

For Immediate Release:

Contact: Monique Robinson
Miele
800.843.7231 x2513
monique.robinson@miele.com

Miele W1 Washing Machine Wins USA Today's Reviewed.com Editors' Choice Award

The Miele W1 WWH860 washing machine awarded top choice for compact machines

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, is proud to announce that the new W1 washing machine has received the Reviewed.com Editors' Choice Award in the compact washer category. This recognition follows a thorough product test conducted by Reviewed.com's appliance analysts.

"Miele is honored to receive this award and product recommendation from the premier product review and authorization publication in the United States," said Jan Heck, President, Miele USA. "This recognition comes on the heels of the W1 washer and T1 dryer's recent introduction into the US market. While consumer perception, in the laundry category, is 'bigger is better,' Reviewed.com's analysis proves that a compact machine can stand up against the biggest stains and laundry concerns."

Reviewed.com's [article](#) states, *"The Miele W1 WWH860 is the compact washer par excellence. It has the stain removal power of a washer twice its size. There are other compact washers out there that offer more space or an easier user experience, but none compare to the Miele W1 WWH860's versatility and cleaning prowess."*

With three W1 washing machine models available, the award winning WWH860 includes TwinDos, CapDos and QuickIntenseWash, which optimizes the precision and process for washing. The TwinDos feature automatically dispenses proprietary detergent and oxygenated bleach to each load of laundry. This mode eliminates the possibility adding too much or too little detergent, which can result in a poor wash or damaging the lifespan of the fabric.

CapDos is one-time use detergent pod for specific clothes such as wool, sportswear or outerwear. These pods along with the matching machine program allow the user to wash items that require specific care instructions.

With QuickIntenseWash, Miele achieves a high-level cleaning performance in a surprisingly short time. This washing mode provides excellent cleanliness in less than 60 minutes.

The Reviewed.com Editors' Choice Award was developed as a process to provide its readers with the answer of what the consumer should purchase. With detailed testing and comparison reviews, the Miele W1 WWH860 ranks highest among similar products in its category.

Visit the Miele W1 and T1 [laundry site](#) for complete detail on the product along with videos highlighting some of the newest technologies. Or visit the [Dealer Finder](#) page to locate your nearest authorized appliance retailer.

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.

To learn more, visit www.mieleusa.com or www.youtube.com/mieleus, and follow us on www.facebook.com/mieleus and Instagram @MieleUSA.

About Reviewed.com

Reviewed.com's product experts use lab testing to rate and review the latest consumer electronics and home appliances, helping guide consumers purchases. Reviewed.com editors select the best performing and best value products for the company's Editors' Choice and Best of Year Award programs. Founded in 1998, the company was acquired by USA TODAY in January 2011 and powers technology coverage in USA TODAY and Gannett media properties. Reviewed.com and the USA TODAY Network reaches more than 140 million monthly U.S. uniques.