

CITY UNIVERSITY OF HONG KONG
DEPARTMENT OF ENGLISH AND COMMUNICATION

EN 3513 Promotional Writing

An Analysis of Promotional Booklet of Miele Allerfamily Product Catalogue

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Date: 21 November, 2005

1. Type of Promotional Mix

The Miele Allerfamily booklet was collected in Fortress Festival Walk and a pile of the booklets was placed on the top of the Miele washing machines, therefore I would think that it is a merchandising tool because the seller is trying to influence the customers who is standing in front of the Miele product and at the point in the buying cycle to buy the product. The purpose of placing the Miele product catalogue above the washing machine is that the advertiser is trying to tell the audience that 'Hey take a look at this' apart from only glancing at the object: the Miele washing machines.

I choose this as an example of promotional mix because of the image of a baby sleeping on the carpet comfortably in the front cover. The baby looks comfortable and it seems to me that it is the outcome of using the Miele Allerfamily home appliances. Being attracted by the white background of the booklet, which gives a connotation of softness and cleanliness, and the baby on the front cover is so lovely, I decided to use Miele household products as an example of promotional material.

2. Other Promotional Mixes

Apart from using the merchandising tool as the promotional mix, Miele Allerfamily can have advertisings on family magazines, home magazines and women magazines, online ads with hyperlinks to Miele homepage at Yahoo/MSN or in television commercials to get the message of having allergy-free washing machines/drying machines or vacuum cleaners is beneficial to households. Advertising is effective considering all other competitors are doing the same and advertising can reach the target audience very directly and perhaps repeatedly. However, since Miele has already developed its corporate homepage, online marketing is most effective if Miele has boosted its search engine ranking at Yahoo, MSN and AltaVista these kinds of search engine when the most up-to-date product information can be advertised or hyperlinked from there. Magazines and TV commercials are also effective means of getting the message across but the cost is much higher.

Other sales promotion methods are also effective in this type of promotional mix involving the use of free gifts as a reward of buying the Miele products, for example free dustbags are bundled with every purchase of Allervac products or discounts given to those who buy both Miele washing machine and dry cleaner.

Personal selling can also be an effective means of marketing communication when a demonstrator could be hired in demonstrating and explaining the use of the allergy-free vacuum machines face-to-face in shopping malls to attract immediate sales. Face-to-face talk is effective because potential customers can listen and see the product description with their ears and eyes. Real experience can be gained by the consumers when the product is demonstrated in front of the public, and the consumers are given a try on handling the product themselves, for example vacuuming the carpet in the exhibition booth at a shopping mall. Direct marketing involving salesperson coming into homes to demonstrate the vacuum cleaner and direct mail to households could be done. The way of promoting is similar to the above but the demonstration is done at home. However, personal selling is more effective than direct marketing since households in Hong Kong are reluctant to accept strangers visiting.

Public relations activities for Miele household products can be done with exhibitions and trade fairs of family products or baby products in order to show that Miele cares about 'family' and 'health'. Exhibitions could also be held in collaboration with housing estates and clubs to promote the products to generate a specific segment of customers (to generate more purchase from a target segment). Miele could also try out in sponsoring educational institutions (like kindergartens), medical institutions, skin test centres and dermatologists in promoting the allergy-free household products. For instance, an asthma sufferer would be immediately directed to purchasing Miele washing machine based on the recommendation of the physician. Miele, therefore, needs to spend resources on holding talks to these professional giving information about how the filtering of Miele home appliance works and the how many germs and mites are removed after choosing the Miele home appliances.

The Internet homepage written about Miele's products has also been published so that the target audience can reach the most up-to-date releases of Miele products and download product catalogues on the Internet. Online marketing communication is effective in promoting Miele's products since it is interactive- users can enlarge the photos of the Miele products, informative- more description compared with printed materials, and more customer-oriented- users can send emails to the Hong Kong office or worldwide office for enquiries or product catalogues.

3. Line of Communication

The booklet itself is a typical example of below-the-line communication because Miele has worked together with Fortress in doing sales promotion to form a total promotional campaign. The two activities cover everything together and do not involve production communication through paid media, such as newspapers and magazines.

However, TV and magazine advertisings, newspaper advertisings and outdoor posters promoting the Miele's home appliances are above-the-line communication because Miele has hired an advertising agency to do the advertising production and promotional work.

To form a total IMC, it is obvious that Miele uses both below-the-line and above-the-line communication.

