

THE MAGAZINE

**Miele** 2016

**Visionary**  
Explore  
The Invisible  
Kitchen

**Powerful**  
Miele's first  
bagless vac

Innovative built-in appliances

**Designed to  
make a difference**



**SOME THINGS  
JUST HAVE A VERY  
SPECIAL MEANING.**  
Learn more about the  
"For everything you  
really love" brand campaign  
on page 54.

## Dear Readers,

Everything is going well for Miele and its subsidiaries in more than 50 countries. In the last financial year we were able to increase our turnover by 6.4 percent to a record high of EUR 3.71 billion. We are also delighted to have passed the historical record for the number of employees: 18,370 people work for Miele worldwide. This is over 600 employees more than the year before. As a result, we have also expanded our sales and service further in countries outside Germany where we had previously enjoyed significant growth. We would like to thank our retail partners and our teams in the subsidiaries for their commitment and support. All of you as well as our millions and millions of satisfied customers all over the world are the most important ambassadors for our brand and products.

One important foundation for our shared success is the carefully balanced mix of products. On the one hand Miele scores with top appliances that have unique selling points and superb customer benefit. Examples of these are the cutting-edge ArtLine built-in appliances with which design-conscious customers can consistently fit their kitchen without any handles or our washing machines with the unique TwinDos automatic detergent dispensing. On the other hand, we are winning over many new customers: for example young families who had always had Miele at the



top of their wish list but then switched to another brand due to their budget. We are now offering them reasonably priced entry and promotional models with a wealth of bonus features, starting with dishwashers to ovens and vacuum cleaners.

Keyword floor care: With the Blizzard CX1 Miele is launching its first bagless vacuum cleaner on the market – finally some might say. We really took our time with this product development as a bagless appliance from Miele also has to meet our standards of performance, convenience and hygiene. Read more about it on page 18.

Furthermore we have expanded our local presence. Our premium claim can be experienced with all the senses in new and completely renovated Experience Centres. We present some of these exclusive showrooms to you in this edition (page 37). We cordially invite you to pop into Miele wherever and whenever the opportunity arises. But first of all, we hope you enjoy reading this edition.

*Markus Miele* *Reinhard Zingmann*

# Content

- 
- 3 Editorial  
Well-balanced product mix
  - 6 Business report  
Miele is growing worldwide
  - 7 Responsibility  
Investment in day-care centre for children
- 
- 8** Cover story: Miele in Milan  
**The Invisible Kitchen amazed visitors**
- 
- 11** Cover story: Fascinating appliances  
**New inspiration for kitchen dreams**
- 
- 19** Cover story: Powerful Blizzard  
**Markus Miele on the new bagless vac**
- 
- 20 Extractor hoods special  
The best choice for clean air
  - 23 Denmark  
Celebrating the 50th anniversary
  - 24 Spain  
Traditional baking in Barcelona
  - 26 Great Britain  
Half the calories in the summer
  - 27 Poland  
Extraordinary event about vacuuming
  - 28 Netherlands  
Washing up on the largest ship in the world
  - 29 Switzerland  
Digital Swissbau
  - 30 Mexico  
Revolution in cooking
  - 31 Korea  
Floating gala for the 10th anniversary
  - 32 Japan  
Interactive Design at close range
- 



- 18** **Powerful**  
Miele's first bagless vac, the Blizzard CX1, demonstrates powerful suction and sets the standard when it comes to hygiene and comfort.

**Visionary**  
23,000 visitors came and were amazed. The Invisible Kitchen was one of the most popular events in Milan.





44

**Exclusive**

Miele becomes tangible in the Experience Centre. Yekaterinburg in Russia is one of the many new exhibits.



27

**Terrific**

In Poland, journalists defeated gravity for a vacuum event.

**Professional**

Austria's Jungbrunn lifestyle hotel produces one ton of laundry on a daily basis. The most economical solution is laundering with professional machines from Miele.



48

- 
- 34 Hong Kong  
Laundry care excellence
  - 36 China  
Product launches with creative ideas
  - 37 Brand experience  
New exhibitions around the world
  - 47 Plants  
Bielefeld celebrates 100 years
  - 48 Professional laundry care  
Permanent use in a lifestyle hotel
  - 50 Texcare 2016  
Washing, drying, ironing live
  - 51 Awards  
Accolades in Good Design
  - 52 Project business  
Stylish life in Tokyo and Mumbai
  - 54 Marketing  
Axel Kniehl on the new brand campaign
  - 55 Creative advert  
Denmark searches the perfectionist
  - 56 Last page  
Totally committed to the brand
-



*Miele's Executive Board (left to right): Dr Eduard Sailer (Executive Director – Technology), Dr Stefan Breit (Deputy Executive Director – Technology), Dr Markus Miele (Co-Proprietor and Executive Director), Olaf Bartsch (Executive Director – Finances and Administration), Dr Reinhard Zinkann (Co-Proprietor and Executive Director) and Dr Axel Kniehl (Executive Director – Marketing and Sales)*

## Turnover increases by 6.4%

The Miele family company has once again seen significant increases in both turnover and staffing levels: The company achieved a turnover of € 3.71 bn in the 2015/2016 financial year ending June 30, 2016. This is € 224 m or 6.4% more than during the previous year. For the first time, Miele employs a staff of more than 18,000. During the period under review, Miele invested a total of € 184 m.

With these figures, Miele has once again achieved its strategic goal of growing steadily and sustainably, notwithstanding economic cycles. The current growth in turnover was 'organic', i.e. without the purchase of other manufacturers or brands and without third-party capital.

