

## **Press Release**

### **The best dust-buster around**

*The introduction of Miele's C1 and C3 vacuum cleaners are the first with fourfold A-ratings.*

12 February 2015, Johannesburg: Miele is excited to launch its new C1 and C3 vacuum cleaners to the South African market. Says Miele's Liam Gawne: "Launched in February 2015, the new C1 and C3 models sport the top A-rating in all the four categories on the new European energy label. In more specific terms, the C1 and C3 boast the best energy efficiency on the market, offer high-end cleaning performance on both carpets and hard flooring, as well as reduced dust emissions."

The new criteria and threshold values for vacuum cleaners are derived from the *Eco Design Guideline*, which has applied since September 2014 throughout the European Union. Liam explains: "The new energy labeling is mandatory on vacuum cleaners throughout Europe. This new legislation caps the maximum power output to 1600W and classifies appliances not only according to energy consumption, but also in terms of dust pick-up on carpets and hard flooring, as well as dust emissions. Given this new situation, Miele has completely reappraised its range and is now pursuing a dual strategy of high suction performance and low consumption.

"Up to this point, Miele has always placed the focus on cleaning performance alongside electricity consumption – and not simply to comply with the new EU regulation. We are aware from worldwide dealer feedback that most customers are not willing to accept noticeable reductions in cleaning performance in return for maximum energy efficiency. To alleviate this, Miele has introduced the C1 and C3 range of vacuum cleaners, which do both."

### **Impressive energy efficiency**

The heart and soul of the latest addition to Miele's new range boasts an 800W motor with a power-regulating chip. This electronic device regulates power uptake during vacuum cleaning, keeping it at a constant level and automatically adjusting to situations as they change to ensure that no energy is wasted. Performance is further enhanced through the use of air bypasses and smooth-running bearings.

### **Improved dust removal**

Says Liam: "The fact that this model also achieves an A-rating for dust pick-up is not least the result of the interplay of entirely newly developed components. These comprise a powerful electrobrush with its own motor, which drives a beater bar that improves the removal of dust particles, whilst still ensuring the effortless movement of the floorhead." He says that the conical design of the suction hose improves the airflow, with its increased diameter, and a newly

developed Eco Comfort handle with integrated dusting brush. The best possible A-rating for dust emissions is achieved thanks to a new AirClean Plus filter, which is more permeable to the flow of air, whilst still providing more effective filtration than conventional models.

### **Stronger and more effective dustbags**

Miele dustbags have also undergone further development to keep pace with the new energy-efficient vacuum cleaners. Says Liam: “The new HyClean 3D Efficiency dustbags are made from random-spun fibre and have a softer feel (SoftStructure). This results in less impedance to airflow. Dust distributes more evenly in the new dustbags, which inflate to give a 3D effect. This extends the bag's useful life by around 20%. Thanks to its stability and tear-proof qualities, the newly developed dustbags are also ideal for high-wattage models.”

### **More than just a name**

To coincide with the launch of the energy label, Miele will be applying a new and highly self-explanatory naming system to its vacuum cleaner range. Depending on the series, the current cylinder vacuum cleaner models now belong to the “Classic” and “Complete” ranges”:

- **Classic models** represent tried-and-tested Miele quality at an attractive entry-line price.
- **Complete models** represent the premium range – offering the ultimate in terms of features and user convenience.

Where applicable, further special models, such as Cat&Dog, Allergy or Comfort, tailor offerings to suit the specific needs of target audiences. Says Liam: “This new range does justice to the new energy label, caters for all consumer needs, provides orientation and assists with buying decisions. It really does provide a high-end vacuuming experience.”

### **Improved models**

Miele's new range of vacuum cleaners comprise:

#### **Classic C1 (Sprint Blue):**

- Adjustable power levels from 300W to 1400W
- Standard floorhead with retractable bristles – suitable for all floor types
- Super AirClean filter removes 94% of allergens
- Stainless steel height adjustable telescopic suction tube
- Uses disposable 4.5-litre GN HyClean dustbag
- Upholstery nozzle, crevice nozzle, and dusting brush can be attached to the hose via a VarioClip
- Comes with an SBD350 floorhead

Price: R2 999,00. Visit [www.miele.co.za](http://www.miele.co.za) to find a store closest to you.

#### **Complete C3 (Canary Yellow):**

- Adjustable power levels from 300W to 2000W

- Power levels are selected via foot controls
- Suitable for all floor types
- Uses disposable 4.5-litre GN HyClean dustbag
- Upholstery nozzle, crevice nozzle, and dusting brush are housed onboard
- Massive 11-metre operating radius
- Comes with an SBD285-3 floorhead

Price: R3 499,00. Visit [www.miele.co.za](http://www.miele.co.za) to find a store closest to you.

#### **Complete C3 Allergy (Lotus White):**

- Adjustable power levels from 300W to 2000W
- Power levels are selected via foot controls
- Suitable for allergy sufferers
- Supplied with an Active HEA filter, which removes 99% of dust and allergens
- Boasts a timestrip to indicate when the HEPA filter needs to be changed
- Uses disposable 4.5-litre GN HyClean dustbag
- Upholstery nozzle, crevice nozzle, and dusting brush are housed onboard
- Massive 11-metre operating radius
- Comes with an SBD285-3 floorhead

Price: R3 999,00. Visit [www.miele.co.za](http://www.miele.co.za) to find a store closest to you.

#### **Complete C3 Cat & Dog (Mango Red):**

- Adjustable power levels from 300W to 2000W
- Power levels are selected via foot controls
- Suitable for pet owners
- Turbo brush removes pet hair from carpets
- Active AirClean filter removes any unpleasant odours from the air
- Boasts a timestrip to indicate when the filter needs to be changed
- Uses disposable 4.5-litre GN HyClean dustbag
- Upholstery nozzle, crevice nozzle, and dusting brush are housed onboard
- Massive 11-metre operating radius
- Comes with an SBD285-3 floorhead and an STB205-3 Turbo Brush

Price: R4 499,00. Visit [www.miele.co.za](http://www.miele.co.za) to find a store closest to you.

#### **Complete C3 Comfort (Navy Blue):**

- Adjustable power levels from 300W to 2000W
- Power levels are selected via remote control handle
- Suitable for all floor types
- Supplied with an Active HEA filter, which removes 99% of dust and allergens
- Boasts a timestrip to indicate when the HEPA filter needs to be changed
- Uses disposable 4.5-litre GN HyClean dustbag
- Upholstery nozzle, crevice nozzle, and dusting brush are housed onboard
- Massive 11-metre operating radius
- Comes with an SBD285-3 floorhead

Price: R4 999,00. Visit [www.miele.co.za](http://www.miele.co.za) to find a store closest to you.

Note: All prices as at February 2015. E&EO.

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