

iF product design award for 11 Miele appliances

Tumble dryer awarded 'Gold'

11 Miele appliances were this year presented with the iF product design award; two tumble dryers were even credited with the special 'iF gold award'. The 'gold-rated' products were the T 9800 and T 9820 tumble dryers. Further iF awards went to the commercial products PG 8535/36, PT 7186 and PW 6163 and a total of 5 refrigeration products: F 1471 Vi/K 1801 Vi, KFN 14927 SD ed, K 14820 Sd ed and KWT 1601 Vi.

For 55 years, now, the iF design award has been an internationally coveted prize when it comes to design. The iF product design award 2009 was presented in 16 different categories. The criteria applied by the jury included quality of design, workmanship, choice of materials, degree of innovation, environmental friendliness, functionality, ergonomics, intuitive use, safety, brand values and aspects of universal design. 2,808 entrants from 39 countries were vying for coveted nominations. In total, no less than 802 winners received awards. Of all the iF 2009 product design award winners, 50 were shortlisted for the 'iF gold award' - the prize for excellence in design.

The two winning Miele tumble dryers - one a gas-heated model and the other electrically heated - are units for the North American market featuring a larger drum and a bigger load capacity. In an explanatory statement, the jurors explained that they considered these models worthy of special commendation on account of the fact that the T 9800/T 9820 "transfers Miele's classic design to machines with a larger load capacity. The front is totally uncluttered, giving the impression of tumble dryers from a single mould."

Two new Miele washer-disinfectors from the PG 8535/36 range represented machines used in hospitals and laboratories. The PG 8536 is due to be launched in late 2009 and excels in terms of innovative and functional design. The display surface consists of a glass panel which, together with the smooth-cornered front, facilitates cleaning and surface disinfection.

The commercial PW 6163 washer-extractor with a 16 kg load capacity is part of a new generation of Miele barrier machines for use in institutional care, clinics and even commercial laundries. For the first time ever, Miele has equipped a commercial machine of this magnitude with its patented honeycomb drum, featuring a sculptured surface which takes gentle care of laundry during the wash cycle.

The KFN 14927 SD ed fridge-freezer is a two-door model with elegant stainless-steel panelling. The energy-efficient A+ machine is highly versatile: A refrigerator, PerfectFresh zone and a 4-star freezer zone offer ample space for the storage of a wide range of foodstuffs. Individual temperature zones can be controlled to within a degree thanks to the electronic temperature controls.

The K 14820 SD ed, too, is an environmentally friendly product with an A+ rating offering the same degree of convenience. Dynamic, fan-assisted cooling to prevent temperature layering allows items to be placed on

For more information, please contact:

Kelly Lam Director, Marketing Miele Limited 905-532-2270 ext. 232	Monique Fahey Marketing and Public Relations Miele Limited 905-532-2270 ext. 273	Colleen Uncao Senior Consultant MAVERICK Public Relations 416-640-5525 ext. 248
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whatever level the user sees fit as temperature and humidity conditions are constant throughout the cabinet. Six height-adjustable shelves allow configurations to suit individual requirements.

No less than three models from the MasterCool range of built-in products count among the prize winners: The F 1471 Vi freezer, the K 1801 Vi refrigerator and the KWT 1601 Vi wine conditioning unit. These peerless large-capacity units combine top European design with the American concept of size. They offer innovative features, excellent user convenience and a broad range of combination options. This helps meet individual requirements and maximise storage space. High energy efficiency, a clear design, high-quality materials and an intuitive man-machine interface are just some of the characteristic features.

About Miele

Long considered a household name in Europe and worldwide, Miele has exploded onto the scene in Canada with its sleek design, superior engineering and unparalleled service. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "forever better," Miele has distinguished itself in the appliance market by continuing to offer a record number of major innovations as well as a deep belief in nurturing their network of dealers. As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Consumers wishing to learn more about Miele can call 1-800- 565-6435 or visit www.miele.ca.



Photo 1:

The T 9800/T 9820 tumble dryer range for the North American market has been awarded the 'iF gold award'. The jury was convinced by the 'classic design' and the 'uncluttered appearance'.

Photo: Miele

Photo 2:

MasterCool built-in range: Among other products from the series, awards went to the F 1471 Vi freezer and the K 1801 Vi refrigerator. These models offer large storage capacities and support individual design by offering a wide range of combination options.

Photo: Miele

Photo 3:

Characterised by an innovative yet functional design: Compact washer-disinfectors from the PG 8535/36 series.

Photo: Miele

Photo 4:

"iF gold award" logo.

Fig. iF design

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