



# **Miele Inc.**

**Sustainability Initiatives for Environmental  
Responsibility, Recycling and Waste  
Reduction.**

**NJ WasteWise Business Network  
May 14, 2014**

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## **Our Company Profile**

- **A Premium Brand**
- **Manufacturer - Domestic & Commercial Industrial**
- **US Headquarters in Princeton New Jersey**
- **Family Owned and Managed German Company**
- **Vertically Integrated 12 Factories Located in EU**
- **47 International Sales Subsidiaries**
- **More Than 16,700 Employees Worldwide**
- **Approximately 700 In the US**

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The top section of the slide features a red banner with the Miele logo and slogan. Below it, on the left, is a photograph of the Miele headquarters building, a modern structure with a prominent glass facade and a large 'Miele' sign on the roof. To the right is a close-up photograph of a white Miele dishwasher with its door open, showing the internal racks filled with clean dishes.




The middle section of the slide contains two photographs. On the left, a row of five different models of Miele stick vacuums are displayed in various colors: red, white, black, blue, and red. On the right, a pair of silver Miele front-loading laundry machines, a washer and a dryer, are shown side-by-side in a laundry room setting.

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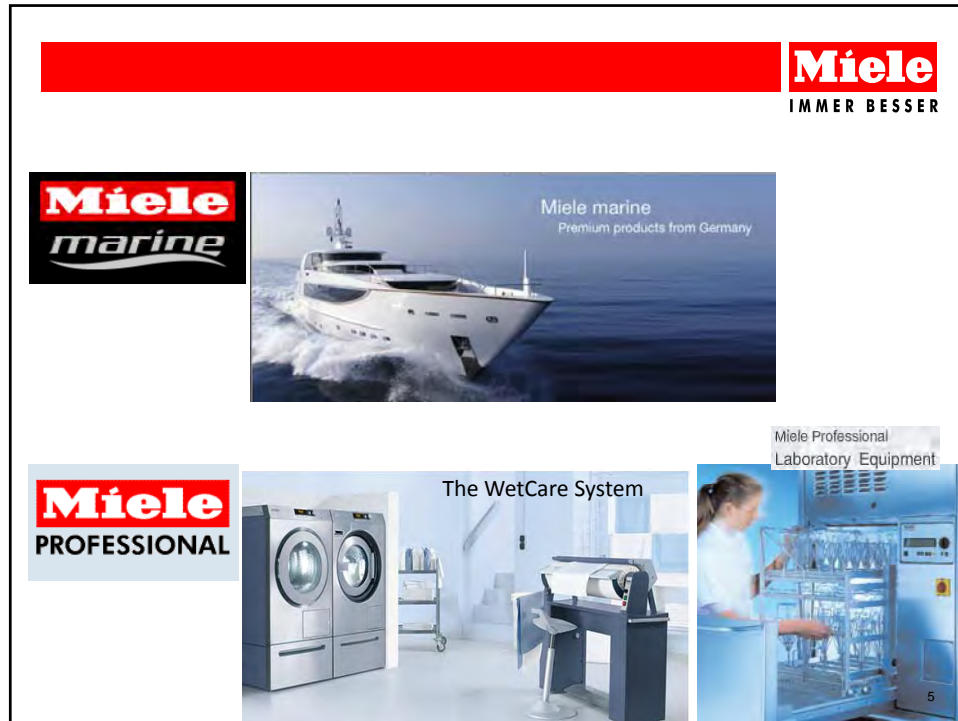


The top section of the slide features a red banner with the Miele logo and slogan. Below it, on the left, is a photograph of a stainless steel Miele coffee machine with two coffee cups. In the center is a photograph of a kitchen with a white countertop and cabinets, featuring a built-in Miele oven. On the right is a photograph of a black Miele induction cooktop with a pot of food cooking on it.



The bottom section of the slide contains three photographs. On the left is a photograph of a stainless steel Miele range hood installed above a kitchen stove. In the center is a large photograph of a white Miele refrigerator with its double doors open, revealing the interior shelves and drawers. On the right is a photograph of a built-in Miele wine cooler with its door open, showing several bottles of wine stored on the shelves.

