

## For Immediate Release:

Contact: Monique Robinson  
Miele  
800.843.7231 x2513  
[monique.robinson@miele.com](mailto:monique.robinson@miele.com)

### **Miele W1 Washing Machine and T1 Dryer Earn the Good Housekeeping Seal** *Over 100 Miele Products are Backed by the Good Housekeeping Seal*

**Princeton, NJ, September 17, 2018** – Miele, the largest family-owned luxury appliance manufacturer, has earned the Good Housekeeping Seal on their new W1 washing machines and T1 dryers. The Good Housekeeping Institute methodically evaluates products using state-of-the-art consumer testing methods; reviewing product effectiveness, as well as packaging and marketing claims.

“Miele is honored to have earned the Good Housekeeping Seal from the Institute, which has been advocating for quality products since they opened their doors in 1900,” says Miele USA President, Jan Heck. “The W1 washing machines and T1 dryers were engineered to allow for optimal fabric care by our customers and we are delighted that the Seal now provides added assurance.”

The Good Housekeeping Institute was impressed by the ease of use of the new Miele washer and dryer, noting they have large capacities for machines of this size and a wide array of cycles and options. The Institute validated the performance of the machines, which impressively removed even set-in stains from their test swatches and test laundry loads were done quickly and well.

“This powerhouse washer and dryer duo is stacked with sophisticated technology that will take the guesswork out of cleaning and ‘debunk’ your reasons to skip laundry day,” adds Good Housekeeping Institute Director of the Home Appliances, Cleaning Products, and Textiles Lab, Carolyn Forte.

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

To date, Miele has received the Good Housekeeping Seal on 100 products from various lines including vacuums, dishwashers and ranges.

### **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](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus) and Instagram @MieleUSA.

### **About Good Housekeeping**

Celebrating 133 years, Good Housekeeping ([goodhousekeeping.com](http://goodhousekeeping.com)) is a leading lifestyle media brand inspiring a monthly audience of 30+ million readers to discover genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The Good Housekeeping Institute's state-of-the-art labs combined with Good Housekeeping's seasoned editorial talent is unparalleled. Staffed by top engineers, scientists and technology experts, the GH Institute tests and evaluates thousands of products each year for the magazine, website and for the Good Housekeeping Seal and the Green Good Housekeeping Seal, which are among the most recognized and trusted consumer icons in the world today. Good Housekeeping, which also has five international editions, is published by Hearst Magazines, a unit of [Hearst](http://Hearst), one of the nation's largest diversified media, information and services companies. Hearst attracts more readers of monthly magazines than any other publisher. Hearst Magazines' print and digital assets reach 139 million readers and site visitors each month—more than two-thirds of all women and nearly three-quarters of millennial women in the country (source: 2017 comScore Multi-Platform/MRI 01-18/F17). With 25 titles in the U.S, the company publishes close to 300 editions and 200 websites around the world. Follow Good Housekeeping on [Facebook](http://Facebook), [Instagram](http://Instagram), [Twitter](http://Twitter), [Pinterest](http://Pinterest) and on the [Inside the Institute](http://Inside the Institute) blog.

###