

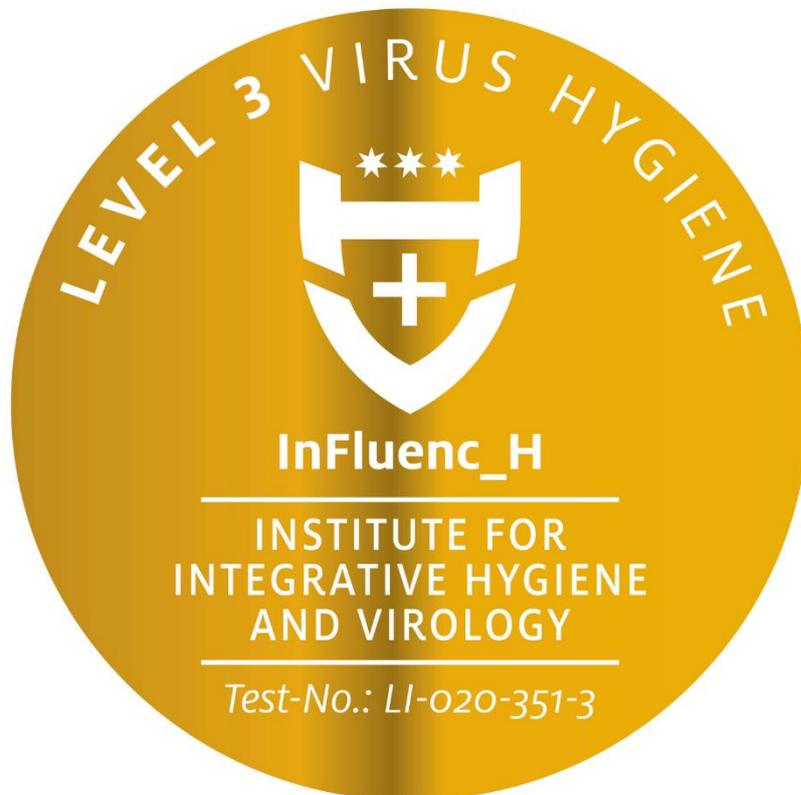
*Recipients*

zzde-om-VG-PM-Dishwashers\_m  
zzde-om-VG-Schulungsreferenten\_m  
zzde-om-Product-Information-Dishwashers\_m

*Information only*

DW Dr. Junker  
DW/OP Dr. Belener  
DW/EW Dr. Kornberger  
DW/FI Mr. Tost  
DW/HR Mr. Nolte  
GTZ/SRI  
GTZ/SEC  
zzde-om-VG-Marketingleiter\_m

**Verified hygiene in all Miele dishwashers – scientifically confirmed\***



Dear colleagues,

The past months have witnessed massive changes in societal needs. In the past, *hygiene* was more or less a niche issue. However, in view of the ongoing Covid-19 pandemic, this topic has clearly gained significance in society in general and among our customers.

This in-house letter is designed to inform you of the certification of Miele hygiene performance by independent test institutes. It also provides an overview of the communication media to be provided by Central Headquarters at short notice to advertise Miele's excellent hygiene standards.

## **1. Current situation**

Due to the current Covid-19 pandemic, the subject of hygiene has grown in significance throughout the population in general. This is borne out by market research conducted in November 2020 polling 500 consumers in Germany. In response to the questionnaire, 80% of those polled claimed to have paid greater attention to hygiene in the household since the outbreak of the pandemic. As such, the dishwasher has an important role to play as interviewees claimed that their dishwashers helps rid their crockery of viruses and bacteria. Furthermore, cycles with temperatures of 60°C and higher are increasingly used.

Miele dishwashers have always offered superior cleaning results and particularly hygienic wash cycles. There are many reasons for this – the sophisticated washing technology, high washing temperatures and the perfect alignment of the water jets, to name just a few. In addition, the way in which dishwashers and Miele cleaning products work together plays a key part in ensuring a hygienic cleaning process.

However, these somewhat abstract statements are generally difficult for customers to verify. What's more, lots of companies currently advertise the hygiene aspects of their products. In order to convince customers of Miele's hygiene standards, our strong brand helps, along with endorsements by independent third parties.

