

PRESS RELEASE

Contact:

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THE EVOLUTION OF MIELE

ON AUGUST 25, 2004 Henrik Breulmann, Interior Design Engineer sketched the future home of Miele Canada. Concepts of a floor plan materialized. Ideas, input and research from employees and experts were considered.

By September the Heitmann Architecture Firm from Germany had visualized Miele Canada. This design template has and will be used on Miele buildings and structures throughout the world.

The Walter Fedy Partnership based in Kitchener, Ontario took the original concepts and “Canadianized” them. The 13,000 square foot of interior and exterior glassing provides the advantage of natural lighting throughout the building giving an open and free feeling. Miele Canada is a unique headquarters facility that encompasses neutral, timeless shades and is accented by the distinctive red Miele logo. Its two story construction houses 33,000 square foot of outstanding office, call centre, showroom, training and demonstration space.

“Miele Canada takes pride in its countless innovations. Innovations others can only dream of,” says Jan Heck, President Miele (Canada) Limited. Now in Miele’s new Showroom the reality of these groundbreaking ideas can be viewed by the public. The Showroom itself will delight the senses.

surprise

experience the unexpected

delight

it will show on the faces of all who enter

convince

products that give results beyond all expectations

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enjoyment

everything is fully operational – enjoy on-the-spot culinary delights

a caterers' dream come true

with a fully operational commercial kitchen

witness our 'washing world' where laundering high quality apparel demonstrates our world renowned expertise

realize the dream

arouse desires in a room that showcases bold concepts and the ability to expand - a room that uses natural lighting to embrace the environment

warm elegance

reflect that Miele's first appliances were wooden wash tubs

today our reception, active kitchen and showroom areas all stand on high tech access flooring

wooden floors – exuding warmth and a timeless elegance

Miele

Anything else is a compromise

Miele Canada is showcasing state-of-the-art appliances in elegant lifestyle environments – all in perfect harmony. Situated on four acres of land, Miele anticipates and is prepared for future growth. As stated by Jan Heck, "...this building is more than an office – it will serve as the flagship Miele Design Centre. A place where customers can learn and experience products that will enhance their daily lives, a meeting place and a resource centre".

Miele History in brief...

Already a household name internationally, Miele exploded into Canada in 1988 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 national retail partners.

Miele celebrated its centenary July 1, 1999.

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As the world's largest family-owned and operated appliance company Miele is committed to the highest quality product, performance and environmental standards, along with its innovative heritage. Miele's state-of-the-art design and engineering aesthetic has inspired frequent comparisons to other high-tech German companies.

Dr. Reinhard Zinkann

Managing Director and Co-Proprietor

Born 09/01, 1959

Great-grandson of the company founder, Reinhard Zinkann (1869-1939)
Son of Managing Director and Co-Proprietor, Dr. Peter Zinkann.

Studied at Albert-Ludwig University, Freiburg, Harvard University, Boston, and Cologne University.

Qualified in 1986 as Diplom-Kaufmann (Degree in Commerce). 1988 doctorate At the Technical University in Berlin (Dr. RER. OEC.) first employed at BMW AG, Munich.

Commenced activities at Miele & Cie. KG in 1992. Since 1999 he has been Member of Senior Management at Miele & Cie. KG.

Dr. Markus Miele

Managing Director and Co-Proprietor

Born 12/20, 1968

Great-grandson of the company founder, Carl Miele (1869-1938)
Son of Rudolf Miele (1929-2004)

University of Karlsruhe – Diplom-Wirtschaftsingenieur (Industrial Engineering), University of St. Gallen – qualifications: Dr. OEC. He was employed in the area of Controlling by Hella KG Hueck & Co., Lippstadt.

Commenced activities at Miele & Cie KG July 1, 1999. Since July 2002 he has been a member of Senior Management at Miele & Cie. KG. Married since 2001 to Katja Miele, daughter Paula born 2002, and son Moritz born 2004.

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Miele features a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooking surfaces, ventilation hoods, steam ovens, and the revolutionary built-in coffee system. Miele also offers professional laboratory glassware washers, industrial parts, cleaning systems, dental disinfectors and commercial wet cleaning systems.

Need to know more about Miele: 800 643 5381 or www.miele.ca