



For Immediate Release:

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Miele Helps Achieve Proper Fabric Care

Laundry appliances and its intuitive settings provide a perfect finish

Princeton, NJ – Miele, the largest global family-owned luxury appliance manufacturer, has a long history in fabric care and the expertise to make fabrics last longer. With the 2017 debut of the FashionMaster, a revolutionized premium steam ironing system, and advanced laundry machines, Miele furthers its position as a leader and innovator in the textile care category.

According to the [Bureau of Labor & Statistics](#)¹, the average American family spends upwards of \$1,800 annually on apparel and related services, which includes dry cleaning. Consumers put a great deal of attention on their clothing and fabric choices, which is why Miele is dedicated to developing innovative technologies for fabric care.

Many people are weary of handling certain fabrics on their own due to their delicate nature, but with Miele's laundry care equipment, these fabrics can be cleaned and cared for right in the comfort of your own home. Miele's washer and dryer include functions that can handle everything from sheets and towels to cashmere and wool. When combined with the new FashionMaster ironing system, which can rejuvenate fabric with its active ironing board, incorporated fans and powerful forced steam iron, your home becomes a one-stop shop for all clothing and fabric care, allowing you to skip the inconvenience of visiting a laundromat or dry cleaner.

Miele is able to provide consumers with an abundance of valuable tips and information through its years of testing and research. Below are some useful fabric care guidelines that will help clean and extend the life of the most commonly worn fabrics:

¹ <https://www.bls.gov/opub/reports/consumer-expenditures/2015/pdf/home.pdf>

- **Cotton:** Cotton wrinkles very quickly and has low heat retention so it's important to pay close attention to how each cotton garment reacts in a laundry machine. When washing in a Miele machine, use a "Normal" or "Extra White" program for optimal care. Cotton can normally be dried in a tumble dryer. To finish the look, simply iron on the FashionMaster by turning the dial to the cotton icon.
- **Terrycloth towels:** Use a tumble dryer to dry clean towels as terrycloth towels can quickly become hard when dried on a clothesline. The patented honeycomb drum in Miele tumble dryers leaves towels soft and fluffy by creating an air cushion on the honeycombed drum surface.
- **Denim:** Denim is a very tricky fabric to clean because it can shrink while being washed and dried without proper care. When washing denim in a Miele machine, do not use temperatures hotter than the "Hot" setting, and stretch denim only on the "Cold" setting. Also, use a delicate detergent without optical brighteners. To dry, use a regular program with the "Gentle" option to ensure that your favorite jeans stay in great condition.
- **Cashmere:** Due to its delicate nature, cashmere is typically hand washed or dry cleaned. Items made of cashmere should be washed carefully on the "Cold" setting using a liquid detergent for woolens. The gentle liquid detergent WoolCare from the Miele CareCollection is made with fiber-protection components against felting and a color-protection formula for bright colors to guarantee gentle cleaning and care. To refresh the fibers, set the FashionMaster ironing board fans to blow upwards and gently iron using the Silk/Wool setting.
- **Silk:** With Miele laundry products, there is no need to hand wash silk. The Miele "Silks" program automated in its washing machines ensures gentle cleaning of delicate textiles. When drying, the "Normal" program with the "Gentle" option dries the silk in a warm air flow and reduces formation of creases. Silk should be steamed or ironed while still slightly damp with the iron set to a maximum of 2 dots on the FashionMaster iron. An anti-stick soleplate, also available with the FashionMaster, provides additional protection against scorch marks.

To assist with all your laundry care needs, Miele has several helpful links to ensure consumer can handle everything from treating stains, washing and ironing. Visit Miele's laundry care for more information on [products](#).

Additional clothing care references:

- For tips on how to wash other common fabrics such as wool and linen, [click here](#).
- For Miele's ABCs of how to remove stains, [click here](#).
- For a list of laundry care symbols and their meanings, [click here](#).

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

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