

## For Immediate Release:

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## **Miele Revolutionizes Laundry Care with New “Intelligent” W1/T1 Washing Machines and Dryers** *Best Wash Performance Thanks to TwinDos, CapsDosing and QuickIntenseWash; New Dryers Now Exclusively with Heat-Pump and PerfectDry Technology*

**Princeton, NJ** – Miele, the largest family-owned luxury appliance manufacturer, has announced the launch of new W1 Washing Machines and T1 Dryers, bringing new “intelligent” technology to cleaning performance, gentle fabric care, user convenience, and proficiency. The W1 Washing Machines incorporate three models in its line-up. Each model is equipped to provide the user with ultimate cleaning prowess, select models features groundbreaking processes: TwinDos, CapDosing and QuickIntenseWash, which optimize the precision and process of washing. There are two model options for the new T1 Dryers. The T1 Dryer stands out due to the unit’s ventless, heat-pump and PerfectDry technologies that flawlessly and gently dry large loads with incredible efficiency.

“The new W1 Washing Machines and T1 Dryers are an exciting launch for Miele in the US,” said Jan Heck, President, Miele USA. “We’ve seen how brilliantly these machines have performed in Europe and we’re now able to bring that level of superior and unmatched fabric care here with never-before-seen technology that is truly groundbreaking.”

Miele is revolutionizing the standards of laundry with intelligent, intuitive machines and unique technologies that are industry firsts.

### **W1 Washing Machines Feature:**

- ***TwinDos\****  
The Miele W1 Washing Machines feature the company’s exclusive TwinDos system, the industry’s first two-phase automatic liquid detergent dispensing system, which saves 30 percent, on average, on detergent versus manually loading.  
  
This feature operates in two stages with UltraPhase1 combating grease and removing soiling while UltraPhase2 removes stubborn stains. Each phase dispenses the proper amount of liquid based on load size, type of fabric and programmed level of soiling and staining. Using the two phases, TwinDos is able to keep colors from fading while keeping white clothes bright and crisp.
- ***CapDos***  
CapDos is another industry first and is a one-time use capsule that automatically adds special detergents and fabric conditioners that are specifically formulated for different types of clothes including sport, outdoor, down, wool, and silk. Each Cap, which is optimally dispensed during the wash cycle, has a matching wash program, taking all guesswork out of washing even the most delicate items.
- ***QuickIntenseWash\*\****  
Using the Miele-developed ‘spin and spray’ technology, the new QuickIntenseWash program proves that a regular load of laundry can be washed in less than 60 minutes with perfect results.

- **SingleWash\*\***

When cleaning smaller loads (up to 2.2 lbs.; equivalent to 2 pairs of pants or three dress shirts), this option offers excellent results, shorter program duration and low energy and water consumption. It has the potential to reduce energy consumption by 27 percent, water usage by 70 percent and time by 60 percent.

### **T1 Dryers Feature:**

- **Heat Pump Technology**

The Miele T1 ventless Dryers demonstrate that high efficiency and drying speed are not mutually exclusive. Heat-pump technology helps the T1 achieve Energy Star's Most Efficient criteria (reducing energy and operating costs up to 60 percent) with fast drying times in line with more traditional technologies. Since the heat-pump dryer actively heats and cools the air circulating through the drum, it can achieve quick and uniform drying without relying on high temperatures.

- **PerfectDry**

This unique feature in the T1 Dryer sets the machine apart by detecting the amount of moisture and calcium content of the water, adjusting the program duration to ensure proper drying and perfect results.

- **SteamFinish\*\*\***

This feature adds steam during drying, which prepares the fabric for ironing and, depending on the type of fabric, may even eliminate the need to iron altogether.

- **FrangranceDos**

The exclusive feature lends a pleasantly fresh fragrance to laundry during the drying process, lasting up to four weeks. It is available in 'Aqua,' 'Cocoon,' and 'Nature' scents.

### **WiFiConn@ct**

Both the W1 and T1 are linked to the Miele@mobile app, allowing the user to monitor their laundry system from the convenience of their mobile device. The app allows you to monitor the cycle progress, time remaining, estimated completion time, and sends a notification when laundry is ready. You can also stop cycles remotely before they have finished and receive alerts when TwinDos cartridges need to be replaced (and connects you conveniently to reorder in a matter of minutes). The app also features Wash and Drying Assistants, which walks you through finding the perfect program and provides washing and drying tips.

"While the consumer perception thinks bigger is better, the new W1 and T1 units are European capacity but are fully equipped to care for all the laundry of the average household – we're able to fit into smaller spaces without sacrificing load capacity or quality versus larger units," said Dirk Sappok, Director of Product Development, Miele USA "These units are our right-sized everything and anywhere products that are easy to use, perform and care for every type of textile."

Miele has made no concessions whatsoever when it comes to its own proverbial quality standards. Like all Miele home appliances, the washing machines and tumble dryers from the new W1 and T1 series are designed and tested to last 20 years. This is achieved by selecting well-built componentry, which only Miele uses, for example a high-grade stainless steel outer drum, cast-iron counterweights and an enameled front panel.

To view videos on the new technologies and unique features in the Miele W1 Washing Machines and T1 Dryers, click [here](#) or visit [www.youtube.com/mieleus.com](http://www.youtube.com/mieleus.com).

The new W1 and T1 model series are currently available at Miele retailers nationwide. Visit [MieleUSA.com](http://MieleUSA.com) for more information.

\* Available on WWH 660 WCS and WWH 860 WCS

\*\* Available on WWH 860 WCS

\*\*\* Available on TWI 180 WP

## **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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