

Miele

Anything else is a compromise

LEGENDARY FILTRATION

Breathe easy, with a little help from Miele



Quality Without Filtration is No Quality at All

Making Life Better, One Breath at a Time

For almost 80 years, our research, development and quality control laboratories have tested methods to effectively pick up and, most importantly, retain dust and other indoor air pollutants. After collecting volumes of data, engineers and designers continue to reach the firm conclusion that Miele's system is the most effective and hygienic method of removing particulate matter from the home. Our exclusive combination of a Sealed System™ construction using the very best raw materials, electrostatically charged IntensiveClean Plus™ dustbag and a selection of high-quality filter cartridges, including a certified HEPA filter, are the essential pieces that together make up the best vacuum in the world.

Engineered to Protect Your Indoor Air Quality

Recent studies have shown that more than 70 million Americans suffer from asthma or allergies. Vacuuming can amplify these conditions as typical cleaners release microscopic particles like pollen, dust and dust mite feces. Only vacuums that are true sealed systems and have a unique dustbag containment area can guarantee that what you vacuum up actually stays in the vacuum and is not returned into the air through the machine housing or during disposal. Miele delivers on both counts. The Miele filtration system utilizes electrostatically charged materials to ensure that the dust particles are securely trapped inside the machine. Recognizing that people have varying requirements, Miele offers three advanced filters to select from.



IntensiveClean Plus™ is More Than Just a Bag, It's an Additional Filter

Enhanced Filtration

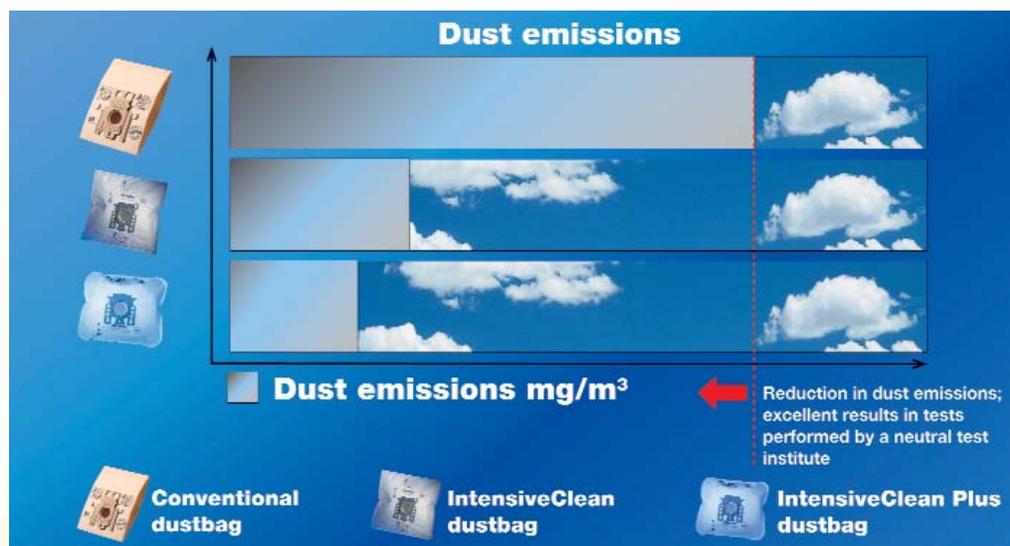
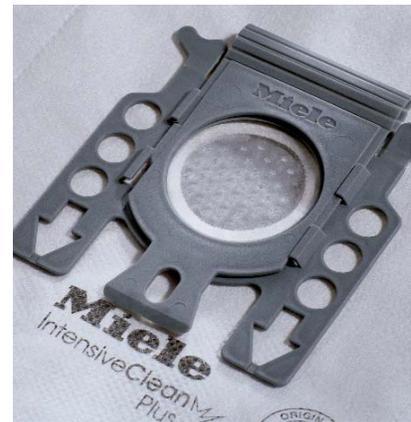
A Miele innovation to reflect our technological progress and serious commitment to world class filtration: The IntensiveClean Plus™ dustbag. Thanks to its intricate web of special three-ply random-spun fibers, far more tiny particles and allergens are retained than with conventional paper dustbags. This alone accounts for a reduction in dust emissions of up to 50%⁽¹⁾, based on levels that were already extremely low in previous generations of Miele vacuums. Additionally, a unique protective foil panel in the bag shields the outer layers of material from penetration by sharp objects like glass, nails, tacks, etc., so please vacuum them up with confidence.