4. Objective of the Promotional Communicator

The objective of the promotional communicator is to persuade potential customers of Fortress to buy Miele's Allerfamily household products. The booklet was planned together with personal selling by the sales promoters in Fortress. The booklet itself contains background information about the harmful effects of allergies in order to persuade potential customers, especially mothers who will have/have babies and those who suffer from skin problems to buy the products. Miele wants to warn the target audience against the health risk associated with dusts and mites at home, and therefore it is necessary to purchase their cleansing products to combat for the germs or otherwise health hazards (for example asthma as stated in the booklet) are risked, and your little babies are threatened with bacteria and pollutants. In order to have a happy and harmonious family, Miele is definitely your choice.

The booklet also reveals how the machines work in filtering out dust, pollen and pet hairs and the accessories they use. The knowledge of 'how the filtering works' is important to the target customers because they want to know whether it is true or not that Miele's products can kill germs and how much germs can really be eliminated before they purchase the machines. Although the consumer may not have the technical knowledge, informing the consumer about how the filtering machine

operates can enhance the products' credibility and liability.

Trust and credibility of Miele's products is further enhanced when the products are claimed to be developed by the German Allergy and Asthma Association and the products have reached the European EN 1822 standard. They show that Miele's products have been tested and benchmarked by globally-acclaimed authorities and the products are safe to be used.

By using the image of a baby sleeping comfortably on a white carpet, it attracts the attention of potential customers (especially mothers) to buy the products because the visual gives out an impression of cleanliness and pleasantness to the target audience, whose desires are also cleanliness and pleasantness at their home.

5. SCMR Model and Promotional Matrix

5.1. SCMR Model

The communication process of the Miele promotional material involves a sender, a channel and a receiver, and the process involves encoding, decoding, feedback and noise.

The sender of the promotional material is the Miele company, the channel used by Miele is the promotional booklet in which it tries to encode the message that 'Health-Being, Well-Being' to the consumer, who is the receiver. The decoding process involves the consumers' interpretation of how clean, healthy, anti-allergic and practical the Miele home appliances are, and the feedback of the consumer is of course purchasing the Miele product after reading the booklet and seeing the sample of the Miele product in the store.

The noise of the communication process will include the customer's age, gender, social status and personality. The noise between the home appliance companies (Miele and Fortress) will be poor sales techniques of the salesperson, unfocused advertising, poor media choices and promotional material designs and failure to find the local contacts. The noise within Miele will be the poor downward communication flow (bad placing of orders, wrong procedures), poor lateral flow (communication within department), poor upward flow (computers, phone and intranet systems) and

poor information retrieval systems.

5.2. Promotional Matrix

Message presentation	In the form of booklets distributed through Fortress.
Attention	The baby sleeping comfortably on the carpet in the house where Miele home appliances are being used catch the audience's attention the most.
Comprehension	The booklet is written in simple English without jargon used, so it can be understood by every audience who knows English.
Yielding	Certain extent of fear appeals has been incorporated in the booklet to create the feeling that 'dust mites are horrible' to the audience, e.g. up to 10000 mites can inhabit 1 square metre of carpet.
Retention	By repeatedly showing texts and images showing the drawbacks of asthma (e.g. sneezing and dust mites) and the benefits of using Miele Allerfamily products (e.g. harmonious family relationship), it is expected that the idea that germs, mites and bacteria needs to be completely killed be mediated to the audience.
Behaviour	The characters in the images all show happiness and comfort after the products have been used (e.g. the girl playing with teddy bear with Mum).

6. Maximizing Message Influence

To enhance credibility, Miele associates the development of its allergy-free products with German Allergy and Asthma Association, claiming that their products are jointly developed by them. The home appliances listed in the booklet has reached the 'special requirement laid by the German Allergy and Asthma Association. For instance, the washing machine will incorporate an additional rinsing feature to remove detergent residues completely. Also, the Allerwash washing machine will have a special

programme that hold the dishes at the washing machine at 60 Celsius for 30 minutes to kill germs and dust mites completely.

Also, the booklet also claims that Miele has been awarded 'HEPA 12' filtration certification according to the European EN 1822 standard. This further enhances its claim that the Miele vacuum cleaners will trap even the smallest dust particles and allergens as claimed in the booklet.

To enhance visual attractiveness, the photos inside the booklet all show how pleasant the home is after using the Miele products and Miele brings about good family relationships and childcare. The booklet tries to use real samples to show how family members benefit from using Miele's allergy-free products.

