

Miele

Sustainable Innovations





Sustainable Innovations

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Taking inspiration from nature

1. Acknowledging a business case

At Miele, we are committed to sustainable innovation in all we do. However, it is only through the collective environmental commitment of many that such icons as our heritage-listed Great Barrier Reef can continue to be experienced in its pristine splendour by future generations.

This is why we have chosen the natural beauty of this extraordinary Australian phenomenon, one of the seven wonders of the world, to symbolise our continuing dedication to environmental responsibility in our Miele endeavours.



Corals, although they may appear plant-like, actually belong to the animal group cnidaria which includes jellyfish. Over thousands of years their calcium carbonate skeleton develops into coral reefs which can reach enormous dimensions and have a significant influence over the physical and ecological properties of their environment. They feed, protect and support numerous plant and animal life forms.



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Miele – Forever Better

2. Performance and responsibility as a measure of our business

For our customers worldwide, the purchase of a Miele appliance carries significant expectation. It is the acquisition of a technologically advanced product featuring the best in functionality and design available at the time.

We at Miele remain absolutely committed to this claim, as we have been since our establishment in 1899. Today, more than 110 years later, we continue to support the philosophy of our founding fathers with our slogan, “Forever Better“.

“**Forever Better**“ goes much further than just consumer benefits. We have a responsibility to more than 16,000 employees and their families worldwide. We appreciate their personal concerns and feel obliged to maintain our self-imposed high social working standards. This is an obligation we also pass onto our suppliers.

And, last but not least, we consider we have a responsibility to future generations and the environment.

We believe it is our duty to pass on a world that offers the highest possible levels of diversity and availability of resources as a basis for future life - for mankind, animals and plants in equal measure. Only those companies that actively look to the future in all aspects of their businesses are genuinely operating sustainably.



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This major commitment is the maxim of the Miele business. With continuous innovation, we strive to develop and bring to market processes and technologies that are particularly gentle on resources. At the same time, we constantly improve the performance of our products in all areas.

As a premium manufacturer of domestic appliances, we achieve the highest quality standards. So, when you purchase a Miele appliance, you receive just what you would expect – the best possible product!



Coral reefs are developed in a continuous process of growth and regeneration in close combination with the interplay between sunlight, water temperature and depth, and ocean currents. This creation formed by living organisms consists of a complex and sensitive ecosystem that can only develop and exist as a sum of its constituent parts.



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Unsurpassed quality and sophisticated technology

3. Consistent in thought

The globally-recognised quality of our appliances has been confirmed repeatedly by independent tests. They demonstrate the durability and sophisticated technology that are features of every Miele product and provide real benefits to every Miele owner. The secret of this success is based on the continual, intensive research and development carried out in Miele laboratories.

The Miele patented HoneycombCare drum for laundry care and the introduction of the cutlery drawer in dishwashers are just two examples that provide superior garment care and cleaning performance. Another is illustrated in the Intelligent Load Recognition feature which adjusts programs according to dishwasher and washing machine loads and, in turn, minimises both water and energy consumption.

Further developments in water and energy efficiencies continue as a testament to our research and development. Today, Miele Australia presents the G 6000 range of dishwashers, boasting 3.5 star energy and up to 5.5 star water efficiency ratings. Furthermore, G 6000 dishwashers rely solely on fresh water and achieve consumption and water savings of up to 16%, using as little as 6.5 l in the Automatic programme. The revolutionary SolarSave programme allows users to achieve electricity consumption as low as 0.05 kWh per cycle.

The W 5000 washing machines feature 4½ star energy efficiency and 4½ star WELS water efficiency ratings as well as other improved efficiencies to save on precious Australian resources.



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Thanks to Miele's advanced wash technology, the wash temperature can be reduced on most programmes to 20° or even to "cold", resulting in demonstrable energy savings on light soiled washes.

For decades now, Miele has conscientiously set new technological milestones in the development of domestic appliances.

During product development, we always view individual functions as part of the overall picture of domestic activity. As a result, we are not only able to manufacture the best possible appliances, but are also able to offer a perfect complete solution while reducing the impact on the environment.