In the summer of 2020, we already informed you by in-house letter of the 'Proven Hygiene' (Geprüfte Hygiene) certificate issued by the independent Rhein-Waal Technical University. This confirms that a Miele dishwasher removes more than 99.9% of all bacteria.\*\*

But now, Miele dishwashers sport a further hygiene certificate. The independent institute at the Albstadt-Sigmaringen University announced that Miele dishwashers in combination with Miele detergents have been awarded their Golden Seal for the removal of more than 99.9% of viruses.\*

## 2. Objectives



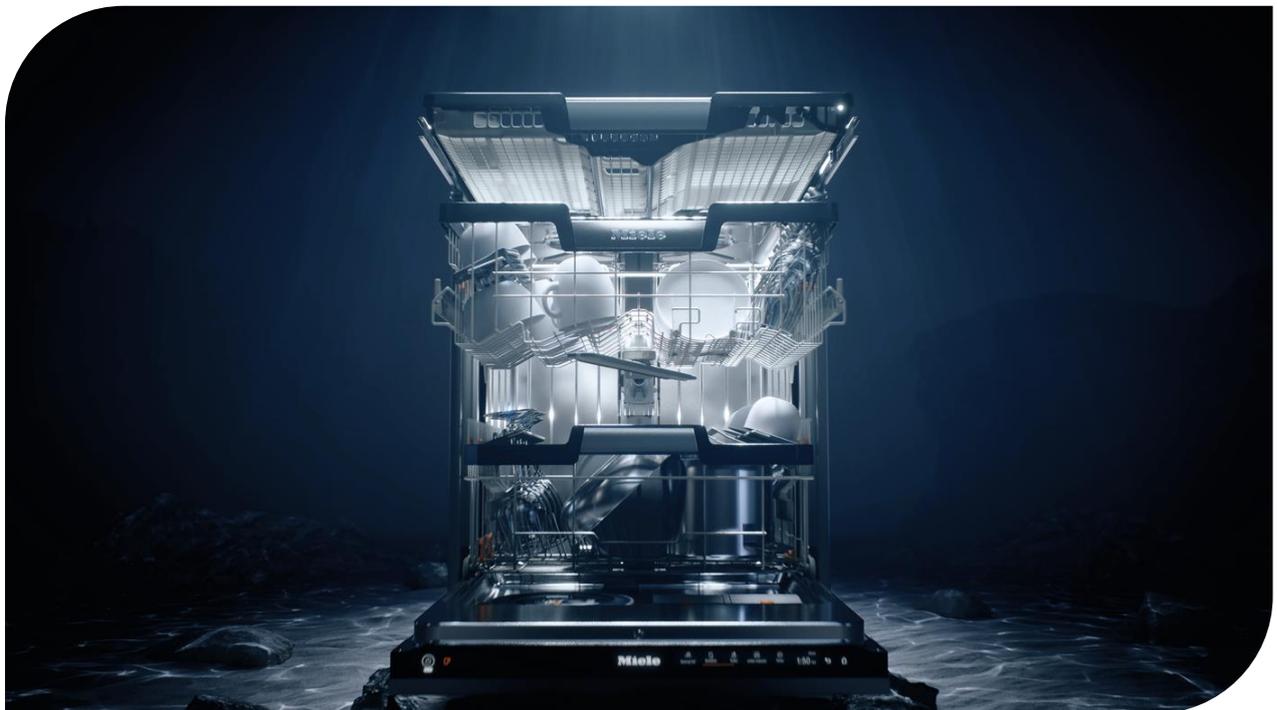
**Proof of hygiene performance by independent scientific institutes**



**Boost consumer confidence through certification**



**Support holistic marketing approach covering Miele dishwashers and detergents through certification**



### 3. Measures

#### Golden virus seal of approval from Albstadt-Sigmaringen University:

NEW

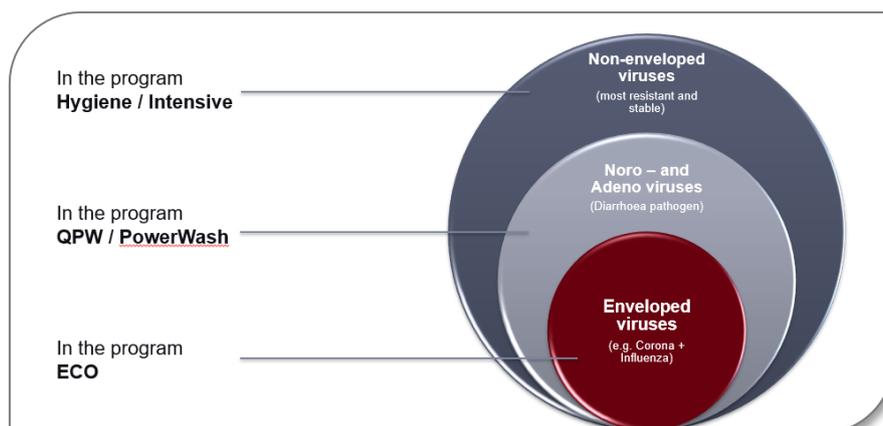
The independent *Institute for Integrative Hygiene and Virology* headed by Prof. Benjamin Eilts has verified the following claim concerning all Miele dishwashers and issued the Golden Virus Seal:

All Miele dishwashers remove more than 99.9% of all viruses\*



Depending on the programme selected, different types of viruses are removed. However, **in all programmes**, incl. ECO, enveloped viruses, including the **Coronavirus**, are removed. This sets Miele apart from the competition.

