to deliver remarkable efficiency.

Boasting up to 4.5 star WELS water and energy efficiency ratings as well as load capacities up to 8kg, the stand-out features of these washing machines include an integrated detergent dispensing system, capsule dosing, and a remarkable new rendition of Miele's patented honeycomb drum.

One of the star attributes of select W1 models is Miele's exclusive new **PowerWash System**. This innovative system delivers optimum cleaning performance by increasing previous wash performance by 10 percent in a fully-fledged wash cycle completed in under an hour.

This is achieved with an additional circulation pump that repeatedly pumps water from the suds container into the inner drum to intensively drench the laundry. This pump is used in combination with a special drum rhythm to ensure laundry lies flat against the wall of the drum. This innovation allows water and detergent to penetrate the laundry load quickly and evenly.

For the most gentle laundry care to give smooth textiles, select W1 models feature Miele's next generation Honeycomb drum, the new and patented **SoftSteam drum** that simplifies ironing.

When the W1 'Pre-ironing' option is selected, the new **SoftSteam drum** is pre-heated to create steam. The hot drum has a sculptured surface with larger hexagons and wider channels to effectively and gently remove the wrinkles from the laundry even before the load is transferred to a tumble dryer.

The W1 series also offer Miele's new **Mixed Load Programme in the flagship model**. This useful programme is able to wash a blend of mixed fabrics together in a single cycle, whether this be odd socks, denim or a jacket.

On the user interface, simply select from 19 items to be included in the wash and the Miele W1 washing machine automatically adjusts the process to effectively wash these miscellaneous items together.

A Legendary Line-up for a Total Laundry Solution continues ...

For further convenience, users can even customise select W1 washing machines to meet their individual needs with the **ProgrammeManager**. Five different options can be selected to personalise a washing programme. These include *Intensive* to ensure good detergency without extending the cycle, *Eco* for reduced energy consumption, *Extra Gentle* to reduce mechanical action, *AllergoWash* to improve hygiene by extending the temperature holding time and thorough removal of detergent residues, as well as *Extra Quiet*.

NEW MIELE CareCollection – INTEGRATED DISPENSING AND SPECIAL PURPOSE CAPSULES

Another star feature of select W1 models, exclusive to Miele, is **TwinDos**. As the **world-first** integrated dispensing system for liquid detergents, the Miele TwinDos can achieve detergent savings of up to 30 percent.

The ultimate in convenience and efficiency, this revolutionary system dispenses two speciality detergents, **Miele UltraPhase 1** and **Miele UltraPhase 2**, to be exclusively used in these Miele washing machines.

With a capacity of 1.5L for each detergent, the appliances use Miele UltraPhase 1 basic detergent in the first stage in order to remove soils such as grease and protein. Next the Miele UltraPhase 2, a detergent enhancer containing a touch of bleach, comes into use to make light work of stubborn stains such as those from red wine or coffee.

These two-phase detergents are dispensed separately at the optimum time in the most accurate ratio to suit the type of laundry and ensure the very best cleaning performance for both whites and colours.

Select Miele W1 washing machines also feature new **CapDosing**, an intelligent and world-exclusive capsule dosing system for exceptional results. This feature is ideal to apply when fabrics or garments require further special treatment or a particularly persistent stain poses a challenge.

Offering a collection of special detergents such as *Sport*, *Down*, *WoolCare* and *SilkCare*, fabric conditioners including *Aqua*, *Nature* and *Cocoon* as well a *Booster*, this portioned dispensing system is incredibly easy to use.

Users simply place the selected CapDosing capsule in the fabric conditioner compartment and the W1 washing machine then doses its contents at the appropriate time during the wash cycle. Alternatively, Miele's dispensing system can also be used with regular off-the-shelf liquid detergents or fabric conditioners.

T1 TUMBLE DRYERS

Miele T1 Series Tumble Dryers with up to 8kg capacities perfectly match Miele W1 Washing Machines and are differentiated by their remarkable new functions, sleek new **transparent doors** and energy-efficient heat-pump technology, the latter achieving up to 6 star energy ratings.

A Legendary Line-up for a Total Laundry Solution continues ...

Select models in the T1 Series feature Miele's incredibly convenient **SteamFinish** function that reduces the need for ironing. Water from the condensate container is sprayed through a nozzle into the drum where it turns into steam when exposed to the hot process air.

This time-saving feature effectively diminishes wrinkles and stretches fabrics as they tumble in the rotating drum. SteamFinish can even be used to prepare dry garments for ironing, or unworn items which have been in a suitcase and require smoothing. Selected via the easy-to-use fascia, T1 SteamFinish complements the *Pre-ironing* feature on the W1 Washing Machines.

Select T1 Tumble Dryers also feature the new enhanced **Honeycomb Plus Drum**. With larger hexagons, bigger and rearranged drum ribs and a modified reversing rhythm, the new drum achieves an optimised cushioning effect for the most gentle laundry care.

PerfectDry is another T1 Tumble Dryer feature. PerfectDry calculates residual moisture and mineral content to prevent over or under drying of garments and to save valuable time and energy consumption.

