

Miele Celebrates 80 Years Of Dishwasher Innovation



Released on: August 4, 2009, 2:56 am

Author: Zoe Carter

Industry: [Electronics](#)

Miele, the UK's premium domestic appliance brand, is celebrating 80 years of leadership in dishwashers with the launch of a Special Edition Miele G1225SC.



Miele means
superior dishwashing results



Originally invented in the 1880's, by American society hostess Josephine Cochrane, to solve the problem of her servants being too slow and chipping her expensive china, Miele took the machine to the next level. In 1929, Miele developed Europe's first electrically powered [dishwasher](#). From here, followed the continuous innovation now synonymous with Miele's premium [home appliance range](#), with developments such as the first automatic dishwasher (the G10), the first dishwasher with electronic sensors and controlled wash programmes (the G560 in 1979), and more recently, market leading features including [cutlery tray](#), salt container in the door, 'Add-an-item' without comprising wash results, and 'AutoClose' door function.

Reducing consumption has been a leading principal of Miele's company philosophy for many years. Between 1980 and 1983, Miele dishwashers had already cut water consumption by well over 40% and energy consumption by almost 30%. Continuing in this vein, the AAA-rated Miele G1225SC offers reduced energy and water consumption when compared to the standard Miele [G1222SC dishwasher](#) model (Energy from 1.05 to 0.95 kWh / Water

from 13l to 10l). All [Miele](#) dishwashers use intelligent technology to adapt to circumstances and make the most economical use of electricity, water and salt. Further reductions are also found in the noise level, with the machine operating at a mere 44 dB(A), and the duration of the programme now only 169 minutes.

A further benefit of the Special Edition Miele G1225SC is the increased capacity from 12 to 14 place settings. It also features a third level cutlery tray where every item has its own slot meaning it doesn't touch any other piece of cutlery, and water runs off freely, assuring excellent washing and drying results. The cutlery tray also allows the washing of silver and stainless steel cutlery in the same load without any damage.

The Special Edition G1225SC Novotronic controls are fully electronic meaning less wear and tear to the control system. Additional features include turbo function, delay start option and Auto Sensor for more accurate results.

Available from John Lewis and leading independent domestic appliance retailers the Special Edition Miele G1225SC comes with a free five year warranty.

-ends-

About

Miele

Miele is a German manufacturer of high quality domestic appliances and commercial equipment. It was founded in 1899 by Carl Miele and Reinhard Zinkann and has always been a family-owned, family-run company.

Miele are proud to have won the Which? 'Best Domestic Appliance Brand' award for the second year running.

For further press information, to request imagery or to speak to a product manager please contact:

Zoe Carter
Miele press office
Miele Company Limited
Fairacres
Marcham Road
Abingdon
OX14 1TW
01235 233 559
www.miele.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)