The Miele board of management rates this achievement all the more highly in view of the fact that worldwide framework conditions 'did not exactly put wind in our sails'. Notable are the outworkings of the crises in Arabia, Russia and Turkey, as well as the turn taken by exchange rates. A challenge was also presented by the aggressive pricing of well-known competitors. This is countered by the German premium player with Miele's proverbial quality, a range policy commensurate with the brand and the market, high-end and well-specced flagship models as well as entry-line and promotional models with a greater focus on value for money. Once again, built-in appliances have made an above-average contribution to growth.

In Germany, Miele achieved sales of € 1.1 bn, representing an increase of 6.9%. Outside Germany, sales grew by 6.3%, whereby notable gains were reported by USA, Australia, Great Britain and China. Miele's Professional business unit achieved sales of € 476 m. This amounts to a year-on-year increase of € 27m or 6.0% compared with the previous year, with growth coming from all categories.

As per June 30, 2016, 18,370 employees were on the company's payroll. This equates to an increase of 629, or 3.5%. The level of employment in Germany stands at 10,326, virtually on a par with the previous year.

The Miele Group invested to the tune of € 184 m. This represents € 34 m, or 23%, more than in the previous year. This significant increase is the result of investments in the development of new model series, extension and conversion work at various production locations and an expansion of sales and logistics facilities in Gütersloh. New or completely refurbished showrooms were inaugurated in metropolises such as Beijing, New York, Miami, Johannesburg, Vilnius, Bucharest, London and Vancouver.

## Stefan Breit to succeed Eduard Sailer

Last year, Dr. Eduard Sailer announced his retirement from active professional life. His successor has now been decided: The new Executive Director responsible for technology of the Miele Group will be Dr. Stefan Breit, 49, who is currently responsible for the Gütersloh appliance production plant. The handover will take place until the end of 2016.

Eduard Sailer held various management positions in the Thyssen Group and AEG before joining Miele in 1998 in his current position. Stefan Breit studied machine engineering at the RWTH Aachen, where he completed his doctorate. Breit joined Miele in 2007, first working in the Bielefeld plant, where a year later he became director of the domestic dishwashers division, and in 2009 director of the plant. Under his management, the product range was expanded and redesigned and considerable productivity and growth targets were achieved. In May 2015 the management board made him director of the Miele Group's largest plant at the headquarters in Gütersloh.

## A great reputation among leading managers

Company management continuity and credibility are important pillars of a company's reputation. This is the result of a study organised and published by the German "manager magazin" at the beginning of 2016 for which 2156 leading managers were interviewed. The result: Miele has the best reputation among leading German company managers.

This is the first time since 1986, when the magazine was launched, that none of the automotive company managers rank top among leading German companies. Professor Joachim Schwalbach from the Humboldt-Universität of Berlin, responsible for the study, believes the scandal of manipulated emission values to be the reason for automotive companies having lost some of their reputation: "This scandal resulted in massive mistrust in pure stock corporation and their managers at the top", said Schwalbach. "Customers tend to currently put more faith in family enterprises and stock corporations managed by strong owners compared to companies disposing of vastly distributed share capital".



## Top marks for dishwashers

Miele remains the benchmark when it comes to 60 cm wide dishwashers with an A+++ energy efficiency level. That was the conclusion of Stiftung Warentest (StiWa), a German consumer association, in its most recent dishwasher test, published in their 'test' magazine (Edition 6/2016). Among the semi-integrated units, the winner was Miele's G 6200 SCi; the fully integrated but otherwise identical G 6260 SCVi came out top among fully integrated dishwashers. In both cases, only Miele achieved the top overall mark awarded in the test of 1.9.

Testers almost swooned when they inspected the interior of Miele's G 6200 SCi: "Plates stand in three rows in the lower basket. Wine glasses hang from height-adjustable holders", StiWa says in its editorial section, and continues: "At the end of a cycle, the test winner automatically opens the door to allow fresh air in to dry crockery."

The model tested from the Miele production plant in Bielefeld is not only convenient and efficient – but it is also incredibly thorough. This is borne out by the three top marks for cleaning performance in the Eco programme (2.0), the Automatic programme (1.7) and the Short programme (2.4).

## Amateur chefs fighting for the Cooking Star

Germany's amateur chefs are facing something big: Miele invented the Cooking Star cooking competition in cooperation with Eat Smarter, a gourmet magazine. The 2017 Cooking Star is deemed the biggest contest for amateur chefs in Germany and this year's motto is "Mediterranean". 27 teams of two passed the Eat Smarter pre-selection process and they now compete with each other in nine different qualifying rounds. The qualifying rounds take place at the Miele Tafelkünstler cooking



schools and at Miele locations; the semi-finals will then be held at the Cooking Club on Berlin's Olympic Stadium. The final will literally be Mediterranean as it is being held in June 2017 at the Aldiana Premium Club in Cyprus. Professional chefs and strong partners will be present at all competitions making this contest a unique event. These strong partners include Taittinger, a champagne producer, Riedel, a glass producer, and the Cyprian Tourist Office. The winners can look forward to an extra week's holiday on the sun-blessed Mediterranean island.

## Company nursery for the employees' children

Miele is investing at its headquarters in Gütersloh. The largest project consists of a day-care centre for children (Kita) close to the factory premises. From 2018, it will be possible to take care of up to 65 children aged 0 to 6 from which Miele employees at this site will benefit in particular. A special feature of the nursery is its focus on science. "We're not trying to train little engineers", explains Olaf Bartsch, Executive Director of Miele. "But we want to excite their interest in technical things through play and encouragement." In addition to the nursery, this new building complex comprises ten company dwellings and underground parking with 150 parking spaces. The estimated cost of the entire project is seven million euro.

At the second construction site at the margin of the factory premises, the company currently builds a car park which should ease the parking situation for employees. With up to four storeys, it will provide parking spaces for 475 cars from autumn 2016 which is around 300 more than the previous ground-level car park at the same position. The new car park also includes 700 bike parking spaces.

