

Design awards for ten Miele products

'red dot' for peerless form and function

Design is more than just looks. This was clearly illustrated by this year's 'red dot' design awards which took not only outer appearance but also a product's degree of innovation, functionality, quality and green credentials into account. More than 3200 products were evaluated by a 27-strong international jury. Miele was awarded 9 coveted 'red dot' design awards and one 'best of the best' award.

The 'best of the best' award goes to products displaying the highest of design quality. This year's prize went to Miele's DA 6000 W cooker hood. The most prominent feature of this model is the way it integrates perfectly into the wall of a kitchen: Only when it is switched on does the motor-driven canopy emerge out of the backsplash panel. Decorative glass panels slide out to capture rising steam and vapour. The DA 6000 W's unobtrusive design makes it the ideal candidate for modern open-plan kitchen-diners.

Design excellence and technical innovation is combined in the H 5981 BP wall oven. This 90 cm wide unit features an 85 l cabinet. The user has no less than 150 automatic programmes to select from in addition to 'Moisture Plus' and low-temperature cooking programmes. And that so much technology and a simple man-machine user interface are not necessarily mutually exclusive is admirably demonstrated by the machine's touch controls. This model boasts pyrolytic self-cleaning, a system that incinerates soiling in the oven at high temperatures. The Miele H 5981 BP was awarded the 'red dot' design award.

The KFN 14927 SD ed fridge-freezer is a double-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.

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 offer a broad range of combination options. This helps meet individual requirements and maximise storage space. High energy efficiency, clear design, high-quality materials and an intuitive man-machine interface are just some of the characteristic features.

The S7, an upright model specially designed for the North American market and certain European countries such as Great Britain and Ireland, is characterised by design elegance and innovative features. The S7 excels on all types of flooring and in all applications.

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 its 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,

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Miele has equipped a commercial machine of this magnitude with its patented honeycomb drum with a sculptured surface which takes gentle care of laundry during the wash cycle.

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:

Perfect form and function on Miele's DA 6000 W was credited with the 'red dot' award: best of the best". This unit is perfectly integrated into the rear wall; the slatted canopy only emerges to capture steam and vapour when switched on.

Photo: Miele



Photo 2:

The design of the 90 cm Miele wall oven is reduced to basics: The inclined control panel offers users a touch display for easy operation. This model received the 'red dot' design award 2009.

Photo: Miele



Photo 3:

'red dot' design award 2009 for the S7. This upright vacuum cleaner - marketed for example in North America, Great Britain and Ireland - combines design elegance with innovative technology.

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