

Miele

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## Good Housekeeping Seal: Dishwashers

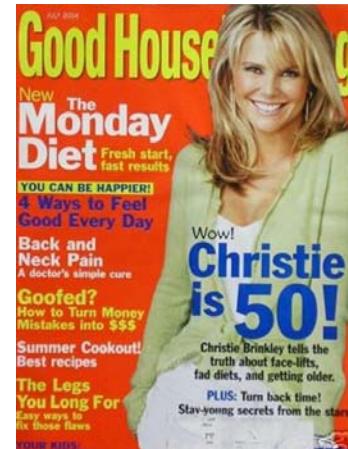
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## Good Housekeeping

- For over 125 years, Good Housekeeping has been an **advocate** for the American woman and her family.
- Backed by GHRI, the GH Seal and the new Green GH Seal, Good Housekeeping helps her find **quality** and **value** in every aspect of her life.

# Good Housekeeping



## Good Housekeeping Research Institute (GHRI)

- **Founded in 1900**, the oldest consumer product testing laboratory of its size in America.
- **GHRI scientists, engineers and technicians evaluate** every product before it appears in their editorial and advertising pages.
- **Its rigorous clearance standards** set the benchmark for product integrity.



## Good Housekeeping Seal

- Introduced in **1909** as one of the **first consumer emblems**.
- Earned only after **evaluation** and **acceptance** by the **GHRI**.
- Often perceived as an endorsement, but is in fact a **two-year warranty** to **replace or refund defective products**.
  - If any product proves to be defective within 2 years of its purchase date (from an authorized retailer), GH will replace the product or refund the purchase price.
  - 'Defect Claims' should be submitted to: Consumer Services & Seal Coordinator Good Housekeeping Magazine 300 W. 57<sup>th</sup> St., NY, NY 10019



## Good Housekeeping Seal

### ■ Universal Awareness:

- 94% of consumers are **aware** of the GH Seal
  - 18-34: 80% awareness
  - 35-54: 95% awareness
  - 55+: 99% awareness

### ■ Symbol of Acceptance:

- 87% of consumers would feel more **comfortable** buying a product they were unfamiliar with if it had the GH Seal

### ■ Purchase Influence:

- 44% of consumers are willing to **pay more** for an appliance if it has the Seal.
- When choosing between two brands similar in price and features, 89% of consumers are more inclined to buy a product with the Seal.



## Good Housekeeping Seal

When purchasing a product bearing the Seal, consumers...

	Based on Their Current Knowledge of the Seal	Upon Learning the Seal is a Limited 2 Year Warranty
Would Pay <b>5%</b> More	<b>31%</b>	<b>36%</b>
Would Pay <b>10%</b> More	<b>12%</b>	<b>16%</b>



Source: Fairfield Research, July 2011

## Earning the Good Housekeeping Seal

- Products must be evaluated by the GHRI for safety, effectiveness and performance.
- Standard evaluation period is 6-8 weeks from initial receipt of complete evaluation form, samples and data.





After evaluation by the GHRI...

**EVERY Miele dishwasher  
has earned the  
Good Housekeeping Seal!!!**



## Good Housekeeping Seal Usage

*GH conducted a survey to see if premium priced products would experience a **'sales lift'** when displaying the Seal on the package...*

*The average **percentage increase** for products displaying the Seal was **24.31%**.*



## Good Housekeeping Seal: POS

**Miele** Futura Classic   [explore](#)

**FlexiCare Basket**  
 Removable MultiComfort zone, fixed and foldable spikes and sectioned cup racks.

**Double WaterProof System**  
 Automatically shuts off the water supply in the event a leak or blockage is detected.

**AutoSensor Technology**  
 Adjusts cycle intensity and duration for maximum efficiency. Pre-cleaning is not required.

**Clean Touch Steel™**  
 Innovative finish resists fingerprints, scratches and smudges. Easy to maintain.

**Quiet & Clean Guarantee MADE IN GERMANY**  
 Satisfaction guaranteed! 90-day quiet and cleaning money back guarantee.

↑  
24%