7. Reaching the Audience

The media is less likely to reach the audience unless the audience visits Fortress and is introduced by the salesperson there. This is because the booklet itself is not widely distributed and only a few booklets were put above the Miele washing machine at Fortress. In fact, there was no salesperson or Miele representative standing by the Miele products during the time I visited the shop. Therefore, compared with advertising, public relations, direct selling and internet marketing, the use of booklet as a merchandising tool is less likely to reach the audience.

To be more effective in promoting the Miele's products, Miele could consider having videos with voiceover showing the demonstration of Miele washing machines, drying machines and vacuum cleaners in Fortress. The video tape should be constantly played. The use of video is better than using booklets considering the fact that soundbites from Miele's customers, asthma sufferers, dermatologists and the product developers can be recorded in the video as an appeal to consumers to buy the products.

8. Customers' Profile

8.1. Demographic

The demographic characteristics of Miele home appliances customers are as follows:

The gender of the target audience is mainly female because mothers are more concerned about purchasing home appliances, family care and cleanliness at home than the male. For age, the target audience are mainly young to middle-aged mothers (between 25-40) or new couples (aged between 25-35) because they are the ones who recently have babies or having purchased a new flat.

The occupation of the target audience is middle income people (some maybe professional). Because they have reached a certain level of income (\$15000 and more), they would want to lead a better living condition with their family and as a result, they pay more attentions to hygiene and cleanliness.

As regards education, the target audience have received an average level of education (Form 7 level) or more. They have the knowledge about personal hygiene and home cleanliness based on their knowledge obtained from the media and school. They have the knowledge that germs, mites and dusts will cause asthma, breathing difficulties and allergies which could lead to catastrophic results to their babies or children.

8.2. Psychographics

The aspirations of the target audience is that these people like to have a high standard of living and good living conditions, like to breathe fresh-air and live comfortably, are concerned about hygiene and personal growth/health. Good healthcare is of high priority. Their background shapes their ideology that 'peace' means being 'clean', 'calm' and 'hygienic'.

This is because the target audience know that in order to maintain a harmonious family relationship, it is important to create a happy, comfortable and healthy environment for each family member to live in, and illness will only brings to extra expenses and troubles. Therefore, they need something that completely removes bacteria at home to avoid getting infected by germs.

8.3. VALS Profile

Thinkers would be the major target audience because they are mainly above-average consumers who are concerned about home products and have good educational backgrounds (For example: Knowledge of Human Biology and Nursery). Because of their knowledge in this aspect, they will pay more attention to the environment hygiene at home so that everyone in the house can benefit.

They also value comfort, functionality and durability because these people are quite practical in mind. The booklet have been going on the right track because it incorporates graphics and texts about the advanced feature of the Miele's Allerfamily products and how soft and calm the machines bring about to home. Therefore, consumers who are pragmatic, may be attracted by the positive outcome after using allergy-free cleansing products.

9. Positioning of the Allerfamily Product

The product is positioned by product attributes because the selling point of Miele washing machines, dry cleaners and vacuum cleaners are anti-allergic. Other competitors' products may not have the filtering functions or are not jointly developed and benchmarked by the Asthma and Allergy Association. Another positioning approach being used by Miele is that the products are positioned by use or application. It is because the Miele products have the functions of filtering out pollen, dust mite faeces, mould, bacteria and other fungal spores, which prevents people suffering from asthma and skin problems. In other words, the product is also positioned to specific product users because Miele knows that these people need special cares on their health, and thus additional rinsing, drying and filtering functions are added in the Miele's home appliances.

10. Feature of the Brand

Miele specialises in making home appliances such as dishwashers, vacuum cleaners, dry cleaners, washing machines and ovens. It was founded in 1889 and then the company has grown rapidly over the century in the UK and Germany. The example here shows the Miele set apart from its competitors with the design of home

appliances that provides ‘health-being and well-being’ (as stated on the front cover of the booklet) so that the chance of family members getting asthma or allergy would largely be reduced. Such brand attributes are particularly beneficial to the customers who are asthma sufferers or allergic to dust mite.

11. Branding

11.1. Brand Personality

The brand of Miele Allerfamily products connotes simplicity but functionality. For simplicity, it means that the products are easy to use; it doesn’t look fancy and complicated to the users. By functionality, it means that the products themselves have many functions that are handy and useful. All together, it mixes into a brand personality that the Miele Allerfamily is ‘neat and tidy’- White and cleanliness are taken priority.

