

PRESS RELEASE

TriFlex HX1 sets standards in flexibility and user convenience

Miele presents its first rechargeable handstick vacuum cleaner: the TriFlex HX1.

03 December 2019, Johannesburg: Almost one-third of vacuum cleaner purchasers in Europe now opt for a rechargeable model, with the trend continuing unabated. In South Africa, this is a new, emerging trend that is fast gaining momentum. To cater to this fledgling market trend, Miele is set to launch a convincing model range, which will be available in South Africa in February 2020 – introducing Miele's TriFlex HX1 handstick vacuum cleaner.

Says Miele's Liam Gawne: "The TriFlex HX1 excels by virtue of its excellent suction performance and exceptional flexibility, which is reflected in its name. The TriFlex range comprises three models and four colours."

A veritable all-rounder

The 3-in-1 concept makes the TriFlex a veritable all-rounder. The heart and soul of the new product is the PowerUnit, consisting of a motor assembly, a rechargeable battery and a dust compartment, which can be reconfigured in just a few seconds. If the PowerUnit is fitted directly below the handle, the unit can conveniently access the space below items of furniture, or, with the electrobrush removed, it can be used to clean ceilings. If fitted close to the floor, the centre of gravity shifts, providing the perfect balance for vacuuming large areas without experiencing fatigue. In this configuration, the TriFlex can also stand upright, unsupported, which is practical during short breaks when, for example, the phone rings or food has to be removed from the hob. In Solo Mode, the PowerUnit is ideal for removing crumbs from the breakfast table or cleaning the car.

High performance battery

"This high degree of versatility in handling, combined with powerful cleaning, and up to 120 minutes of battery charge, makes the TriFlex unique in the marketplace," says Liam. Power comes from a lithium ion battery and comprises seven high-performance cells. The TriFlex thereby achieves a runtime of up to 60 minutes on all models, except for the flagship TriFlex Pro model, which can run for up to 120 minutes, as it features a second rechargeable battery as standard. The capacity of one battery is sufficient for cleaning up to 125m², using the Multi Floor XXL electrobrush and in the first power setting.

A space-saving solution

The TriFlex also proves highly flexible when it comes to storage. With the PowerUnit in either the lower or upper position, the appliance can be suspended from the wall bracket provided. If there is insufficient space or to avoid the need to drill holes, the TriFlex can simply stand upright and the recharging cable can

be connected directly to the machine. If a suitable plug point is not available at the place of storage, the battery can be removed and recharged separately.

Excellent suction performance

When it comes to suction performance, the TriFlex leaves nothing to be desired – offering top-notch cleaning performance on carpets and hard floors. The TriFlex draws its suction power from its tried-and-tested Vortex Technology, familiar to Miele's bagless Blizzard CX1 vacuum cleaner. Liam says that thorough cleaning on all types of floor coverings is guaranteed by the 28cm-wide MultiFloor XXL floorhead, with its electrically driven brush: "It detects the type of flooring and adjusts power output accordingly. On HX1 Cat & Dog and HX1 Pro models, the electrobrush also features an LED headlight (BrilliantLight), which is very handy in helping to find the last specks of dust in the darkest of corners."

Three-stage filtration

The TriFlex's three-stage filtration system ensures hygienic dust disposal. Coarse dirt collects in the dust compartment, while the fine dust filter retains the smaller particles. During disposal, the Twist2Open mechanism ensures that the dust compartment slides out effortlessly. The integrated Hygiene Lifetime Filter, which guarantees particularly clean discharged air, will never need to be replaced or maintained over the product's entire life cycle. The HEPA Lifetime Filter on the TriFlex Cat & Dog, as well as the Pro, even filters out the finest allergens – ensuring the cleanest air for allergy sufferers.

Gorgeous design and colours

The design language of the TriFlex is unmistakably Miele. Four colour versions are available: Lotus White, Ruby Red for the basic version, a stunning Infinity Grey Pearl Finish for the HX1 Pro flagship model, and Pearl Finish Obsidian Black for the HX1 Cat & Dog, which also features an ElectroCompact hand-held brush that can be used to reliably rid upholstery and car seating from animal hairs and lint. All models come with a dusting brush, a crevice nozzle and an upholstery nozzle as standard. An ElectroCompact hand-held brush, a spare battery, and a charging cradle, can also be purchased as separate accessories.

The TriFlex HX1 will be available in South Africa in February 2020, and it will retail from R9 999. Visit www.miele.co.za to find out more, or to shop online.

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