A large area by the new spare part warehouse in Gütersloh is designed to harmonize with the natural environment. It features a non-fertilized meadow, in which wildflowers grow. A wild hedge-row and so-called deadwood provide numerous birds and insects with food and breeding ground.



Breaking ground on the new Miele nursery: With Olaf Bartsch (centre) and representatives from Miele, the city and the nursery operator



*The fascination of the ArtLine handleless built-in appliances*



*Delicious and perfectly cooked: pancakes from the TempControl hob unit*

# A double presence in Milan

Miele could be seen twice at the world's most important kitchen trade fair, the Eurocucina in Milan. The classic version with new products at the trade show and the spectacular "The Invisible Kitchen" event at the Zona Tortona city centre site.

**M**iele had a presence at the Zona Tortona for the first time with The Invisible Kitchen and instantly became one of the main attractions. More than 23,000 visitors admired the ring-shaped installation that was eight metres in diameter weighing several tonnes and was set up in a hall in the industrial area. An award to finish off the event week: the Miele event was chosen as one of the 16 best events at the Milan Design Week.

But back to the scenario for The Invisible Kitchen: two chefs prepared a 3-course menu, supported by a virtual cooking assistant. The latter compiled menus, weighed ingredients, supplied tips and hints on preparation and on a sustainable approach to food. The assistant took into consideration the user's level of cooking expertise and only intervened when things threatened to go wrong. The main objective of the event was to fuel inspiration: "The

Invisible Kitchen brings a new sense of creativity to the game. Cooking once again becomes exciting and is fun," is the summary from Dr Axel Kniehl, Executive Director with the Miele Group responsible for Marketing and Sales. This kitchen is invisible in the sense that no single appliance is given prominence of place; instead, the focus is squarely on the needs of users. The technology behind The Invisible Kitchen was provided by research scenarios and projects under the auspices of the Miele Design Centre.

During the day The Invisible Kitchen was open to anyone interested and long queues quickly formed at the entrance. The audience: mainly young creative professionals, designers, interior designers and trend scouts. In the evening the installation was reserved for invited groups of customers from the Miele subsidiaries. These ranged from Finland to Australia, from Great Britain to China. They were alternately welcomed and guided through the evening by Axel Kniehl, Markus Miele and Reinhard Zinkann. Andreas Enslin, Head of Miele Design Centre, was also always present having made a considerable contribution to The Invisible Kitchen's realisation.



*Miele welcomes Japanese trade visitors with a drawing on the Blackboard edition.*

*"The Invisible Kitchen brings a new sense of creativity to the game. Cooking once again becomes exciting and is fun."*

*Dr Axel Kniehl, Executive Director Marketing and Sales at Miele*



*The Invisible Kitchen floated over the heads of visitors.*

*"Expert knowledge is no longer just available to individuals as many people benefit from it thanks to the networking of kitchen appliances."*

*Andreas Enslin, Head of Miele Design Centre*

The event received a lot of attention in social media. Miele had created the suspense and aroused curiosity weeks beforehand on theinvisiblekitchen.com microsite. The northern Italian chef Norbert Niederkofler and Marco Bianchi, chef and author were also involved with guest contributions on the website. When the events started they took on their own dynamics as many visitors posted what they had experienced on Facebook, Twitter, Instagram and YouTube. The hype was fueled by special guests: Niederkofler, Bianchi, the Australian famous chef Shannon Bennett and the well-known Italian food bloggers from Gnambox put in an appearance at the Zona Tortona. More than one million people followed The Invisible Kitchen on Facebook alone. You can find a collection of some of the posts on page 19.

Part two of Miele's Milan presence took place in Hall 11 at the trade show. The motto: "Best solutions for a better life". The company substantiated this claim with a range of innovations that you can only find at Miele, e.g. the ArtLine built-in appliances. Ovens and combination units get by admirably without handles, allowing the even more aesthetic integration of appli-

ances into cabinetry, now also available in Graphite Grey. With ArtLine it is possible to fit a whole kitchen with no handles at all, as Miele is also offering a range of other handleless appliances, including a fully integrated dishwasher with Knock2open technology, coffee machines and even refrigeration products.

From design to outstanding dishwashing performance: that's what the new G 6000 EcoFlex dishwashers stand for. They excel in terms of further improvements in energy efficiency, their 58-minute short programme producing top-class cleaning results and a basket design offering even greater convenience.

Some products simply have to have been experienced live as it's only then that the outstanding benefit is revealed. For example, with the TempControl induction hob units that don't let anything burn or the vacuum-sealing drawer, which Norbert Niederkofler had developed culinary specialties for that are then perfected in the steam cooker. Last but not least the Blackboard edition: Tommaso Guerra created little works of art on the refrigerator door and welcome the many groups of visitors from the subsidiaries very personally.



*Two chefs prepared a 3-course menu with the help of The Invisible Kitchen.*



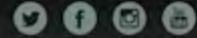
*During the day long queues formed in front of the Miele location at the Zona Tortona. There was ice cream for the visitors.*

# Shared moments

theinvisiblekitchen.miele.com

#theinvisiblekitchen

Tag your posts and show us your invisible kitchen moment!



Many of the 23,000 visitors to The Invisible Kitchen shared what they experienced on social media. Here's a small selection.





*The handleless oven door, here in graphite grey, glides gently downwards.*

# The **fascination** of domestic appliances

Unique design features and new technology for outstanding customer benefits – with the latest fair premieres, Miele provides new inspiration for the kitchen as a living space. The following pages show the most important new appliances and end with the new bagless vacuum cleaner Blizzard CX1.

