

FOR IMMEDIATE RELEASE

Miele Canada Expands Commitment to Reforestation and Forest Preservation with Fourth Annual Miele Forest Initiative

Toronto – April 1, 2025

Miele Canada proudly launches the fourth annual Miele Forest Initiative, further strengthening its commitment to sustainability. From April 1 to June 30, 2025, every Miele dishwasher, washing machine, and dryer purchased in Canada contributes to preserving and restoring Canadian forests. This initiative aligns with Miele's core value of making a positive, sustainable environmental impact.

"True sustainability is about making choices that stand the test of time. With the Miele Forest Project, we empower our customers to invest in quality while actively contributing to reforestation and conservation efforts across Canada," says Ekaterina Dobrokhotova, Vice President of Marketing.

In partnership with LivClean, Miele Canada supports key conservation projects, including the Great Bear Forest Carbon Project in British Columbia. Spanning over 14 million acres of coastal temperate rainforest within the traditional territories of nine First Nations, this project protects old-growth forests and supports Indigenous communities.

Miele Canada is also supporting two additional reforestation projects:

- **Ontario Post Logging and Mining Reforestation:** Decades of industrial activity, including logging, nickel, and copper mining, have left vast areas in Greater Sudbury barren and heavily contaminated. Miele's support will help restore these degraded lands, enhance biodiversity, and contribute to the long-term health of local ecosystems.
- **British Columbia Post-Fire Reforestation:** Devastating wildfires in 2017, 2018, and 2021 scorched over 1.3 million hectares of forest in Cariboo, BC, severely impacting wildlife and Indigenous communities. Miele's contributions will support reforestation and assisted natural regeneration to help revive these vital ecosystems.

Our Impact

Since the inception of the Miele Forest Initiative in 2022, Miele Canada has made measurable progress in forest conservation. To date, the initiative's impact is equivalent to:

- 100,420 trees planted
- 10,042,000 kilograms of CO2 captured
- Offsetting emissions equal to 308,510 years of dishwashing

Our Partners

Miele Canada collaborates with industry leaders to drive meaningful change:

- **LivClean:** Supports responsible business initiatives and carbon neutrality.

- **Coastal First Nations Great Bear Initiative (CFN):** Protects the Great Bear Rainforest.
- **Anew:** Provides carbon offset solutions through forestry projects.
- **Carbon Farmer:** Restores degraded lands with native species of trees.
- **Veritree:** A data-driven platform enhancing transparency in nature-based solutions with a mission to plant and verify one billion trees within the decade. Learn more at veritree.com.

"Sustainability is at the heart of everything we do at Miele. Through the Miele Forest Initiative, we're not only protecting Canada's forests but also reinforcing our commitment to innovation that lasts. By choosing Miele, our customers are investing in appliances designed for longevity while supporting meaningful environmental action," says Nelson Fresco, President and CEO of Miele Canada.

Miele appliances are built to last and use energy-efficient technologies that reduce water and energy consumption, further contributing to sustainability. Discover the sustainability features of our Miele dishwashers, washing machines, and dryers [here](#).

Join Miele Canada in making a difference. Learn more at Miele.ca/Forest.

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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: Miele Canada supports revitalizing Ontario's forests, helping restore land impacted by decades of logging and mining.



Photo 2: Rebuilding nature, one tree at a time: Miele Canada contributes to reforestation efforts in British Columbia, aiding in recovering forests devastated by wildfires.