

FOR IMMEDIATE RELEASE

Miele Forest Campaign Achieves Significant Results in Protecting and Restoring Canadian Forests

[Toronto, July 18, 2023] - Miele Canada is pleased to announce the results achieved through its second-annual sustainability-focused campaign, Miele Forest. From April 3 to June 30, every Miele dishwasher sold from a Miele Chartered Agent, a Miele Experience Centre or through Miele.ca in Canada contributed to the preservation and planting of new trees in Canadian forests.

Forests are widely recognized as a leading solution in the fight against climate change due to their unparalleled ability to capture and store carbon. Moreover, forests provide invaluable recreation and education opportunities and hold immense cultural significance.

Under the Miele Forest initiative, Miele Canada actively supported forest carbon capture through two vital approaches: planting new trees and preserving existing old-growth forests. Recognizing that new trees take years to develop their carbon-absorbing capabilities, while mature forests already fulfill this crucial role, Miele Canada ensured a comprehensive approach to address both aspects of this environmental challenge.

“Preserving and restoring our Canadian forests is not just an environmental imperative, but a duty we owe to future generations,” says Nelson Fresco, President of Miele Canada. He adds, “Through the Miele Forest campaign, we are making a tangible impact today, ensuring a greener and healthier tomorrow for future generations.”

Miele Canada successfully supported the offset of 2,904,000 kilograms of CO₂ emissions, the planting of more than 29,000 trees, and contributed to the growth of more than 1,100 acres of forested land. These efforts have resulted in the equivalent of more than 89,200 years of dishwashing, eliminated emissions produced by 581 cars for a year, and offset emissions from 345 air passenger trips around the Earth.

Miele Canada expresses its deepest gratitude to all individuals, organizations, and Miele Forest initiative partners, LivClean, Coastal First Nations-Great Bear Initiative, Anew Climate and The Carbon Farmer.

To learn more about Miele’s commitment to sustainability, please visit miele.ca.

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Miele Company Profile

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and coffee systems. To learn more, visit www.miele.ca or follow us on Facebook, Instagram and YouTube.