## **ArtLine built-in appliances**

Equipping your kitchen entirely with handleless appliances – only the new built-in appliance series ArtLine allows you to accomplish this with style. Full, flush glass fronts and integrated appliance displays characterise ArtLine design, which encompasses a variety of products. The product range includes ovens, combination steam ovens (for 45 cm and 60 cm recesses) as well as steam ovens. These key products are joined by a coffee machine, hob units, a warmer drawer, a heat-sealing drawer,

a vacuum-sealing drawer, a wine conditioning unit, various refrigeration products as well as dishwashers with Knock2open technology – all handleless versions from the current Miele range. Various cooker hood models which disappear discreetly behind furniture fronts when switched off round off the line-up.

**"With ArtLine, kitchen cabinetry and machines enter a symbiotic relationship – elegant and reserved at one and the same time."**

Gernot Trettenbrein,  
Head of Domestic Appliances  
International at Miele

Technically, ArtLine models are based on current built-in appliances from Miele's Generation 6000 – with one significant difference. The function of the handle on a conventional model is assumed by a sensor integrated into the fascia panel (Touch2open). Gently touching this sensor opens the motor-assisted door, damping its action as it reaches the fully open position. An oven cannot be started with any greater effect. Customers can choose between two ArtLine model versions: Entry-level models feature Miele's DirectSensor controls whilst top-of-the-range models boast an M Touch display which is reminiscent of a smartphone in the way it interacts with its user and also offers a practical search function for automatic programmes. Built-in appliances in ArtLine design are available from Miele in brilliant white, obsidian black and a new graphite grey tone. This new colour exudes a sense of purity and elegance and goes well with a variety of kitchen designs but is most at home in a dark and cool interior design.

### TempControl induction hobs

It's happened to everyone – a momentary lapse of attention and your juicy steak is burnt to a crisp and only fit for the bin. The new TempControl induction hobs take the stress and hassle out of cooking. The newly developed cooking sensor in these units ensure a uniform temperature in the pan. With this development, Miele has solved an essential problem of all cooking processes on hobs: Although the heat setting stays the same, the temperature of the cooking utensil rises because the bottom of the pan heats up more over time. If the heat isn't turned down on time, the food burns. TempControl prevents this by keeping the desired temperature perfectly constant. And unlike other systems on the market, TempControl works with any induction cookware without requiring any extra accessories and regardless of whether you are cooking with or without a lid.

Miele makes things as easy as possible for the cook: All you have to do is select one of three heat levels and you can cook virtually anything: Level 1 keeps the temperature at 160°C and is suitable for frying eggs, fish and most frozen products. Steak is best fried at Level 2 at a temperature of 200°C. Wok cooking or making pancakes, on the other hand, requires an even higher temperature. The recommendation in this case is Level 3 (220°C). Further examples

**"TempControl takes the hassle out of frying as not every momentary attention lapse results in failure any more."**

Dr Markus Miele,  
when introducing  
the product

are listed in the operating instructions or – even more conveniently – are accessible using the Miele@mobile app on a smartphone or tablet.

Every TempControl model also features a PowerFlex area and the automatic function Con@ctivity 2.0. You can choose from a range of 75 and 90 cm wide units.

*For TempControl induction hobs in the SmartSelect White version, the sensor unit (in the middle of the rings) can be seen through the glass ceramic.*





Customised stove with integrated extraction: induction wok and an induction hob with a tabletop extractor

### Tabletop extractors

A cooking centre to your own liking is now one step closer with four new sets which combine much-loved CombiSet modules with a new tabletop extractor. The characteristic feature of the tabletop extractor is that it draws in steam and vapours at the height at which they occur. To improve extraction even further, the tabletop extractor is positioned centrally between the two CombiSet units, while technical components disappear discreetly into the cabinet below.

Alongside the extractor, Set 1 comprises two induction hob units with two rings each, one of which is designed as a casserole zone. Set 2 combines the tabletop extractor with a two-ring induction hob on the one side and a TepanYaki stainless-steel contact grill on the other. Another possibility is a combination of induction hob, tabletop extractor and induction wok. Last but not least, Miele also offers a set with two hob units with conventional radiant heater elements.

### Vacuum-sealing drawer

As you probably know if you have a good butcher: Vacuum-packed meat keeps longer, has especially intense flavour when marinated and is even conveniently portioned. But vacuum packing is also a preliminary step in sous-vide cooking and opens up whole new worlds of flavour because the results are particularly tender, aromatic and with a uniform texture. With a new built-in vacuum-sealing drawer and a steam oven from Miele, consumers now have access to the full range of applications in the convenience of their own homes – from practical food storage to culinary delights.

Sous-vide, French for 'under vacuum', is the term given to a method of food preparation in which vacuum-packed food in plastic bags is cooked at low, steadily maintained temperatures over an extended period of time. For this preparation method, a vacuum-sealing drawer and a steam oven from Miele join together to form a formi-

dable team. Basically, all Miele steam ovens lend themselves to sous-vide cooking as all units cover a temperature range from 45°C to 90°C. Most Miele steam ovens even have their own sous-vide operating mode, allowing slow cooking times of up to ten hours.

From the outside, the vacuum-sealing drawer (model name EVS 6214) looks the same as a warmer drawer. With a fascia height of only 14 cm, this product ideally combines with various compact units to fill the traditional 60 cm oven recess.

*Marinate, vacuum-seal and, finally, cook in a Miele steam oven using the sous-vide setting – producing steaks like they have never been tasted before.*



### Steam ovens with microwave

Steam oven or microwave? If you don't have enough space for both, Miele has a solution that combines the advantages of both products. And the best thing is, the steam oven with microwave is in no way a compromise, but instead offers all the goodness of steaming combined with the speed of a microwave. Miele offers three basic models, that differ in their operation concepts DirectSensor (entry model), SensorTronic and M Touch (top model), and the corresponding equipment. But what's important is what they have in common: A 40 l cabinet, MultiSteam technology with a powerful 3.3 kW steam generator for short heat-up times and the uniform distribution of steam inside the cabinet, as well as 7 microwave power settings (max. 1000 W) – a combination that always guarantees the best possible results. A vacuum-sealing drawer makes the perfect addition to the steam cooker with microwave: vacuum-sealed food develops a unique aroma in sous-vide cooking.