11.2. Brand Equity

The brand equity of the Miele home appliances is that they have been designed and tested that the products themselves will kill germs and mite. The booklet enhances the point of reference by having a graph showing how much germs can be filtered out in terms of percentage and also a table showing what kinds of filtering functions are available with each home appliance product.

The booklet also enhances this point of reference by having the logo of German Allergy and Asthma Association and the HEPA Certificate published claiming that the products have reached the European standard and it is functional and suitable for allergy sufferers to use.

12. Maslow’s Hierarchy of Needs

The advertiser is targeting on potential customers’ safety needs; this is especially true for the customers who are asthma sufferers. The booklet contains coverage of the potential health hazards caused by allergies to the living environment and human beings, the Miele’s household products are also being benchmarked by an asthma

association and has reached the European standard, the promotional material is therefore appealing to the customers' safety needs of getting protected away from asthma, allergy, pollution, dusts and mites which may cause inhaling problems to them.

The Miele Allerfamily products can also be said to target on individual's needs of belongings and love. The images in the booklet give a connotation that family relationships will be harmonious when all members of family stay healthy and well. Therefore, after using Miele home products and all germs are killed, the wish to affiliate with each other can be fulfilled. Belonging, love and aesthete can coming into being.

13. AIDA and the Innovation Adoption Models

The promotional material encourages audience to purchase Miele home appliances and this could be reflected by the AIDA and the Invention Adoption Models:

13.1. AIDA Model

A (Attention)	<p>The front cover of the booklet shows a baby sleeping comfortably on a soft, clean carpet, and the home uses Miele vacuum cleaners and washing machines. It draws to the audience's attention that 'your home could also be the same after using Miele anti-allergy home appliances'.</p> <p>Highlighted headings were shown inside the booklet with question tags 'Do you know that we spend an average of eight hours in close contact with large amount of house mite allergen?' and 'How to improve on <i>your</i> living environment to reduce asthma triggers and allergies?' It draws the attention to the audience that the potential health problems of close contact with mites (without using the Miele Allergy-free products) and the solution of it (to use Miele's products). The use of the word 'you' will stimulate the audience to think about their situation themselves.</p>
I (Interest)	The key interests of the readers will be how the removal of germs

	<p>works. The booklet the functions that Miele has to remove germs and mites. These include the Miele Active HEPA filter which can trap even the smallest dust particles and allergens and can neutralize unpleasant smells.</p> <p>And after using the Allerfamily products, there will be warmth, comfort and harmony at your home as shown in the photos inside the booklet (a girl is playing a teddy bear with her mum and a girl is sleeping on the carpet after vacuuming).</p>
D (Desire)	The advertiser is trying to mediate to the consumer that your home will be the like this (visuals showing how comfort the baby is lying on the carpet and how the girl plays with her mother) after using Miele's anti-allergic home appliances. It stimulates human desire of family harmony and child care.
A (Encourage Actions)	<p>Three major highlighted questions have been written in the booklet to stimulate the consumer think about the consequence without having Miele allergic cleansing products, they are "Do you know that we spend an average of eight hours in close contact with large amount of house mite allergen?", "How to improve on your living environment to reduce asthma triggers and allergies?" and "Do you know normal vacuuming is not enough to remove mites and mite waste? Up to 95 percent of mites may remain after vacuuming, because they live deep inside the stuffing of sofas, chairs, mattresses, pillows and carpeting."</p> <p>All the above questions bombard to the audience that they should think about buying the Miele Allerfamily products quick, or otherwise bad consequences result.</p>

13.2. The Innovation Adoption Model

The innovation adoption model can be applied to the case of Miele's Allerfamily product line.

Awareness	To create awareness of the Miele's home appliance products, Miele jointly works with Fortress and samples of washing machines, drying
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	machines and vacuum cleaners are displayed in Fortress Festival Walk. Stickers claiming that the products can almost kill all bacteria have been labeled on the machine, and on top of the machine, there places the Miele promotional booklets.
Interest	To generate interest to the target audience, the booklet uses visual images that resemble a clean, harmonious home with children having taken care of and sleeping comfortably. And the wall of the house is painted white which reflects cleanliness. These kinds of images have been produced by the advertiser because it anticipates the audience will question themselves 'how can I make this ideal home come to reality?' when they see the booklet.
Evaluation	As stated in the booklet, the product can filter more than 75% of air-born particles, more than 90% of fine particles and 100% of coarse particles. And the booklet also states that performances of the Miele products have been tested according either by the European HEPA 12 standard or the German Asthma and Allergy Association standard.
Trial	Unfortunately, trials and samples are not available during the time I visited Fortress though the real Miele home appliances have been displayed in the shop.