In the QuickPowerWash and PowerWash cycles, Noro and Adeno viruses are also deactivated. The best performance is achieved in the Hygiene and Intensive programmes as both enveloped and non-enveloped viruses are removed by more than 99.9%\*.



As all Miele dishwashers feature Hygiene and Intensive programmes, the Golden Seal can be used in advertising with respect to all marketing classes. This certification is based on the use of Miele PowerDisk or Miele UltraTabs.

## Bacterial certification from Rhein-Waal University

As already announced in an in-house letter in the summer of 2020, the independent institute at the Rhein-Waal University headed by Prof. Dr. Bockmühl issued the following statement which can also be used in combination with the 'Proven Hygiene' seal:

All Miele dishwashers remove more than 99.9% of specific bacteria\*



Two different hygiene seals are available as proof of the removal of bacteria for G 5000 and G 7000 dishwashers. See the table below for more information:

Hygiene certification	
G 5000 and G 7000 with Hygiene or Intensive programme	G 7000 with AutoDos
<p>The certification attests that all G 7000 and G 5000 dishwashers with a <b>Hygiene or Intensive programme</b> offer particularly hygienic cleaning. All Miele dishwashers feature at least one of these programmes. <b>This applies both with (standard) detergent and even without cleaning agent altogether.</b></p>	<p>The certification attests that all G 7000 dishwashers with the <b>AutoDos</b> automatic dispensing system and <b>PowerDisk</b> offer particularly hygienic cleaning in the <b>ECO 50°C</b> and <b>QuickPowerWash 65°C</b> programmes.</p>

## Significance of holistic approach to business

Both hygiene certificates underline once again the enormous significance of a holistic approach to business, comprising dishwashers and detergents.

Miele develops both dishwashers and the corresponding chemicals. **This gives Miele an important competitive edge as certification is only possible in combination with Miele-own cleaning products.** Competitors do not have similar detergents and hence will always be assessed without the chemicals which makes achieving a Gold Seal very difficult. Due to this **Miele is the first and only company on the market able to offer the golden seal for dishwasher.**

These insights provide a further important basis for a holistic approach, in particular for intensifying communication with customers.



## Communication of hygiene certificates

Given the current importance of hygiene-related topics, certification will be actively communicated in marketing dishwashers. This applies both to online and offline channels.

### 1. Product benefit:

Until now, only the bacterial certification from the Rhein-Waal University appears on the website under the *Proven hygiene* product benefit.



In view of the current situation, the viral certificate will in future be highlighted under this product benefit. Hence, the virus certificate from the *Institute for Integrative Hygiene and Virology* will appear under this product benefit.

Effective against viruses – scientifically confirmed\*

Hygienically clean: In all Miele dishwashers, more than 99.9% of viruses are removed.

Thanks to the Hygiene/Intensive programmes and PowerDisk/UltraTabs\*

By adding a link entitled 'Learn more about hygiene', website visitors are taken to a separate page with details on the virus certification from the Institute for Integrative Hygiene and Virology along with information on the bacterial certification from the Rhein-Waal University.

This product benefit is categorised by consumers as one of the five **highlights** on account of its current relevance. It also appears in the 'Quality' category.

### 2. Updating of 'Superior Hygiene Solutions' communication package

Furthermore, the digital communication material on 'Superior Hygiene Solutions' (Response toolbox, cf. poll in [MCM](#)) will be reworked. Here, too, the focus will in future be placed on the virus certification. All countries ordering and using this material will automatically be issued with the updated material.



## **Additional notes**

Both seals will be available in German and English.

For legal reasons, claims made by both test institutes must be linked to an \* text providing details and the basis of the certification. Please use the following wording:

\*\* According to certification by the Institute for Integrative Hygiene and Virology with respect to the removal of enveloped and non-enveloped viruses (e.g. Corona, Influenza or Noro viruses) in the tested Hygiene and Intensive programme, in all cases using PowerDisk/UltraTabs. Details on the test criteria can be found on [www.miele.com/g7000-c](http://www.miele.com/g7000-c).

\*\* Refers to the Enterococcus faecium or Micrococcus luteus bacteria in the hygiene programme with AutoDos and PowerDisk in the ECO 50°C and QuickPowerWash 65°C programmes. Details on the test criteria can be found on [www.miele.com/g7000-c](http://www.miele.com/g7000-c).

These texts should be displayed in both online and offline media.

## **Contact person:**

Your direct contacts:

- Information on products and label  
Karla Altenau and Noreen Jostkleigrew, GTZ/DAD
- Advertising and communication material:  
Gernot Kade, GTZ/BCI  
Beate Mertens, GTZ/BCH

Kind regards

Business Unit Dishwashing  
Category Marketing