*All steam ovens with microwave from Miele are versatile and boast a large cabinet.*



### Pearl cooker hood

Tall cooks now have more room to manoeuvre since Miele has expanded its range of "head-free" cooker hoods with the Pearl. The characteristic feature of this cooker hood is the inclined canopy made of a bowed sheet of toughened safety glass – 90 cm wide and in a shade of white to match the brilliant white of Miele built-in appliances.

The design is at its most striking when the integrated atmospheric lighting in the canopy is switched on. The Pearl then becomes the focal point of the kitchen.

Technologically this cooker hood plays in the top league as well. Miele's ECO motor is powerful and energy-efficient. The LED light strip which provides downlighting is characterised by low consumption. As a result, the Pearl sports an A+ on the energy label, the best rating awarded to cooker hoods. This hood also goes about its work extremely quietly and can be operated in vented or recirculation mode. The Pearl of course comes equipped with the automatic function Con@ctivity 2.0, which automatically adjusts suction power to what's happening on the hob.

### EcoFlex dishwasher

The G 6000 EcoFlex dishwasher from Miele sets a new benchmark in many regards: The new QuickPowerWash programme cleans and dries dishes and cutlery in just 58 minutes – without compromising on cleanliness, as proven by the highest standard "Cleaning Performance A" certified by TÜV Rheinland. This is partly thanks to the newly developed UltraTabs Multi, which dissolve completely within two to three minutes. Many EcoFlex models have an energy efficiency of

*The Pearl offers freedom of movement over the hob and comes with ambient lighting.*



*G 6000 EcoFlex:  
short running times,  
less electricity consumption  
and enormous flexibility*

A+++ minus 20%. Miele achieves this with the EcoTech heat storage. This device is located in the right-hand side panel and comprises two separate water circuits. One of these circuits transports fresh tap water; the other constitutes a series of loops. The latter contains hot water from the last programme stage which circulates to pre-heat the fresh water.

With the free app Miele@mobile, machines (depending on the model) can be monitored and controlled from a smartphone or tablet. Alongside a status indicator, programme selection and programme start, this also includes (depending on your region) the new ShopConn@ct function: Once activated, a message is automatically sent to the mobile device when tablets, rinse aid or reactivation salt needs replenishing. Convenient reordering via the webshop is only a few clicks away. This networking option works directly via the WLAN router, no additional modules are required. When it comes to loading options, the new baskets and enhanced 3D cutlery drawer are unrivalled. Fold-out rows of spikes, the height-adjustable Flex-Care glassware holder and new silicon pads, for example for long-stemmed wine glasses, offer optimum protection for dishes and convenience when loading.

### **Blackboard edition fridge-freezer**

Miele's Blackboard edition may well be the coolest product among the fridge-freezer appliances on the market. A new freestanding model, its door can be written on with school chalk or liquid chalk markers and is easy to clean. Wherever you put it, it'll soon collect messages; SMS or Whatsapp is so uncool in comparison! The Blackboard edition is part of a design range of new freestanding fridge-freezer appliances (Series K 20.000). These are also available with gleaming glass surfaces in brilliant white or obsidian black and complement classic surface finishes in white and stainless steel. The models have clean lines and a puristic look, with no visible handles, and therefore blend in seamlessly with contemporary, high-end kitchens. They are available in heights of 125 to 200 cm. All models sport an A++ or A+++ energy efficiency rating. A special feature is the LED lighting (Flexi-Light), that slowly lights up when the door is opened. There are also clever ideas for storing small items (CompactCase).



*Jotting and scribbling permitted: Refrigerators from Miele's Blackboard Edition feature a door that can be written on with chalk.*



*Whether alone (photo) or together with other Miele built-in appliances: The wine conditioning unit enhances any kitchen or living room.*

### **Wine conditioning unit**

A practical and elegant solution for wine connoisseurs comes in the form of the new wine conditioning unit from Miele: just 45 cm in height, the KWT 6112 iG ed/cs – to give the product its full name – fits with ease in even the smallest of kitchens and also looks great in the living room. Though compact in size, it still offers sufficient space for 18 Bordeaux bottles. More than enough for a little party at home. Even Magnum champagne bottles fit inside as

the rails on the rack can be varied in terms of both spacing and direction. Fine details: The LED lighting and the magnetic shelf-edge trim that can be written on using chalk crayons.

