

MIELE AND RENOVATION ANGEL CREATE EXCLUSIVE RECYCLE & REBATE TRADE PROGRAM TO PROMOTE SUSTAINABILITY



Mutual Benefits Offered to the Trade, Consumers and the Earth

Princeton, NJ – [Miele](#), the world’s largest family-owned luxury appliance manufacturer, has partnered with [Renovation Angel](#), the nation’s premier luxury kitchen and interiors recycler, to spearhead sustainable renovations. Through the Recycle & Rebate Program, homeowners who donate their qualified kitchens will receive an instant discount on new Miele appliances and significant tax and removal savings.

Renovation Angel’s non-profit mission is protecting the Earth, creating new recycling jobs and supporting high-impact charities. Now, in partnership with Miele, when a consumer donates their qualified kitchen to Renovation Angel, they will be rewarded with an exclusive discount (10% off UMRP) on any qualifying Miele kitchen and laundry items when purchased through a select participating Miele Dealer. In addition to offering clients an instant rebate on their appliance package, tax savings and free removal, participating trade partners may be eligible for a referral bonus.

To illustrate the overall savings, Renovation Angel provides a complimentary “Net Value Estimate.” Then the free, professional and insured white-glove removal/pack/transport is completed in one day. Renovation Angel will refer homeowners to a third-party independent appraiser to determine the tax deduction value.

“With the growing number of kitchens placed in landfills, it’s more important than ever to foster sustainability” said Steve Feldman, Founder and CEO of Renovation Angel. “Customers can save up to \$50K when they recycle their complete kitchen, including all the appliances. We’re thrilled that Miele will also be rewarding consumers who renovate responsibly.”

Nearly 100,000 luxury kitchens are discarded in landfills each year. By recycling kitchens, appliances and interiors, Renovation Angel has diverted more than 40 million pounds from landfills since its inception in 2005.

“Sustainability is a core characteristic of Miele’s brand identity. We are committed to producing long-lasting, energy-efficient appliances and conserving resources during the production process for our entire line,” said Dan Nolan, National Trade Manager for Miele. “We are continuing that sustainability effort through this collaboration and are pleased to offer donors an advantage to help them complete their renovations with quality products that will help serve them and their families for years to come.”

Potential renovators, designers and builders can visit RenovationAngel.com/Miele for more information on the partnership and how to get started.

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.

About Renovation Angel

Renovation Angel, a 501(c)(3) non-profit organization is the nation's premier luxury kitchen and interiors recycler, is on a mission to save the planet by keeping kitchens out of landfills. Since 2005, they've helped divert 40 million pounds from landfills by recycling over 7,000 kitchens. They have created over \$25 million in new recycling jobs and distributed over \$2.3 million to charity. Renovation Angel has recycled thousands of donations from high-net-worth homeowners including Forbes 400 members, sports and entertainment families.

To learn more, visit www.renovationangel.com/Miele and follow us on www.facebook.com/renovationangel/ and [Instagram.com/renovation_angel/](https://www.instagram.com/renovation_angel/)

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