

Press release

New Laundry-care generation from Miele

Gentle – cost-saving – convenient!

Miele has always been at the cutting edge of laundry care technology. The W 5000 series washing machines further perfect gentle fabric care and take green concerns seriously. At the same time, these models take convenience onto the next level, for instance by offering Miele's new stains programme on the washing machine or 'Gentle smoothing' on the tumble dryer.

The washing machines go particularly gentle on laundry, thanks to their honeycomb drum. On the W5000 series, the drum offers a load capacity of up to 8 kg, offering ample space even for large, bulky loads.

Stains have always posed their own particular problems. Consequently, these new washing machines offer a 'Stains' programme, including a stain-removal guide. The programme covers 22 typical stain categories. Where necessary, up to 3 stain types can be combined per cycle. Programme parameters are then automatically adjusted to suit the stain types selected. And to ensure top-level wash results, the display provides further useful context-sensitive tips on how to deal with stains. *

Gentle laundry care tailored to the needs of specific textiles is also achieved through a broad range of programmes. Simply select an appropriate programme from the numerous alternatives and leave the thinking to the machine. New special-purpose programmes include Automatic Plus, Intensive Plus and Dark items/Denim. 'Express 20' is a further new entry. This programme consists of a main wash with a special rinse-wash process, ideal for giving lightly soiled textiles a quick wash or ridding garments of unpleasant smells. *

This, of course, leads directly to the subject of cost-efficient laundry care. Low consumption has long been a familiar property of Miele machines, but now Miele has made further significant progress. As far as electricity consumption on washing machines goes, modern Miele machines typically achieve consumption levels 20% lower than required for an A label rating for a full load. However, in most domestic situations, drums are rarely full. But even with a typical 3.5 kg load, Miele - and only Miele - still achieves an A rating!

Particularly beneficial from a cost perspective is washing at low temperatures, usually 20°C or even 'Cold'. All models from the new series feature this option in almost all programmes. Low-temperature washing is ideal for processing lightly-soiled textiles. Washing at 20°C instead of 60°C reduces energy consumption significantly. Lowering the temperature, for example, from 60°C to 20°C can result in savings of up to 75%.

(*depending on models and programme used)

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