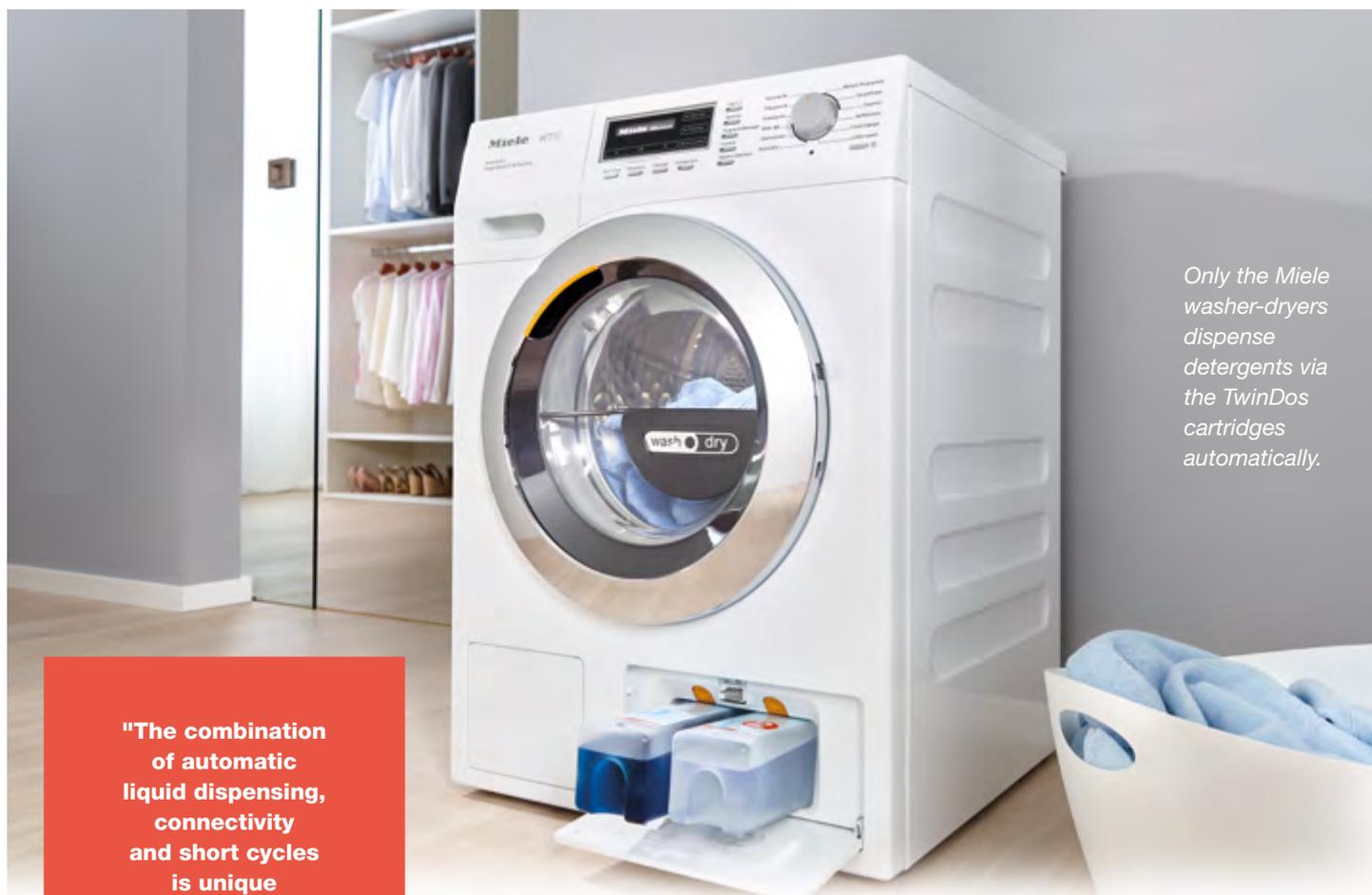
Thanks to its reduced design relying on grey glass, stainless steel and black rear-printed frame, this flush wine unit from Miele's PureLine designer range goes well with high-end furniture and fittings. This is further enhanced by the handleless Push-

2open mechanism: At the touch of a fingertip, the door opens slightly. This allows it to be opened gently to add or remove bottles. The door closes just as softly. This prevents any shuddering.

The machine is designed to absorb vibrations and, at only 34 dB, is whisper-quiet. An active charcoal filter prevents odours from entering the cabinet. The available temperature range goes from +5° to +20°C. This model is A+ rated.

*The new CM7 countertop coffee machine from Miele prepares up to 16 coffee specialities as well as tea.*





*Only the Miele washer-dryers dispense detergents via the TwinDos cartridges automatically.*

**"The combination of automatic liquid dispensing, connectivity and short cycles is unique on Miele's WT1."**

Dr Reinhard Zinkann  
on the new  
washer-dryer

### **WT1 washer-dryer**

Fast, efficient, unique, comfortable and connected – thanks to these characteristics Miele washer-dryers set a new benchmark. On the occasion of the IFA 2016, the company presented the entire WT1 series. The appliances have a maximum capacity of seven or eight kilogrammes of laundry, the washing and drying process in one step takes a bit less than three hours (three and a half hours for the 8 kilogramme appliance). It is not relevant that the amount of laundry is limited to four respective five kilogrammes for the drying process since this is exactly the common household load.

Miele provided all WT1 models with technology and features which the customers know from high-quality single appliances: TwinDos automatic detergent dispensing, the energy-saving PowerWash 2.0 washing procedure and the SteamCare function. PowerWash 2.0 is the main contributor to very short washing times, TwinDos prevents overdosage and guarantees the highest level of cleanliness possible thanks to the two-phase detergent. Finally, SteamCare refreshes and smoothes out clothes.

Apart from the entry-level appliance, the WT1 models can be connected and operated via the Miele@mobile App. Smartphones can be used for programme selection, status requests as well as the start and stop function. Included in the app is an assistant that helps to find the appropriate washing programme for the laundry mix. The ShopConn@ct function is unique: Users receive a message on their mobile devices whenever they run out of detergent in their TwinDos cartridges – only a couple of clicks will be required for reorders with Miele.

### **Coffee: CM7 and Black Edition N°1**

'Long black', 'Flat white', 'Espresso macchiato' and much more – in choosing from a wide range of speciality beverages, lovers of fine coffee can slip effortlessly into the role of barista with the CM7 countertop coffee machine. The range comprises 16 different coffee variations alone. And, if you fancy a tea for a change, the new Miele machines are more than willing to oblige. Black, herb, fruit and green tea is always brewed at the respective ideal temperature.

Compared with the CM6 series, CM7 models feature larger containers for water, beans and coffee grounds. Thanks to a removable brew unit and the automatic rinsing of milk lines, Miele coffee machines set standards when it comes to hygiene. And the CM7 now even dispenses with the irksome chore of descaling. The top CM7500 model simply gets on with the job, for example overnight when the machine is not in use. An eye-catcher and distinguishing Miele feature is the CupSensor for the automatic height adjustment of the dispensing spout.