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## Sustainability Strategy at Miele

**Integral Part of the Company's Self-Image**  
**Ingrained in the General Corporate Strategy**

Products

- **New PD Must Achieve Balanced Improvement**
- **Fundamental Requirement for Sustainable Characteristics**
  - **Low Energy**
  - **Water Consumption**
  - **Chemical Substances**
  - **Long Life**
- **High Proportion of Recyclable Materials**

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## Supply Chain Sustainability Criteria

- Cooperative Trustful Supplier Relationships
- Partnerships Standards a Condition of Purchase
- Social Standards
- Conflict Materials Prohibited
- Sets High Environmental Standards
- Certification of Criteria Where Criteria Exists






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## Process

**Miele Work Formatives Established to Help Insure:**

- Environmentally Friendly Process and Procedure in All Functions
- Environmental Validation In All Phases of Design
- Production Goals at the Factories Include the Conservation of Resources
- Harmful Substances Prohibited - Manufacturing, Operations & Products
- CO2 Caused by All Business Activities Must be Measured & Reduced

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## Our Most Valuable Resource

Employees

- Diversity and Opportunities
- Corporate Regard to Balance of Work & Family Life
- Highest Concern For Occupational Health and Safety
- Raising Employee Awareness of Sustainability in Everydaylife

Society

**Goals – To Make a Meaningful Contribution to Community at Each of the Company Locations**



BOYS & GIRLS CLUBS  
OF AMERICA



JDRF  
IMPROVING LIVES  
CURING TYPE 1  
DIABETES



**Miele**  
CENTER



American  
Red Cross




SUSAN G. KOMEN  
RACE  
FOR THE  
CURE



eden  
ENHANCING THE LIVES  
OF INDIVIDUALS WITH  
AUTISM AND THEIR FAMILIES



wellness  
club  
WHOLE FOODS MARKET




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## The Future

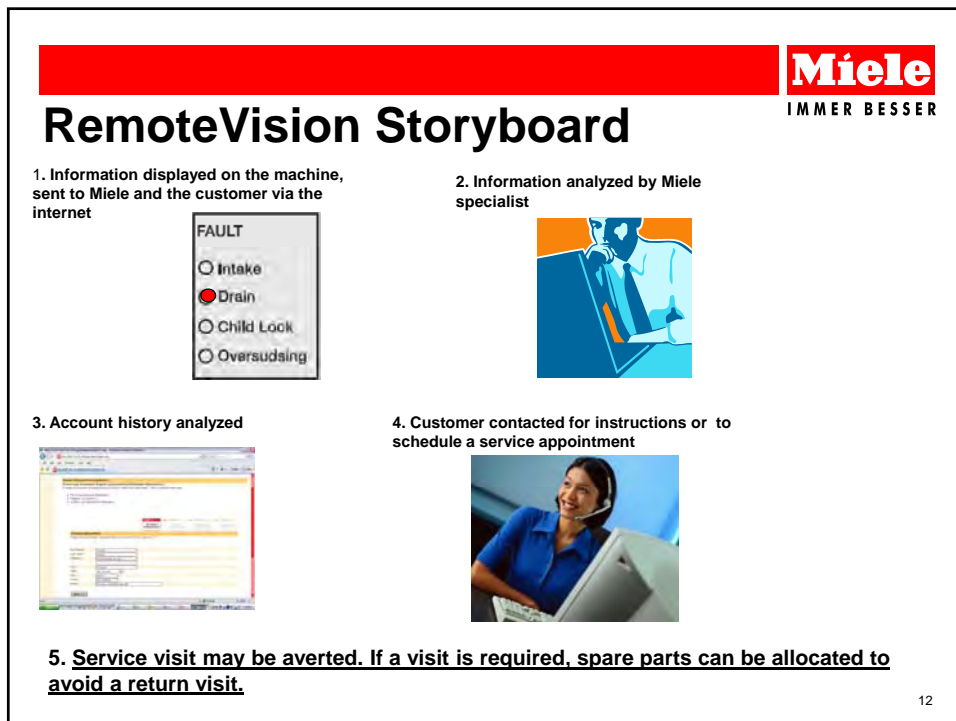
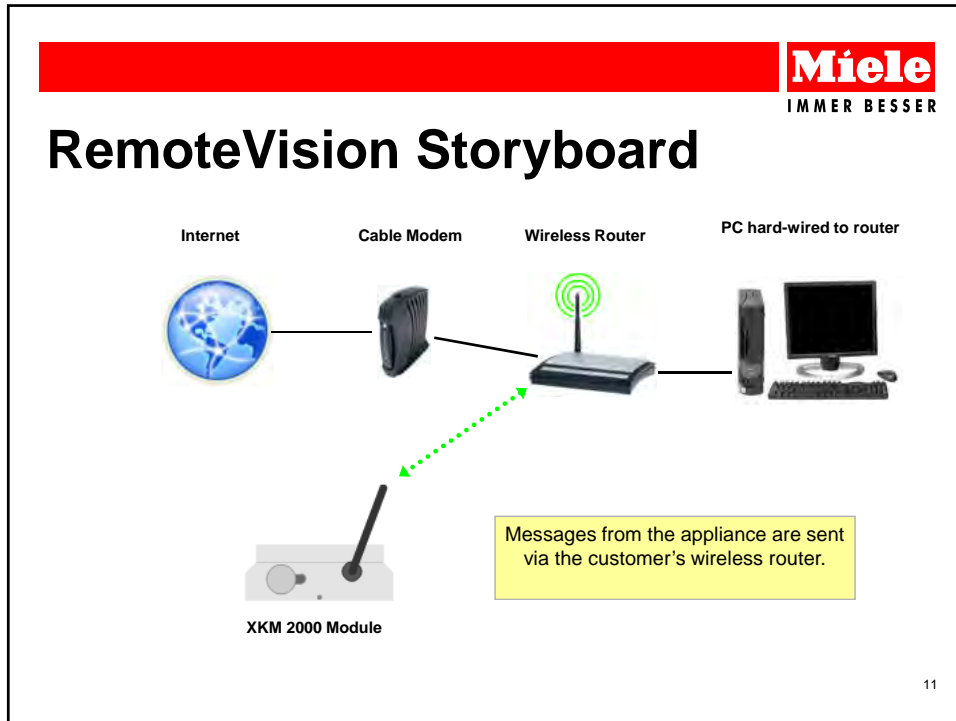
- Participation In Consensus Standards Development for Sustainability of Appliances
- Beyond Energy Star
- Smart Appliances
  - Dynamic Pricing – Requires a Smart Meter
  - Demand Response – Grid Provides a Power Line Signal to Curtail Electrical Usage

