

## PRESS RELEASE

### Perfect laundry results with Miele's TwinDos

*Miele has revolutionised laundry care to guarantee perfect wash results – no other automatic dispensing liquid detergent system washes both white and coloured items as thoroughly as Miele's TwinDos system.*

*12 December 2016, Johannesburg:* Doing the laundry is never fun, which is why many are tempted to rush the process and then wonder why they did not get the best results. One of the most common mistakes made when doing the laundry, is using too much washing detergent – a mistake that is not only bad for the environment, but one that is bad for the pocket and the items being washed as well. However, now Miele has come up with an ingenious way of doing the washing quickly and accurately – achieving perfect results every time.

Liam Gawne from Miele explains: "Everybody wishes for perfectly clean, fresh clothes, and a washing machine that we can trust will remove those unfortunate, stubborn stains. Well, that washing machine is a reality – with Miele's range of W1 washing machines, which boast TwinDos technology, you can expect perfect results delivered every time. The TwinDos system automatically dispenses the appropriate amount of detergent for the load in question – thereby taking away that element of detergent guesswork to deliver a powerful and effective wash."

#### How does TwinDos work?

TwinDos is a two-phase washing system that is built into the Miele W1 range of front loader washing machines. It uses two integrated cartridges located at the bottom of the washer – the first filled with blue liquid detergent (UltraPhase 1), and the second filled with a clear detergent enhancer liquid (UltraPhase 2), which includes oxygenated bleach for stain removal. Both the liquids are dispensed automatically at the appropriate time in the wash cycle, and in the appropriate ratio, depending on the type of wash. This can save you lots of money over time, as it has been calculated to use as much as 33% less detergent compared to machines where the detergent is manually loaded.

It also protects your laundry from the effects of overdosing, which can damage the fabric. This system works equally well for both coloured and white clothes, and fabrics. Automatic dispensing - TwinDos offers two options: either use the containers supplied and fill them with your own preferred brand of liquid detergent and fabric conditioner, or use Miele's 2 phase system. Replacement bottles of UltraPhase 1 and 2 can be bought online or at Miele Galleries throughout South Africa.

#### Proven best-in-market results

Miele's 2-Phase system has been proven to deliver best-in-market results via a number of comprehensive tests undertaken by the Hohenstein Institute, an international research centre. It studied the features of the automatic 2-phase

dispensing system in conjunction with Miele detergents, UltraPhase 1 and UltraPhase 2. The excellent wash performance was confirmed in terms of stain removal, whiteness, anti-greying formula and accurate dispensing.

### **Perfect wash results with Miele's UltraPhase**

The secret of the excellent wash performance lies in the two liquid detergent components UltraPhase 1 and UltraPhase 2: they are dispensed from separate cartridges at the perfect time during the wash process – completely automatically. The great advantage of this dispensing principle is that for the first time, you can now wash both white and coloured items perfectly with liquid detergents. It is truly a revolution in laundry care, as conventional liquid detergents do not contain bleaching agents. This is only possible with the Miele 2-Phase system, which dispenses the required active components in stages.

### **Cap dosing: the perfect addition for special applications**

Not one to stop there, Miele has taken its quest for the perfect washing results to the max, by introducing a second detergent system to the W1 washing machines: the CapDos system. Liam explains: "If your wardrobe is bursting with fabric types of every sort and style, that's when CapDosing comes in handy. This innovative feature allows one-use capsules, much like pods in a coffee machine, to give your delicate or unusual garments a little more TLC."

CapDos is a system comprising a variety of 10 different detergent capsules, each tailored for a specific laundry need. If you would like to achieve perfect laundry results for special applications – for example woollens or outdoor clothing – without a lot of effort, then Miele Caps offers the ideal solution. These small-portioned capsules are simply placed into the fabric conditioner compartment, and Miele's range of W1 washing machines automatically dispense the capsule contents at the optimum time. You can choose from 4 special detergents (Sport, Down items, WoolCare, SilkCare), 3 fabric conditioners (Aqua, Nature, Cocoon), as well as a Booster stain removal to aid in the washing process.

Liam concludes: "Miele's TwinDos system is innovative for the convenience it offers, and also for the excellent cleaning results it delivers. It reduces the need to manually insert detergent for every single wash, and ensures that only the necessary amount is used to achieve the best results."

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