14. Semiotics Analysis

To get the message across, advertisers have used the following to maximise the influence to the audience:

Icons	The most obvious icons in the booklets are the photos showing the Miele Allerfamily products- the washing machine, the drying machine and the vacuum cleaner. Also, photos of ideal home have been used. On page 2, a cartoon of dust mite have been drawn together with the explanation of dust mite allergy so the audience can 'experience' what it is like on their naked eyes.
Indexes	The carpet on the front cover connotes cleanliness, calmness and softness. The teddy bear indicates love and caring.

Symbols	The 'Green Cross' has been used throughout the booklet. It is the Miele Allerfamily product line's logo. The green cross connotes health and 'get-well' as reflected on the slogan 'Health-being, well-being'.
Metaphors	The words 'dangerous intruders' are used to describe the dust mites and pollens that will attack our immune system. Also 'ultimate peace in mind' is used to show the outcome after using the Allervac products which tells the audience that there will be no hassle when dust mites, pollens and bacteria are completely removed.
Contiguity	Miele uses a baby actor to portray the comfort after using the Miele product. There is also a photo showing a little girl playing with her mum with a teddy bear, while Miele home appliances are at the back. A good parental care is associated with the use of the Miele products.

15. Rewriting the Text

Original

Miele sets hygiene Standards

Miele ALLERGOTEC - allervac with hygiene sensor which visually indicates floor cleaning progress. Give you the peace of mind that the floor is not only clean, but virtually free from pollen, dust mite faeces, mould, bacteria and fungal spores.



Regular contamination Low contamination Hygienically clean

A sensor plate is fitted in the shaft above the floorhead. When vacuumed up, particles bounce off this sensor plate, and release electrical charges. By measuring the frequency and intensity of these particle strikes, the microprocessor is able to gauge the concentration of small particle dust left in the carpet, and indicates this information, using a traffic light indicator, on the front of the floorhead.

The visible hygiene and cleanliness afforded by Allergotec in combination with Miele vacuum cleaners has been certified by Europe's leading air hygiene institute (DMT).

Excellent floorcare

Removes dirt, dust, pollen, bacteria, and allergens from all floors.

Miele hygienic floorcare: removes all dirt, pollen, bacteria, and allergens from all floors. Miele hygienic floorcare: removes all dirt, pollen, bacteria, and allergens from all floors.





Revised

Miele Allergotec – Meeting hygiene Standards

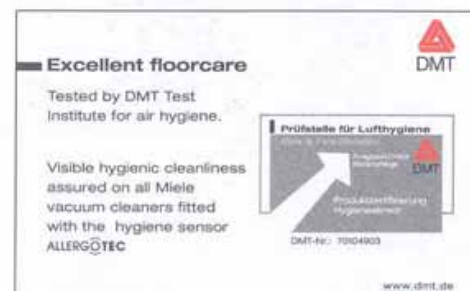
Clean is NOT enough. Miele Allervac with hygiene sensor completely wipes out pollen, dust mites, mould, bacteria and fungal spores, making your home ABSOLUTELY clean.

A sensor plate is fitted in the shaft above the floorhead of every Miele Allervac products. When vacuuming up, particles bounce off the sensor plate and release electrical charges.

By measuring the frequency and intensity of particle strikes, Miele Allergotec's microprocessor gauges the concentration of small dust particles left in the carpet, and indicates this information using a traffic light indicator located on the front of the floorhead.



Allervac's visible hygiene and cleanliness has been approved by Europe's leading air hygiene institute (DMT).



Rationale

The page explains how Miele Allergotec works in every Miele vacuum machines. The Allergotec function is an important component solely found in the Miele vacuum product. However, compared with the previous pages, the text in the page is quite wordy and therefore I have decided to split the texts into more paragraphs so that the readers can read more easily because it is important to explain something abstract (how the Allergotec functions) in clear, concise paragraphs and easy wordings rather than in lengthy sentences. Also, more emphasis of 'Miele Allergotec' or 'Miele allervac' is used in the paragraphs so that the readers can be constantly reminded about the brand name. Unfortunately, the original version of this only contains one 'Miele Allergotec' and one 'allervac' in one page, which does not remind the readers about 'what is selling' as they read on.

