

Best Kept Secret...

Environmentally Friendly By Nature

As a world-renowned family-owned and operated company, with over 110 years of experience in designing and manufacturing innovative home appliances, Miele has a heightened sense of responsibility to protect our environment for future generations. To Miele, preserving the quality of the environment is as important as improving the quality of our products. All Miele appliances are designed to be as energy-efficient as possible; meeting or exceeding ENERGY STAR® requirements. Miele hasn't packed all of its green credentials into one single flagship model. Rather our entire range of products are designed for energy efficiency. This commitment has been a part of the company's philosophy long before the current 'green' movement. Every laundry system, dishwasher and each of the refrigeration products are compliant. In fact, the new Independence™ Series 30" bottom mount refrigerator uses the lowest amount of energy according to ENERGY STAR® data. Also, there is little risk of products becoming technically outdated due to their extended life expectancy. On washing machines, Miele has already achieved reductions in water consumption of more than 42% and near 30% savings on electricity compared with 1990. At such a high level of efficiency, improving greatly on this is difficult. In anticipation of future advancement, Miele launched the "Update" program in 1995 so that programs

can be updated to incorporate the latest improvements. Miele's extended research and development teams are constantly striving to improve the performance of its appliances and the manner in which they are manufactured. In doing so, we ensure that raw materials, energy, water and other natural resources are used efficiently, and sparingly. Caring for the environment reflects the Miele family's deep-felt vision of Immer Besser or Forever Better. Forever means doing everything that we can today to protect and preserve the planet's finite resources for tomorrow.



Miele

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