

FOR IMMEDIATE RELEASE

Miele Canada Celebrates Earth Month with Fifth Annual Miele Forest Initiative Expanding Commitment to Forest Preservation and Restoration Across Canada

Toronto – April 1, 2026 – Miele Canada is proud to launch the fifth annual Miele Forest initiative, reinforcing its long-standing commitment to sustainability and environmental stewardship. Running from April 1 through June 30, 2026, the campaign invites Canadians to make a meaningful impact through their purchasing decisions.

As part of this year's initiative, proceeds from every dishwasher purchase will support the preservation and restoration of local Canadian forests through our established forestry partners.

Timed to coincide with Earth Month, the Miele Forest initiative reflects the brand's philosophy of *Immer Besser*, a commitment to continuous improvement and creating products and initiatives that are built to last, both for consumers and the planet.

"True sustainability means making choices today that have a lasting positive impact," says Ekaterina Dobrokhotova, Vice President of Marketing at Miele Canada. "With the Miele Forest initiative, we empower our customers to contribute to meaningful environmental action while investing in high-quality appliances designed for longevity."

Supporting Canada's Forest Ecosystems

Working with established forestry partners, Miele Canada supports projects designed to conserve existing forest landscapes while enabling new tree establishment and restoration on degraded lands. This is achieved by purchasing verified forest carbon offsets that support the protection and long-term management of Canadian forest ecosystems.

These activities are delivered through project-based forestry programs and quantified using recognized forest carbon accounting methodologies, ensuring transparency and credibility as part of Miele's broader environmental commitment.

A Growing Legacy of Impact

Since its inception, the Miele Forest's total carbon impact is estimated at 13,475,000 kg CO₂e¹, solidifying its role as a cornerstone of Miele Canada's sustainability efforts. Now in its fifth year, the program continues to evolve, focusing on high-impact actions and deeper engagement with Canadian consumers.

By aligning premium product performance with environmental responsibility, Miele enables customers to make choices that extend beyond the home and contribute to a more sustainable future.

¹ The total carbon impact associated with the initiative represents estimated net greenhouse gas (GHG) benefits from supported forestry activities in Canada, including Mature Forest Conservation (Improved Forest Management) and New Tree Establishment (Reforestation/Afforestation). All figures are estimates based on project-level reporting and internal calculation methods.

Built to Last, Designed for Sustainability

All Miele dishwashers are ENERGY STAR® certified and engineered for durability, efficiency, and resource conservation, helping reduce water and energy consumption over their lifecycle. This commitment to product longevity further supports Miele's broader environmental mission.

Canadians are invited to participate in this year's initiative by choosing Miele dishwashers and helping preserve Canada's natural landscapes.

Learn more at miele.ca/forest

For media inquiries, please contact:

Eric Tanguay
PR, Social and Brand Communications Specialist
Eric.Tanguay@miele.com

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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. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. 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/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



Photo 1: Aerial view of a thriving forest ecosystem, representing the impact of the Miele Forest initiative in supporting the preservation and restoration of Canadian landscapes.



Photo 2: Ontario Post-Mining Reforestation Project: Miele Canada supports the rehabilitation of degraded land in Greater Sudbury, restoring biodiversity and revitalizing ecosystems impacted by decades of mining activity.



Photo 3: British Columbia Post-Fire Reforestation Project: Rebuilding forests after devastating wildfires, this initiative focuses on reforestation and soil rehabilitation to restore natural habitats in British Columbia.



Photo 4: Great Bear Forest Carbon Project – Haida Gwaii: Protecting one of the world’s largest coastal temperate rainforests, this project safeguards old-growth ecosystems while supporting Indigenous communities.



Photo 5: Native Woodland Restoration Project – Saskatchewan: Restoring abandoned agricultural land back to native Boreal forest, enhancing biodiversity and strengthening long-term ecosystem resilience.