16. Appendix

Miele's Allerfamily Product Catalogue

Brought to you by:

Miele

 **allerfamily**



 **allerwash** **allerdry** **allervac**

Miele (Hong Kong) Limited
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Tel: +852 2610 1331 Fax: +852 2610 1013 Email: miohkv@miele.com.hk

 **HEALTH-BEING;
WELL-BEING**

 **allerfamily**



Miele

What causes allergies?

- A weak immune system
- Harmless substances are suddenly seen as dangerous intruders
- The body's defense system produces antibodies which in turn release inflammatory substances
- This overreaction expresses itself in a variety of ways: Red eyes, skin rashes, runny nose, itching, sneezing fits, breathing difficulties etc.

Do you know that we spend an average of eight hours in close contact with large amount of house mite allergen?



Dust mite Allergy

The faeces of tiny arachnids are the most common cause of dust allergy. Up to 10,000 mites can inhabit 1 m² of carpet, upholstery, curtains and mattresses. Dust mites live off dead skin, hairs, feathers and fungal spores. Everyday we are living in an environment surrounded by dustmite that we can't see with our naked eyes.

How to improve on your living environment to reduce asthma triggers and allergies?

Well, let's go back to basic. It's the quality of air that you breathe, and how hygienic is the fabric you come in contact with (eg. clothes, bed linen, upholstery, etc).



The Miele allerfamily is specially designed for allergy sufferers that require highest demands on hygienic needs and is jointly developed in conjunction with the German Allergy and Asthma Association (DAAB).

In 2002, DAAB developed and conducted a written survey with 4,000 members. The topic was on Allergies and Laundry Care. The Miele allerwash, alledry and allervac was designed according to the needs of these sufferers.



Results of a joint DAAB/Miele survey



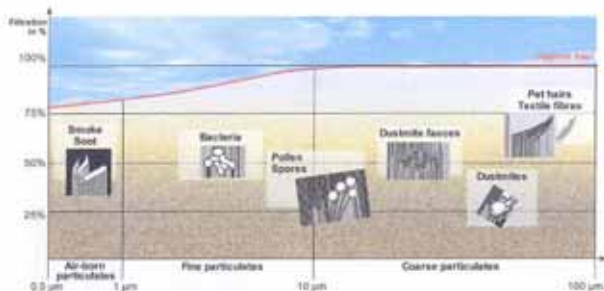
Special requirements of washing machine for allergy sufferers according to DAAB survey	 allerwash
Good wash result & additional rinsing <ul style="list-style-type: none"> To remove detergent residues Reduction of the effect of scents For cottons and minimum iron 	Special sensor rinse process, Function "Rinse Plus", additional rinse programmable (up to 5 rinses in total possible)
Gentle washing, rinsing and spin-dry <ul style="list-style-type: none"> No penetration by foreign particles, maintenance-free suds pump 	Patented Miele Honeycomb Drum with capacity of 1 – 6 kg. <small>"Confirmed by Laundry Research Institute – WIK, Miele Softonic technology has threads penetration that is lower than other compared machines, where no piling was noticed"</small>
High water levels	Washing with an increased water level programmable
Hygiene needs: <ul style="list-style-type: none"> Long temperature holding time to kill germs and dust mites Optimal washing results – especially in the case of serious grease 	Special programmes: <ul style="list-style-type: none"> Hygiene 60°C is held for 30 minutes to kill germs and dust mites
Pillow Hygiene: <ul style="list-style-type: none"> Killing of dust mites and removal of dust mite excrements from Pillows 	<ul style="list-style-type: none"> Pillows 60°C/95°C
New Textiles: <ul style="list-style-type: none"> Washing out of chemical residues 	<ul style="list-style-type: none"> New textiles 30°C



Results of a joint DAAB/Miele survey

Special requirements of tumble dryer for allergy sufferers according to DAAB survey	
Special drying option with extended running time to kill <ul style="list-style-type: none"> dust mites and fungal spores skin fungus and mould harmful micro-organisms at least 90% of germs that occur during washing 	Four special programmes <ul style="list-style-type: none"> Drying of Cottons Minimum Iron Pillows Timed drying
Easy Ironing Quick Dry for Pillows Drying of single laundry pieces, textiles & stuffed toys	
To filter out dust, pollen, pet hairs that are unsettled	<ul style="list-style-type: none"> Hygiene filter to trap these allergens & pollen 'Change filter' indicator Filter ambient air from dust, pollen & pet hairs, etc. Long maintenance intervals
Easy-to-clean filters	<ul style="list-style-type: none"> Includes long vacuum cleaner crevice nozzle Washable fluff filter Large room air filter accessible from the front
Gentle Drying	Patented Miele Honeycomb Drum with certified quality by Hohensteiner Institute. Gentle laundry care through air cushion and suction effect

