

PRESS RELEASE

Powerful, quiet and with tested hygiene: Introducing the first bagless vacuum cleaner from Miele

Excellent cleaning results, extremely convenient and hygienic emptying of the dust container, very quiet operation and convenient handling – these are some of the many benefits of Miele's newly launched Blizzard CX1 bagless vacuum cleaner.

14 July 2017, Johannesburg: When buying vacuum cleaners, consumer preferences are divided, says Liam Gawne from Miele: "In South Africa, around every second buyer opts for a model with a dustbag on account of their excellent suction power and hygiene. However, the other half prefer bagless models, largely due to the obvious cost savings, as well as the fact that the dirt that has been vacuumed is immediately visible in the dust container. Yet, up until now, the fans of bagless cleaning have had to put up with the associated downsides, which was, above all, the often less-than-hygienic process of emptying the container and – in the case of many models on the market – unsatisfactory cleaning performance on carpets."

With the launch of Miele's new Blizzard CX1 bagless vacuum cleaner however, these compromises are all a thing of the past, explains Liam: "With the Blizzard CX1, Miele has combined the classical approach with the strengths of bagless cleaning more consistently than any other brand. This applies to cleaning performance, user convenience, green practices, and of course efficiency."

Greater power and convenience through Vortex Technology

In a bagless vacuum cleaner, dust and air are separated through high centrifugal force (Cyclone Technology). In most brands of vacuum cleaners, during this process, the air is passed through a series of small cyclones (multi-cyclone system), which requires many deflections to the direction of travel of the air, which in turn, wastes lots of power and causes high noise levels.

Furthermore, power regulation is virtually impossible on such systems, as multi-cyclone systems have to be operated at a constant high speed to maintain the cyclone. Consequently, Miele has opted for the mono-cyclone approach called Vortex Technology in which air only passes through one single and larger cyclone. Liam elaborates: "This facilitates very good cleaning performance, combined with pleasantly low operating sound levels – and the Blizzard CX1 with its four power settings can be conveniently and accurately regulated."

Above all, the Blizzard sets new standards in terms of convenient hygiene, he notes: "Only if fine dust has been reliably filtered out during vacuum cleaning can a dust box be emptied without a cloud of dust billowing out. In the case of the Blizzard CX1, the particularly effective separation of coarse and fine dust ensures hygienic handling. In the first stage of filtration, coarse particles are thoroughly separated from fine dust, and retained by the pleated GoreCleanStream fine dust filter."

This filter is located in a separate filter container inside the unit and is not affected by the dust box cleaning process. The filter features sensor-controlled ComfortClean self-cleaning, which ensures constant airflow. In normal use, the easily removable filter container should be rinsed once or twice a year under running water, whereby the user is prompted to do so by the sensor controls. “As a result, when emptying the box the dust release is considerably reduced. And what's more, all components are designed in such a way that the user does not come into direct physical contact with any dirt, neither when emptying the container nor when cleaning the filter,” explains Liam.

Endorsement of hygienic emptying and filtration

In the third filtration stage, the Blizzard CX1 – depending on the model – is equipped with a hygiene or HEPA filter. The latter holds back even the minutest particles and allergens, ensuring that air discharged from the machine is cleaner than ambient room air. Both options are absolutely maintenance-free. And – like the fine dust filter – they never need replacing.

Liam notes that Miele's scrupulous attention to detail on behalf of consumers has been tested by independent institutes: “The particularly clean and hygienic emptying of the Blizzard CX1 is confirmed by the US American IBR Laboratories – an international market leader in filtration testing. The good filtration of the Blizzard CX1 with a HEPA AirClean Lifetime Filter, and its suitability for use by allergy sufferers, has been further endorsed by the medical organisation 'Allergy UK'.”

Longevity and efficiency

Like all other vacuum cleaners from Miele, the Blizzard has been designed, tested and manufactured to last for a minimum of 20 years. These tests were based on an average of 45 minutes of vacuuming per week and 5000 disposal cycles. The Powerline models boast a 1200W maximum output and achieve a C-rating for energy efficiency.

When it comes to dust pickup on carpets, the Blizzard achieves a rating of B or C, depending on the model. All Blizzards achieve an A-rating for dust pickup from hard floors and for filtration. A further positive attribute of the Blizzard CX1 from Miele has to do with the practical problem of floorhead stiction at high suction output, says Liam: “Effortless vacuuming is possible on all models, even at the highest setting.”

Special features and different models

All the Blizzard CX1 bagless vacuum cleaners boast the following features:

- Powerful cleaning thanks to Vortex technology
- Tested, hygienic emptying
- Maximum air hygiene with HEPA AirClean lifetime filter
- Exceptional and efficient cleaning with the EcoTeQ Plus floorhead

- Easy vacuuming of larger areas with 10m operating radius

The range comprises the following models:

- **The Blizzard CX1 Red PowerLine**
The Blizzard CX1 Red represents an entry-line version. Alongside the Hygiene Lifetime Filter, this model also features an ergonomic handle and the SBD 660 EcoTeq Plus floorhead. The crevice nozzle and the upholstery nozzle are integrated into the machine. The dusting brush is included as a separate accessory. This model is available in Mango Red.
Retail price: R5 499,00
- **The Blizzard CX1 Excellence PowerLine**
The Blizzard CX1 Excellence will be available in Lotus White and Graphite Blue. The standard Eco Comfort handle with the integrated dusting brush allows fast cleaning in between times. This model also features the HEPA Lifetime Filter.
Retail price: R6 299,00
- **The Blizzard CX1 Parquet PowerLine**
The Blizzard CX1 Parquet is particularly suitable for hard floors. DynamicDrive castors fitted as standard protect flooring and ensure smooth running. The SBB 300 Parquet Twister floorhead, thanks to its natural bristles, is also very gentle on sensitive floor coverings. Its two-way swivel joint makes it extremely nimble and maneuverable.
Retail price: R6 999,00
- **The Blizzard CX1 Comfort PowerLine**
The focus of the Blizzard CX1 Comfort is on simple and convenient handling. Power on this model can be adjusted conveniently from the RF handle controls. The illuminated power indicator shows the power setting selected. Another convenient feature on the Blizzard CX1 Comfort is the Parquet Twister XL floorhead and the DynamicDrive swivel castors.
Retail price: R7 999,00

To find out more, to shop online, or to find a retailer closest to you, visit www.miele.co.za.

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