

PRESS RELEASE

Vacuum cleaning with or without a bag?

We ask Liam Gawne from leading appliance manufacturer, Miele, a few questions about vacuum cleaners with bags, and vacuum cleaners without.

14 August 2019, Johannesburg: Whether you choose a bagless vacuum cleaner, or one that uses bags, your choice will depend on your personal preferences, says Liam Gawne from world-leading domestic appliance manufacturer, Miele. We quiz him to find out about the two different options:

Q: Miele's first bagless vacuum cleaner has proven to be very popular – what are the reasons for this?

A: Miele's Blizzard CX1 bagless vacuum cleaner does justice in every respect to Miele's "Forever Better" brand promise. I think that the fact that it offers best-in-market functionality and energy efficiency, as well as the follow-on savings it promises by being bagless, were its most appealing qualities.

Q: With a view to bagless vacuum cleaning, Miele was one of the last reputable vacuum cleaner manufacturers to climb on board. Why did the company wait so long?

A: When the first machines started appearing on the market, cleaning performance and user convenience, particularly with respect to hygiene when emptying the container, was severely lacking. But Miele took note of the fact that the players who were first to market had made progress since their first launch, and that the demand for bagless vacuum cleaners has been growing steadily. As such, Miele engineers set to work with great persistence to overcome the inherent disadvantages of this type of machine as far as was humanly possible. And, in my opinion, they have been very successful!

Q: What exactly were the challenges that the Miele engineers overcame?

A: In order to separate dust and air, the air on most bagless vacuum cleaners is passed through a series of small cyclones. This involves changing the direction of the air many, many times, which produces lots of noise and wastes energy. In addition to this, regulating suction power is often impossible. This is due to the fact that so-called multi-cyclone vacuum cleaners require a constant air speed to prevent the cyclone from collapsing. And lastly, there's also that much-feared billowing cloud of dust that occurs when emptying the container.

Q: So what solutions did Miele implement to overcome the above-mentioned challenges?

A: Firstly, Miele engineers opted for the so-called mono-cyclone approach, where air only passes through one single and considerably larger cyclone. This facilitates very good cleaning performance, combined with pleasant operating sound levels, and the Blizzard CX1, with its four power settings, can be conveniently regulated. Secondly, a multi-stage filtration system was developed, which ensures the thorough removal of fine dust from the air stream so that when emptied, the container only holds the coarser dust particles, which are less

likely to become airborne. And, thirdly, the various components have been designed in such a way as to ensure that the container can be completely emptied without risking skin contact with the debris.

Q: What sets Miele's bagless vacuum cleaner apart from its competitors?

A: Like all of Miele's appliances, the Blizzard CX1 vacuum cleaner boasts outstanding energy efficiency, unsurpassed performance and functionality, and an impressive 20-year lifespan, based on 45 minutes of use per week and 5000 container emptying cycles.

Q: If the Blizzard is really as convincing in terms of cleaning performance as you say - doesn't that mean that vacuum cleaners with bags are slowly becoming superfluous?

A: Absolutely not. In terms of disposal hygiene, the performance of top-class models with bags, such as Miele's C3 models for example, will continue to remain unchallenged. And when it comes to measuring cleaning performance on carpets, these types of conventional vacuum cleaner will also retain their lead. By contrast, though, bagless vacuum cleaners excel in terms of follow-on costs, as well as the fact that no bags more sustainable from an environmental perspective, and many fans love the fact that the result of their labours is immediately visible in the dust container. Whichever way the choice falls, is a matter of personal preference, and either way - Miele has exceptional products in its line-up to satisfy both types of consumers.

To find out more about Miele vacuum cleaners, visit www.miele.co.za.

ENDS

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