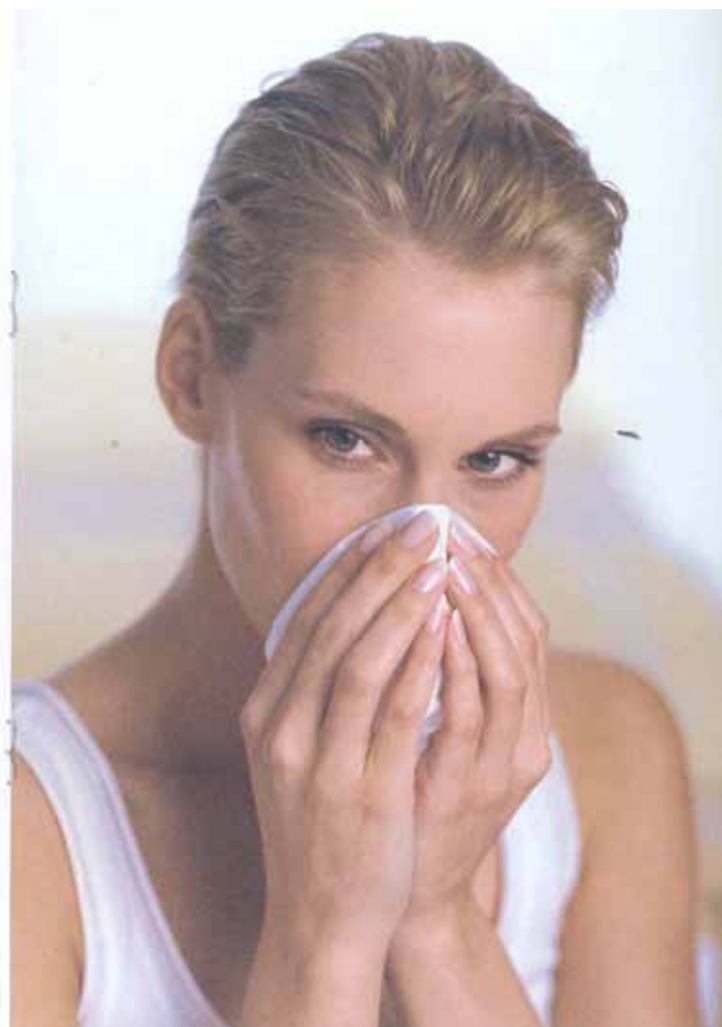




Allergy-relief laundry care Miele allerwash and alledry

	alldry	allerwash	allerwash Plus alldry
Thorough removal of dustmites, etc.	●	●	●
Removal of pollen from laundry	●	●	●
Hygienic laundry care for pillows	●	●	●
Removal of grease stains	□	●	●
Thorough rinsing to remove residual detergent	□	●	●
Optimum processing of new garments before wearing for first	□	●	●
Rids room air of pollen and dust	●	□	●
Allergen count reduction through 'dry wash'	●	□	●
Hygienic removal of filter without physical contact	●	□	●

● Optimum Effect □ Not Applicable



Suitable for Allergy Sufferers



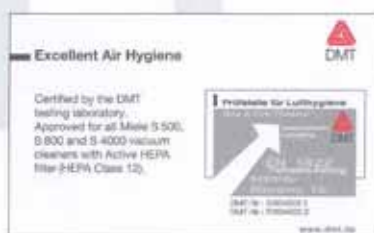
Why is it important to have a Miele Active HEPA filter

- Traps even the smallest dust particles and allergens
- Active charcoal for neutralization of unpleasant smells
- Cassette protects filter material from damages



Miele Active HEPA filter

The HEPA filter retains even the smallest airborne particles, which trigger such a hefty response in allergy sufferers. It also incorporates a layer of active charcoal to remove unpleasant smells.



HEPA certificate

Miele has been awarded "HEPA 12" filtration certification according to the European EN 1822 standard not only for the HEPA filter but also for the **entire** vacuum cleaner. This is the only way of ensuring that dust stays where it belongs - in the vacuum cleaner!



Miele sets hygiene Standards



Miele **ALLERGOTEC** - allervac with hygiene sensor which visually indicates floor cleaning progress. Give you the peace of mind that the floor is not only clean, but virtually free from pollen, dust mite faeces, mould, bacteria and fungal spores.