It is for this reason that we match laundry washing and drying programs in order to save energy. Washing results are further enhanced with the use of Miele CareCollection products. These laundry care products have been especially developed by Miele to work in perfect harmony with Miele washing machines, are phosphate free and kind to the environment.

Similarly, our Miele vacuum cleaners with their ideal combination of design, motor technology and Miele HyClean dustbags offer high performance with low energy consumption.



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Uncompromising in performance and gentle on the environment

4. We always seek the trust of our customers

Our commitment to offering the best state-of-the-art technology in our household appliances refers directly to their performance. German engineered, performance is integral to gentle washing and drying, hygienic cleanliness and unlimited general appreciation of the specific product.

There is also a customer expectation that Miele appliances are manufactured to be gentle on the environment, economical in operation and almost completely recycled.

Rather than just one flagship eco-model, all Miele appliances have impressively low consumption figures and are exceptionally gentle on the environment.

With washing machines, for example, Miele has already achieved reductions in water consumption of more than 42% and almost 30% electricity savings compared with 1990.

Recent technologies have awarded an “EcoComfort“ label to some Miele products, due to their especially impressive environmental efficiencies. Forming the foundation of future model generations, there are a number of these products in our most recent Australian laundry ranges.



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The EcoComfort washing machines of Miele's W 5000 series can achieve energy savings of up to 47% when connected to a hot water supply, while all tumble dryers with Heatpump technology feature an impressive 6 star energy efficiency rating.

Our philosophy of product longevity accounts for our exceptional quality requirements.

At Miele, we also relate efficiency to the use of raw materials and the avoidance of waste as far as possible. The best strategy to reduce waste and minimise the consumption of raw materials is to ensure an appliance can be used for as long as possible. The result is not only reduced environmental impact but also satisfied customers. Furthermore, not only are Miele's packaging materials recyclable, but due to their high metal content, Miele's appliances are amongst the most recyclable in the world. All plastic components are marked so that they can be manually sorted by their different materials at the end of a machine's life.



Coral polyps closely packed on a calcium carbonate coral skeleton. They use their tentacles to fish for plankton in the water that flows by. During the night, plankton rises from the ocean floor to upper water levels. The coral's fan-like structure and fine network of branches are ideally shaped for this method of feeding. The study of the large number of these sensitive corals has still not been fully completed. So far over 700 different types have been discovered.



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Like-minded partnerships

5. Building upon our sustainable future

True to our commitment to operate sustainably in all aspects of our business, Miele Australia aligns its activity with that of like-minded associates.

Miele Australia works in partnership with our environmentally committed Miele Ambassador

Miele Ambassador, Shannon Bennett of Melbourne's internationally renowned Vue de monde restaurant assists us by showcasing the functions of our Miele state-of-the-art cooking appliances. He has created specific recipes to suit their functionalities and demonstrate how professional results can easily be replicated due to the versatility and technical superiority of Miele domestic cooking appliances.

Shannon Bennett is committed to a sustainable future in his approach to all his business endeavours. As chef and restaurateur, Shannon is a leading advocate of sustainability as demonstrated in his fine dining venues through the selection of produce as well as in restaurant design and operations.

Into the future, Miele Australia is supporting green projects

During 2011, Miele Australia showcased its green credentials with its involvement with the project, 'The Greenhouse by Joost', a pop-up design installation and café showcasing sustainable living.

Vue de monde





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Created by the celebrated designer, Joost Bakker who is recognised for his trademark style juxtaposing nature and industry, The Greenhouse is designed to generate positive environmental impacts with no waste.

The Greenhouse project exclusively incorporated Miele appliances in support of its ambitions to harness the growing understanding of the impact of the human footprint by offering lifestyle choices that tread a fine balance between functionality, sustainability and beauty.

These premium, innovative and energy efficient appliances give Miele the opportunity to demonstrate the company's continued commitment to environmental sustainability.

Just as Australia's Great Barrier Reef inspires us because of its breathtaking beauty, it is only through the environmental responsibility demonstrated by us all, individuals and companies alike, that this natural wonder will be maintained for the many generations to come.

Miele – Forever Better!

For more detailed information, please refer to Miele's Global Sustainability Report on <http://www.miele-sustainability.com>

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