

MIELE DEDUTS NEW LITTLE GIANT LAUNDRY UNITS TO NORTH AMERICA MARKET

- *Professional Washing Machines and Tumble Dryers from the Performance Plus Model Range will be Premiered at the KBIS Booth C6716*
- *New, Innovative Features Make These Machines Truly Little Giants*

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, is now welcoming the robust, powerful, fast and versatile new generation of Little Giants. These machines will make their North American debut at KBIS 2020, in Las Vegas.

The new portfolio of products also excels with 'good design quality and high innovation potential', says the jury of the coveted Red Dot design awards – and promptly awarded the Little Giants 'Performance Plus' model range with their coveted prize which counts among the most significant of its kind. Now with even larger capacity, improved efficiency, and for the first time in Miele Professional, a heat pump dryer.

Even a passing glance at the high-quality stainless-steel fascia indicates that these professional machines are true cleaning giants. The technology behind the scenes is certainly designed to rise to the challenges where cleaning and efficiency demands are at their highest. The U.S. machines will include only the largest model: the Performance Plus series, with laundry capacity of 18 lbs.

The new intuitive touch display, M Touch Flex, creates a sleek look that is simple and easy to use via the large touch screen display – and offers many opportunities afforded by digitalization: machines can be connected to WiFi and controlled conveniently from the MielePro@mobile app installed on a smartphone.

Compared with the previous generation, the new machines require significantly less electricity, water and time. The washer now features a 49 minute Express cycle amongst the 50 Plus programs available. The Heat Pump dryer is also new to Miele Professional, and is capable of FragranceDos. Both Washer and Dryer are available in Lotus White and Stainless Steel front.

The new Little Giants achieve top-notch washing and drying results in combination with short program cycles – in part to a newly improved and redesigned Honeycomb drum with additional perforations in the drum rear panel that ensures better wetting and drenching of textiles in the wash cycle.

A more finely tuned wash rhythm achieving improved dewatering in the spin cycle reduces the time needed in the subsequent drying cycle. High-quality materials and components contribute to a long life cycle. These include heater elements made from corrosion-proof stainless steel and grease-resistant silicone components. Before the Little Giants were approved for series production, they had to pass a battery of exacting strain and endurance tests simulating 30,000 hours of operation with flying colors.

Visit KBIS booth C6716 to learn more about the new Little Giant models and all of Miele's products.

For more company and product information, visit MieleUSA.com.

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 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.

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There are two photographs with this text



Photo 1: Simple operation using a smartphone app: The Little Giants from Miele, now with the 2019 Red Dot design award to its name, can be controlled remotely. (Photo: Miele)



Photo 2: For multi-family units, B&Bs, small hotels, small businesses and many other applications: Miele's Little Giants are useful in countless ways. (Photo: Miele)

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Photo 3: The all new Little Giants will be available in Lotus White or Stainless Steel front, and either side-by-side or stacked configuration. (Photo: Miele)