Top news from the IFA: Miele is set to launch its own first coffee blend – the Black Edition N°1 is organically grown, hand-picked and fair-traded. To mark the occasion, the company will also upgrade the tried and tested CM6 countertop coffee machine with an extended range of features – and a Black Edition promotional model with attractive added extras.

**Blizzard CX1 vacuum cleaner**

Miele's announcement to present its first bagless vacuum cleaner at the IFA really caused excitement among dealers and customers likewise. Expectations were high since the company had to overcome the weak points of this technology if they really want to bring a "bagless" on the market. Issue 1, suction power: Miele developed the Vortex technology for that purpose: an approach where air passes through one single large cyclone, creating a high flow speed which is visible when the dust is thrown into the transparent canister. Customers may choose between the 900 Watt EcoLine and the 1,200 Watt PowerLine motor variants. In each case, the suction power is adjusted to the floor type at the handle or through rotary knobs – this is anything but common with vacuum cleaners from many competitors.

Issue 2, hygiene: The Vortex technology creates high centrifugal forces which separate fine from coarse dust. Coarse dust is thrown into the transparent dust canister, fine dust is collected by the fine dust filter behind the canister. As a result,

emptying the canister is very hygienic since coarse dust is disposed through the canister bottom. Fine dust is led through a Gore®CleanStream® fine dust filter which cleans itself automatically. The Blizzard is HEPA certified since the special HEPA AirClean Lifetime Filter (Hepa 13) retains even the smallest fine dust particles and allergens. In fact, this filter needs not be changed during the lifetime of the vac.

Issue 3, comfort: Thanks to its Comfort handle and four rolls, the Blizzard is very flexible and it is nearly impossible for it to fall over. Customers consider the quiet operating noise of 76dB to be very pleasant. The fully-fledged accessories are integrated in the appliance.



*Emptying the canister is very hygienic since coarse dust is disposed through the canister bottom.*

*The Blizzard CX1: customers may choose between two motor variants and different colours.*



## Six questions to Markus Miele

# Vacuum cleaning with or without a bag?



Markus Miele, Executive Director and Co-Proprietor

Miele is set to present its first bagless vacuum cleaner at IFA 2016. Are you satisfied with the results, Dr Miele?

**Markus Miele:** Yes, because we are absolutely convinced of being able to offer consumers a product in the form of the Blizzard CX1 which does justice in every respect to Miele's 'Forever Better' brand promise.

With a view to bagless vacuum cleaning, you are one of the last reputable vacuum cleaner manufacturers to climb on board. Why did you wait so long?

When the first machines started appearing on the market, cleaning performance and user convenience, particularly with respect to hygiene when emptying the container, was severely lacking. But we took note of the fact that the players who were first to market have made progress since and that the following for bagless vacuum cleaners has been growing steadily. So our product engineers set to work with great persistence to overcome the inherent disadvantages of this type of machine as far as was humanly possible. And, in my opinion, they have been very successful!

And, to be more specific, what was the challenge?

In order to separate dust and air, the air on most bagless vacuum cleaners is passed through a series of small cyclones. This involves changing the direction of the air many, many times which produces

lots of noise and wastes energy. In addition to this, regulating suction power is often impossible as so-called multi-cyclone vacuum cleaners require a constant air speed to prevent the cyclone from collapsing. And then there's also that much-feared billowing cloud of dust on emptying the container...

So what does Miele do differently then?

Firstly, we opted for the so-called mono-cyclone approach in which air only passes through one single and considerably larger cyclone. This facilitates very good cleaning performance combined with pleasant operating sound levels – and the Blizzard CX1 with its four power settings can be conveniently regulated. Secondly, a multi-stage filtration system ensures the thorough removal of fine dust from the air stream so that the container when emptied only contains the coarser dust particles which are less likely to become airborne. And, thirdly, the various components have been designed in such a way as to ensure that the container can be completely emptied without risking skin contact with the debris.

But you will be up against long-standing and well-established competitors in this market. Hasn't your chance come and gone?

No, discerning customers who place great store by quality, performance and convenience are not swayed by the date

on which a player enters the market. I can only urge everyone to familiarise themselves with the Blizzard CX1 and to compare it with conventional units. We look forward to the feedback. And, what's more, the Blizzard was developed and manufactured at Miele's Bielefeld plant – and of course tested to last 20 years, based on 45 minutes of use per week and 5000 container emptying cycles.

If the Blizzard is really as convincing in terms of cleaning performance as you say – doesn't that mean that vacuum cleaners with bags are slowly becoming superfluous?

Here, too, my response is a categorical 'No'. In terms of disposal hygiene, the performance of top-class models with bags such as those which Miele markets with great success will continue to remain unchallenged. And when it comes to measuring cleaning performance on carpets, the conventional vacuum cleaner will also retain its lead. By contrast, though, bagless vacuum cleaners excel in terms of follow-on costs, and many fans love the fact that the result of their labours is immediately visible in the dust container. Whichever way the choice falls is a matter of personal preference. One could even say it's a matter of belief and conviction. What matters is that Miele has exceptional products in its lineup to satisfy both types of consumers.

# Best choice for clean air

The leading German watchdog body Stiftung Warentest has compared a total of 21 cooker hoods in three categories. In each case the one and only winner was Miele – with similar results in other countries.



*Miele's PUR 97 W cooker hood wins with a comfortable lead in the category of horizontal hoods.*

**T**he three categories scrutinized by Stiftung Warentest (StiWa) were horizontal hoods, headroom hoods with a sloping canopy (both 90 cm wide) and built-in slimline extractors (60 cm). As both vented and recirculating models featured in the test, Miele ranked in top positions six times over – and, in fact with a comfortable lead in most cases. The results are available in full in the 3/2016 edition of the test magazine.