**New Technologies**  
Innovation to Promote Sustainability

- RemoteVision
- Miele Introduced a Wi-Fi Appliance Accessory in 2007




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## Positive Results For RemoteVision

- Truck Rolls Reduced
- Van Inventories Reduced
- Smaller Efficient Vehicles
- Customer Satisfaction Increased




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## Energy Consumed to Deliver & Service Appliances

One Service Van Uses one Tanker of Gasoline in Less Than one Year



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## Fuel Savings Realized



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## Employee Panel for Environmental Improvement

Creation of a Miele Self Certification for Environmental Awareness

- Physical Plant Improvement
- Environmental Education
- Set Conservation Goals
- Recognize Achievement
- Reward Outstanding Ideas and Participation
- **Reduce Miele's Carbon Footprint**

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## Goal - Encouragement of an Energy Conscious & Environmentally Friendly Work Ethic

- Engage Employee Participation
- Create New Hire Commitment to Reducing Carbon Footprint
- Renew Awareness of Current Recycling Procedures
- Update Signage Where Needed
- Expand Paper Recycling
- Reduce Number of Printers & Need to Print
- Provide Feedback on Conservation Efforts
- Motivate Employees to Share Environmental Awareness at Home

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## Employee Panel for Social Responsibility

Panel Formed From Representatives of All Departments

- Ongoing Recommendations Defining Miele USA's Environmental Policy
- Suggest Cost Effective Methods to Save Natural Resources
- Influence Habits at Work & Home
- Provide Outdoor Sitting/Picnic Garden Area
- Giving Back to the Community

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## Employee Observations & Recommendations


### Communicate Policy on Energy Conservation

- IT – Replacement Programs
- Remote Work Force
- Desktops - Laptops
- Monitors – CRT’s Replaced
- Printers – Fewer Network Printers Replace Work Station Printers
- Buy Energy Star

### Building Management


- Lighting Policy
- Irrigation
- Pesticide/Fertilizer Policy
- Vegetable & Herb Garden
- Allowance for Hybrid Vehicle Expenses

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## Building Management Accomplishments

- Creation of employee garden in 2013 and the produce used in cooking demonstrations.
- The idea of the Garden was borne from a desire to demonstrate Miele’s commitment to Living the Sustainability Principle and also to utilize the herbs and vegetables during Cooking Demonstrations and Presentations hosted here in Princeton.



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## Building Management Accomplishments

### Retrofit of Exterior Lighting Fixtures

- RAB 39 Watt LED Fixtures Replaced Metal Halide Fixtures to Illuminate the Miele Building in the Evening Hours.
- Savings of Approximately \$2,000 per Year



### Retrofit of interior lighting fixtures

- Replacement of old fluorescent tube lighting with Lithonia LED 2x2's.
- Complete retrofit of interior fixtures planned completion by end of 2014.
- Replacement of old lighting panels planned completion by end of 2014.
- Final cost savings TBD.

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## Questions?

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Sustainability : <http://www.miele-sustainability.com>

USA Headquarters: <http://www.mieleusa.com>

## Thank You!

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