

# PRESS RELEASE

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**VAUGHAN, ON ... September 22, 2006 – FOR IMMEDIATE RELEASE ...**

## **STUNNING NEW SHOWROOM FOR MIELE CANADA!**



**From left to right – A Girl In The Sky Prod., Dr. Markus Miele (Managing Director and Co-Proprietor), Dr. Reinhard Zinkann (Managing Director and Co-Proprietor), Mayor Michael DiBiase (City of Vaughan), Jan Heck (President of Miele Canada), A Girl In The Sky Prod.**

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Spectacular, dramatic and elegant are expressions to describe the official opening for Miele Limited. September 21, 2006 marked the official opening of Miele Limited the new Canadian Headquarters and Showroom at 161 Four Valley Drive, Vaughan, ON.

Revealed to hundreds of delighted guests, Dr. Reinhard Zinkann and Dr. Markus Miele, Managing Directors and Co-Proprietors of Miele Cie. had praise for the Canadian team for their commitment and dedication in the planning and execution of the new home of Miele Canada.

“As we look to the past for insight to the future, Miele Canada can be proud of their accomplishment in that there was no compromise – they settled only when sure it was the best”, stated Dr. Miele. “Our philosophy of “Immer Besser”, a German phrase meaning “Forever Better”, is portrayed in our products and our team”.

Miele Canada is a unique facility that encompasses neutral, timeless shades and is accented by the distinctive red Miele logo. Its two story construction houses 33,000 square feet of outstanding office, call centre, showroom, training and demonstration space. The 13,000 square foot of interior and exterior glassing give the advantage of natural light throughout the building giving an open and free feeling.

“Miele Canada takes pride in its countless innovations. Innovations others can only dream of,” says Jan Heck, President of 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.”

“Whether it’s about domestic appliances or commercial machines, Miele has firmly established itself in the hearts of customers as a brand that exudes trust and confidence,” say Dr. Zinkann.

With such an interactive venue, visitors can indulge in many of the amenities which include hands on cooking in active kitchens, sip an espresso at the coffee bar featuring built-in coffee systems, fully functional meeting rooms and interactive displays showcasing all products.

Miele currently has two additional showrooms in Canada, located in Vancouver & Montreal which both offer similar services.

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## **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, President of Miele Canada “...this building is more than an office – it will serve as the flagship Miele Showroom. 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.

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.

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](http://www.miele.ca)