Easy Disposal

Handling the dustbag is simple and hygienic. Equipped with a unique tried-and-tested dustbag shutter, the bag automatically seals itself upon removal from the holder. Dust and dirt remain within the dustbag and cannot billow out. Disposal of the IntensiveClean Plus™ dustbag is no problem either, it can simply be placed in the trash.

Improved Suction Power

Miele vacuum cleaners are recognized internationally by testing facilities, consumer rating agencies and, most importantly, consumers for providing superior suction performance, even as the dustbag fills. The new "intelligent" random-spun fiber is the key. This material retains millions of tiny dust particles and holds them tight in its labyrinth of filaments, keeping the pores on the surface of the dustbag open longer, thus retaining the vacuum's strong suction power.



⁽¹⁾ in combination with Super Air Clean filter

Filter Options to Suit Your Family's Needs



Super Air Clean Filter

This filter is designed for normal household use. It is made of a multi-ply material, which is electrostatically charged to capture and hold onto extremely small dust particles. The Super Air Clean filter is so effective it **removes nearly 94% of particles as small as 0.3 microns.**

At Miele, we know that using a clean filter extends the life of your vacuum and increases its ability to retain dust particles. That's why with every box of replacement IntensiveClean Plus™ dustbags (five dustbags per box) we include a Super Air Clean filter and pre-motor filter that are effective for five bag changes.



Active Air Clean Filter

This filter is designed to solve two distinct problems: filtering microscopic particles and removing odor. The Active Air Clean filter does a superb job at both tasks and is designed with a dense layer of Generally Activated Charcoal (GAC) sandwiched between two layers of electrostatic filters — similar to the Super Air Clean filter. The charcoal **removes all types of odors** including pet odors, smoke and even perfumes while the electrostatic materials **retain virtually all microscopic particles** — items 1/200th the width of a strand of human hair.

This filter is so well designed and manufactured that it only needs to be replaced after 50 hours of use, or approximately every 11-12 months depending on use. There is a convenient spot to write the date on the filter, which takes the guesswork out of when the filter should be replaced.



Active HEPA Filter

The simple act of vacuuming can be traumatic for allergy and asthma sufferers because of the intense volume of airborne dust particles that some vacuums can stir up and release into the air. These particles can actually stay airborne for hours! The Miele Active HEPA filter solves this problem and offers real relief. The filter represents an amalgamation of the two previous filters with an additional layer of tight fitting filter material that **captures and retains 99.95% of all particles as tiny as 0.3 micron** from the exhaust air. This includes dust mites' feces and pollen.

Because of the airtight design of Miele vacuum cleaners, the Active HEPA filter, working in tandem with the unique IntensiveClean Plus™ dustbag, delivers exhaust air that is virtually cleaner than the air outside your home!

Bag vs Bagless:

At Miele, We Believe it Depends on Just How Close You Want to Get to Your Dirt

Consider This

Are you contemplating the purchase of a bagless vacuum cleaner? If so, please allow us to share some thoughts on this topic as you ponder the technology.

In this brochure you have read in several places that our quality assurance engineers are firm in their position that Miele's IntensiveClean Plus™ dustbag is the most hygienic and scientifically substantiated method to dispose of household dirt and lung-damaging particles. A dust cloud around the wastebasket and washing dirty containers does not paint a clean picture of hygienic dust removal, especially if you have even the mildest case of allergies or asthma.

Many people buy bagless vacuums in order to avoid the cost and time of shopping for replacement dustbags. At Miele, we believe the cost of a dustbag is a small investment to make for securing your health and the protection of your vacuum cleaner motor. Exposure to tiny, lung damaging particles has been linked to many health issues.

How about suction power? We do not want to inundate you with technical truths, but we are proud to say millions of customers worldwide are a testament to Miele's quality, filtration and overall cleaning performance.

Please ask the authorized Miele dealer in your community to show you the effectiveness of the entire Miele filtration system, first hand... then decide.



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Our Family Striving to be *Forever Better* for Your Family

Since its foundation in Germany in 1899, Miele remains a family-owned and operated company, guided by a philosophy of *Immer Besser – Forever Better*. This phrase represents both a duty and a challenge to the more than 14,000 people working at Miele in 37 countries around the globe. Each employee is on a never-ending quest to apply forward-thinking strategies to ensure continual quality improvement. Through this continuous self-improvement, Miele invents the new techniques, equipment and resources required to develop groundbreaking products designed for a lifetime of enjoyment. This principle permeates every aspect of our business from the drawing board to the production line and relationships we maintain with our retailers, and most importantly, with our customers.

Forever producing new, innovative solutions. Forever making leaps in technology to enhance your life. Forever talking with consumers to better understand their needs. *Forever Better*. That is Miele's promise and our personal family business.

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