Regular contamination



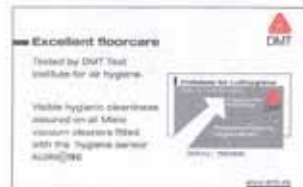
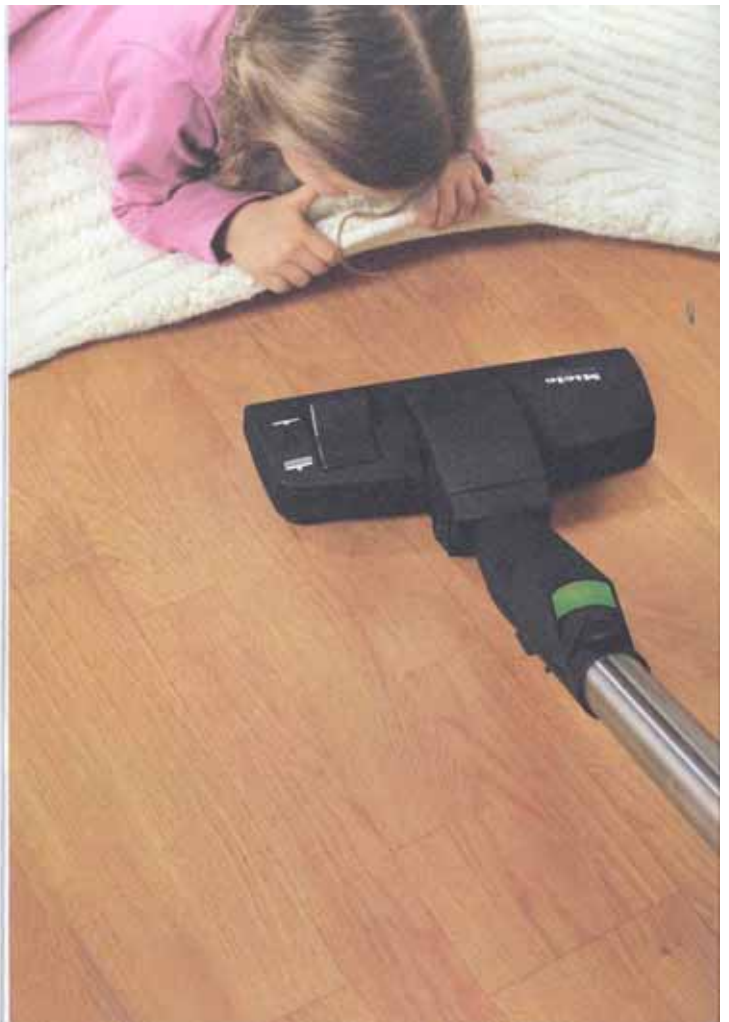
Low contamination



Hygienically clean

A sensor plate is fitted in the shaft above the floorhead. When vacuumed up, particles bounce off this sensor plate, and release electrical charges. By measuring the frequency and intensity of these particle strikes, the microprocessor is able to gauge the concentration of small particle dust left in the carpet, and indicates this information, using a traffic light indicator, on the front of the floorhead.

The visible hygiene and cleanliness afforded by Allergotec in combination with Miele vacuum cleaners has been certified by Europe's leading air hygiene institute (DMT).





Do you know normal vacuuming is not enough to remove mites and mite waste? Up to 95 percent of mites may remain after vacuuming, because they live deep inside the stuffing of sofas, chairs, mattresses, pillows and carpeting.

IntensiveClean Plus The new generation of dustbags

Thanks to the high efficiency Miele dustbag, which is made of a special 5-layered fleece, all dust particles remain securely in the dustbag. The integrated protective foil prevents the filtering material of dustbags from being damaged, e.g. by sharp objects. The dustbag is very easy to remove and discard hygienically, as all the dust is trapped inside, thanks to the practical closing flap.



Accessories

With a set of 3-piece accessories, you can clean even hard accessible spots or upholstered furniture.

Thanks to the holder that can be clipped to the cleaner, the accessories are instantly accessible.



Miele mattress nozzle
This special nozzle is just the job for cleaning those inaccessible spaces between the bed frame and mattresses or between the cushions on upholstered furniture.



Crevice nozzle
For cleaning infolds, crevices and corners



Dusting brush
For cleaning skirting boards, ornate and carved articles. The head of the dusting brush can be swivelled to obtain the best cleaning position.

