

Press Release

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Miele washing machines: Full steam ahead

Unique SteamCare technology reduces the need for ironing by up to 50%

This technology applies steam to laundry in the washing machine drum and offers two practical benefits: Firstly, textiles are smoothed, reducing the need for ironing by up to 50%. Secondly, this function can also be used to refresh garments.

According to a survey carried out by the Berlin Institute for Social Research, ironing is one of the most unpleasant chores in any household so SteamCare technology from Miele is the answer to everyone's need! A water tank with its own separate steam generator allows steam to be applied both continuously and in pulses, or a combination of the two. This allows the application of steam to be geared to textiles, ensuring the gentle care of even the most delicate garments. This results in a significant reduction in creases and wrinkles, thereby considerably reducing the time spent at the ironing board. Three different steam programmes are available.

The 'Steam' option can be added to virtually all wash programmes, applying steam directly after the wash cycle. Whether steam is delivered continuously or in bursts, or indeed a combination of the two, depends on the programme selected.

If not all items are to be exposed to steam – for instance when towels and T-shirts have been washed in the same programme – steam can be applied to selected garments in the separate steam finishing programme. Still damp items are simply placed into the patented Miele honeycomb drum and a programme run.

The 'Freshen up' programme both smoothes and refreshes dry garments. This is ideal for clothing which has only been worn briefly and is therefore only slightly soiled such as shirts and T-shirts. This produces fresh laundry without washing. As textiles are remoistened by the steam, this programme is particularly suitable as preparation for ironing table linen.

The steam generator is maintenance-free and does not require descaling. Component durability subscribes to Miele's own exacting requirements geared to an anticipated life cycle of 20 years.

The W5964 steam care model is available from early May.

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Notes to Editor:

Miele is a luxury German manufacturer of high quality domestic appliances and commercial equipment founded in 1899 by Carl Miele and Reinhard Zinkann and is one of the largest family-owned and operated appliance company in the world. Miele's success in achieving a synthesis of form and function has resulted in numerous design awards. Prize-winning Miele appliances are on show the world over, not least in the Museum of Modern Art, New York and in the Chicago Atheneum.