

PRESS RELEASE

FOR THE LOVE OF LAUNDRY

27 October 2015, Johannesburg: Laundry appliances are an essential addition to any household – they remain one of the most hard-working appliances in the home, and they should be one of the most long lasting. Says Liam Gawne from Miele: “Laundry appliance are a sizeable investment, and if chosen correctly and used with care, they should offer you years of service.”

He says that as with most things in life, when buying a washing machine and tumble dryer, you get what you pay for, and as such it is important to buy the best quality that you can afford: “Miele has been involved in manufacturing quality washing machines since the company was founded in 1899. If you own a Miele washing machine or tumble dryer, you can be safe in the knowledge that you own the best that money can buy. However, many people believe that Miele laundry appliances are out of their price range – but this is most certainly not true.

“If you consider that, like all Miele appliances, its range of laundry appliances are designed, manufactured and tested to last for a minimum of 20 years. Although, Miele appliances are priced at the upper-end of the price spectrum, if you compare them to the average 7-year lifespan of most other laundry appliances, you will see that Miele offers you far more bang for your buck. Added to this, its range of laundry appliances also offers excellent energy savings, and the best laundry care that is currently available.”

If you are in the market to buy a new washing machine or tumble dryer, Liam offers the following tips and advice:

Choosing a washing machine:

- **Capacity:** This is one of the most important considerations when choosing a washing machine, as the bigger the drum, the more you can wash. Says Liam: “As a rule of thumb, 1kg is roughly equivalent to one outfit, which includes a pair of pants, a shirt, underwear and socks. For an average 4-person household, washing machines with a load capacity of between 6kg to 8kg will suffice. Miele’s WDA 100 washing machines for example, have a capacity of between 7kg and 9kg. As a result, you can wash large items such as pillows or duvets without a problem.”
- **Spin speed:** The faster the spin speed, the more moisture will be extracted from your laundry at the end of the wash cycle, meaning that the laundry will dry quicker. Says Liam: “Miele’s WDA 100 washing machine boasts a spin speed of 1.400 rpm, which is more than efficient for everyday laundry.” He says that you should also look for a machine with a professional balance system for a smooth spin cycle: “Miele’s Professional Balance System ensures optimum laundry distribution for quiet functionality and optimum performance.”

- Latest technology:** If you invest in a washing machine with the latest technological advancements – you will maximise the use of your machine, as it will be able to cope with different garment types, and offer better overall functionality, explains Liam: “Miele’s washing machines offer a host of added technology to make your life easier. Miele’s patented honeycomb drum for example, with its hexagonal sculpted surface, ensures the most gentle fabric care as it allows garments to glide on a thin film of water. Also, thanks to the special drum perforations, the mechanical strain on the garments is seriously reduced.”
- Wash programmes:** Wash programmes offer a convenient and efficient way of catering to all sorts of laundry needs, notes Liam: “Miele’s WDA 100 washing machine for example, offers a host of programmes. The Automatic Plus programme has been designed to cater for mixed loads, so that you can wash cottons and polycottons together. It also has a Woollens Programme that allows you to wash delicate woollen items without the risk of shrinking or felting. The Shirt Programme offers anti-creasing functionality, where it reduces creasing in order to simplify the ironing of shirts and blouses. For those in a rush, the Express 20 offers a means to freshen your laundry quickly and efficiently – with this programme, you can wash lightly soiled and small quantities of laundry in a quick 20-minute cycle.”
- Efficiency and sustainability:** With the ever increasing cost of electricity, and the aim of offering a better environmentally-friendly means of doing your laundry – choosing a washing machine with a good energy and water efficiency rating is a must. Notes Liam: “Miele’s WDA 100 washing machine is particularly economical with an energy efficiency rating of A+ +. It also offers the ability to efficiently wash laundry at lower temperatures of 20°C or ‘cold’. Automatic load recognition is another great advantage, as the smaller the load, the less water and energy it will require – Miele’s washing machines are able to automatically recognise the load size and adjust the cycle accordingly. They also boast a Flowmeter that measures the intake of water precisely and helps to further reduce overall water consumption.”
- Noise and safety:** If your washing machine is located in your kitchen, and particularly if your kitchen is open-plan, then it is very important to choose a model that does not make too much noise when it is in operation, says Liam: “Miele’s WDA 100 washing machine boasts a noise level of 54 db(A) during its wash cycles, which is approximately the same as a refrigerator humming.” He says that other useful innovations include an emergency release that allows you to open the door in the event of a power outage, a Foam Control System that monitors and regulates foaming, as well as a Water Control System that monitors water intake and automatically detects leakages and water in the drip tray.”
- Reliability:** Buying a washing machine is a sizeable investment, and as such, you want to be sure that it lasts for as long as possible. “Thanks to

extensive testing, all Miele's laundry appliances boast a minimum lifespan of 20 years, or 10 000 operating hours. They also have an enamelled front, which is scratch-, acid-, and corrosion-resistant and easy to clean. Miele's suds container is also particularly robust and hygienic. It is supported by suspension springs and shock absorbers and is weighed down with cast-iron counterweights. This is Miele perfection for minimum wear and tear, as well as durability."

Choosing a condenser tumble dryer:

- **Type:** Condenser tumble dryers are by far the most popular type of tumble dryer – they don't require an externally-vented hose, so you can enjoy the freedom of installing them wherever you want. It operates by removing water from the laundry, which collects in a container. Although most models need this container to be emptied on a regular basis, Miele's Integrated Condensate Drainage Technology ensures that the condensate can be drained off via a hose that is connected directly to the sink drainage. However, if this is not possible, then it has an LED light or display that indicates when the condensed water container needs to be emptied."
- **Capacity:** Similar to washing machines, the bigger the load capacity of the tumble dryer, the more laundry it can dry. Liam advises that you invest in a tumble dryer with the same load capacity as your washing machine for added convenience.
- **Energy rating:** Cut down energy consumption and environmental impact with an energy efficient tumble dryer. Notes Liam: "Heat pump dryers are by far the most energy efficient option, however, with regards to condenser tumble dryers, one with an A energy rating is a good option."
- **Convenience:** Look for innovations that will make the tumble dryer more convenient to use notes Liam: "Miele's honeycomb Drum for example, allows the laundry to be dried gently and evenly – ensuring less creasing for easier ironing. The Intelligent Drum Reversal promises optimum drying results – the changing direction of the drum rotation prevents laundry from tangling and creasing. Miele's TDA 140 C tumble dryer also boasts a Buzzer, which is an acoustic signal that announces when the laundry is done. The drum is positioned at a convenient loading angle to reduce strain on your back when you are loading and unloading the machine."
- **Drying programmes:** Like washing machines, the more programmes a tumble dryer has, the more efficiently it can be used. "Like Miele's WDA 100 washing machine, the TDA 140 C tumble dryer boasts Automatic Plus and Woollen Programmes. It also has an Airing Programme that can be used to refresh items of clothing or soft toys without washing them. The Gentle Smooth Programme and the Anti-crease Action are definite highlights – creating a great smoothing effect on damp and dry laundry to

make ironing a synch. The PerfectDry technology is also worth a mention – is ensures that laundry is dried perfectly every time by detecting the calcium content of the water and adjusting the programme duration automatically,” explains Liam.

The Miele WDA 100 washing machine has been discounted from R12 999,00 and now retails for R9 999,00.

The Miele TDA 14o C tumble dryer was selling for R12 999,00, and is now available for R9 999,00.

Visit www.miele.co.za for more information or to find a retailer closest to you.

ENDS

Released on behalf of Miele (www.miele.co.za) by The Line (www.theline.co.za)