NEW LAUNDRY FRAGRANCE – **FragranceDos**

An exclusive luxurious new feature of the all Miele T1 Tumble Dryers is Miele **FragranceDos**, a special dosing system to distribute gentle fragrance evenly onto laundry that lasts for up to four weeks.

From a choice of *Aqua*, *Cocoon* or *Nature* scents, the selected fragrance flacon is simply fitted into the holder of the T1 Tumble Dryer door while the intensity of the scent can be easily adjusted to suit personal taste.

OTHER CONVENIENT LAUNDRY CARE FEATURES

Select W1 and T1 models showcase Miele's new **ProfiEco motor**. Extremely energy efficient, this brushless, permanent-magnet motor is not only powerful but also maintenance-free and quiet.

Furthermore, **EcoFeedback** on select W1 and T1 models tracks energy usage. Not only does it provide an exact consumption reading when a programme has finished but it also forecasts consumption prior to the start of the selected programme. EcoFeedback also conveniently indicates when cleaning of the filter is required, which is crucial to reduce consumption and cycle times.

Perfectly complementing other Miele appliances in the Generation 6000 range, Miele W1 and T1 laundry appliances are complete with sleek new designs featuring intuitive user interfaces for simple navigation and selection of programmes. While new **EasyOpen** ensures W1 and T1 doors are simply pulled open without any electrical connection.

A Legendary Line-up for a Total Laundry Solution continues ...

Reinforcing Miele's position as the laundry expert, the extraordinary new W1 and T1 Laundry Appliances, complemented by high quality detergents and care products, deliver Miele's total laundry care system when combined with the Miele FashionMaster steam ironing system.

Delivering unprecedented quality and functionality, Miele's revolutionary laundry appliances are German engineered and tested to the equivalent of 20 years usage. The ranges are available from Miele Chartered Agents and Miele Centers nationally from 23 February 2014 with list prices from \$1,799.

Model	Energy Rating	Water Rating	Key Features	List Price
Washing Machines				
WDA 110	4	4.5	1-7kg capacity, Honeycomb drum, Anti-crease, ProfiEco motor, 10 wash programmes, 1400 rpm, Countdown indicator.	\$1,799
WDA 210	4	4.5	1-7kg capacity, Honeycomb drum, Anti-crease, ProfiEco motor, 10 wash programmes, 1400 rpm, Countdown indicator, Delay start	\$1,999
WKF 130	4.5	4.5	1-8kg, SoftSteam drum, Anti-crease, ProfiEco motor, CapDosing, PowerWash, ProgrammeManger, EcoFeedback	\$3,199
WKG 130	4.5	4.5	1-8kg, SoftSteam drum, ProfiEco motor, Anti-crease, CapDosing, TwinDos, EcoFeedback	\$3,199
WKH 130 WPS	4.5	4.5	1-8kg, SoftSteam drum, ProfiEco motor, Anti-crease, CapDosing, PowerWash, TwinDos, ProgrammeManager, EcoFeedback	\$3,699
WKR 770 WPS	4.5	4.5	1-8kg, SoftSteam drum, ProfiEco motor, Anti-crease, CapDosing, PowerWash, TwinDos, ProgrammeManager SteamCare, Stains wash options (23), , 4-Line TFT Display	\$4,699
Tumble Dryers				
TDA 150 C	1.5	NA	1-7kg capacity, PerfectDry, Fragrance kit, Honeycomb drum, 6 drying programmes	\$1,899
TKB 450 WP	6	NA	1-8kg capacity, transparent door, Honeycomb Plus drum, FragranceDos, 10 drying programmes	\$3,199
TKG 450 WP	6	NA	1-8kg capacity, transparent door, Honeycomb Plus drum, FragranceDos, SteamSmoothing, Freshen up, EcoFeedback, 18 drying programmes	\$3,699
TKR 450 WP	6	NA	1-8kg capacity, transparent door, Honeycomb Plus drum, FragranceDos, SteamSmoothing, Freshen up, EcoFeedback, ProfiEco motor, 20 drying programmes, 4-Line TFT Display and Steam Smoothing.	\$4,699
CareCollection				
UltraPhase 1 Detergent	1.5L cartridge Coloured detergent cartridge for automatic dispensing with compatible W1 washing machines. For use with UltraPhase 2 for a 2-component detergent system for brilliant colours and spotlessly white laundry			\$29.95
UltraPhase 2 Detergent	1.5L cartridge Booster detergent cartridge for automatic dispensing with compatible W1 washing machines. Use with UltraPhase 1 for a 2-component detergent system for brilliant colours and spotlessly white laundry			\$29.95
Miele Caps 10-pack	Available in : <i>Collection, WoolCare, Booster, Sport, Home and Fabric Conditioners: Aqua, Cocoon or Nature</i>			From \$16.95
Fragrance flacon	12.5 ml Available in Aqua, Cocoon and Nature fragrances			\$17.95

-ends-

Miele – Immer Besser

Media enquiries to: Anne Tesch or Eliza Mielczarek, Tesch Communications
PR Consultants to Miele Australia Pty Ltd, 03 9690 9199
atesch@tesch.com.au or eliza@tesch.com.au
Website: www.miele.com.au