Cooker hoods should be able to capture a large proportion of the evaporated

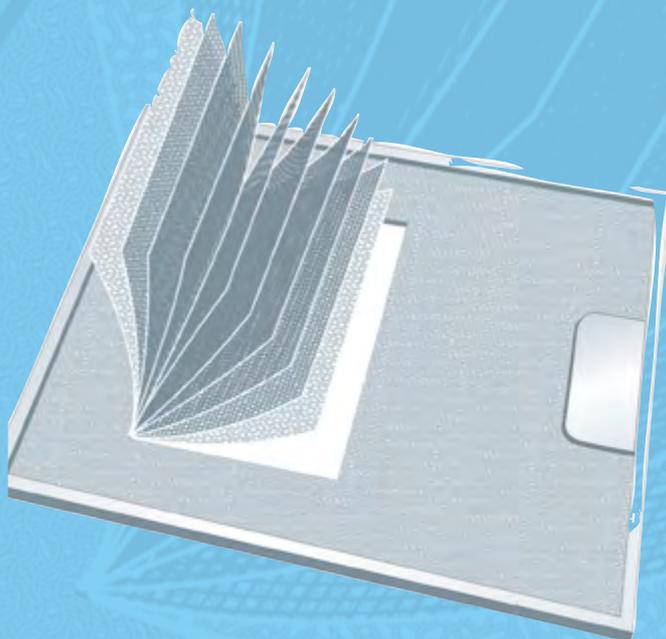
fats that are released during frying, and Miele can most certainly be trusted in this most important discipline: Collects most greasewas the verdict of the testers across all product groups. Furthermore: Their tenply stainless-steel grease filters captured between 80% and 90% of cooking oil.

By way of an example, the PUR 97 W achieved a mark of 1.7 (vented) and 2.2 (recirculation) to gain a confident lead in the category of horizontal hoods. Stiftung

Warentest confirmed that this model was the ultimate in vented mode, working very well and quietly and also captures a great deal of fat in recirculation mode. test editors found similar words of praise for Miele's DA 6096 W headroom hood (1.8 and 1.9 respectively): Best recirculation hood. Also removes odours well is their editorial comment. StiWa also confirms that it is very quiet in vented mode. And the DA 3466 built-in model received the following appraisal: Small, but

## A quality package

What makes Miele hoods so good that they win product test after product test? The answer is in the many details that combine to make an impressive package. Here are some of the key features.



**Stainless-steel grease filters** trap grease from cooking vapour. Miele grease filters are especially efficient and absorb up to 90 percent – a maximum value. What's the secret? Where other manufacturers only use five to seven layers, Miele grease filters have a ten-layer design. The top layer and filter frame are made of high-quality stainless steel and do not discolour when washed in the dishwasher.



**CleanCover** is the hidden area behind the grease filter. In Miele hoods it is designed so that a closed, smooth surface covers everything that is better not to touch: sharp edges, electrical components or motors. Even if this part of the hood only needs occasional cleaning, Miele makes it easy.



*In the headroom hood category, DA 6096 W clinched first place.*



*Best among 60 cm wide built-in cooker hoods with slide-out canopy: Miele's DA 3466.*

fine. Best cooker hood with a width of 60 cm. Works well as vented and recirculation unit. The recirculation unit was awarded a 2.0 while the vented version achieved a 2.4.

Miele extractor hoods have been named as the best in test in several other European countries in the last two years. The DA 429-6 was crowned Best in test by the Swedish magazine Råd & Rön. The Finnish consumer magazine Kuluttaja considered the DA 416-6 to be a clear winner over

models by competitors, as the Miele appliance achieved the best marks in numerous individual tests. These include grease separation, noise level, operation and cleanability. Danish consumerists at TÆNK came to the same conclusion: the DA 416-6 came top here too. And it got even better for Miele in France: the consumer magazine Que Choisir crowned the DA 5966 W test winner, with the DA 249-4 – another Miele extractor hood – achieving second place.

Our excellent results across the board are once again confirmation of the quality and performance of products from our Arnsberg cooker hood competence centre, says Gernot Trettenbrein, Director of the Domestic Appliances Division within the Miele Group. Irrespective of individual preferences and space constraints, customers will always find the ideal model at Miele, the marketing expert Trettenbrein continues.

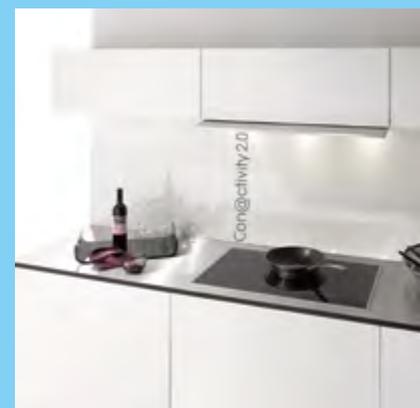


Miele's **ECO motors** are powerful, quiet and particularly energy efficient. Most Miele hoods are now equipped with these AC motors, which don't "run out of steam" so quickly. This means they continue to run pressure-stable and with a steady air flow even after a long service life – often even better than competing products that have a nominally higher power rating. ECO motors combined with LED lighting also provide optimum energy efficiency.

**Silence** is golden – while ECO motors already run quietly, the operating noise is further reduced by special **insulating mats** in the hood and chimney (specific models). You can have a normal conversation even with high air throughput.



**Con@ctivity 2.0** is the ultimate convenience with Miele extractors. Con@ctivity 2.0 adjusts extraction power automatically to what is going on the hob, so manual adjustment, or switching on and off is no longer necessary. More than 60% of all Miele hoods and hobs already come with this function. Con@ctivity 2.0 is the simplest form of household appliance networking and is quick to install.



# "Trend towards fully integrated hoods"



A good extractor installed by a specialist is critical for comfort in the kitchen. Miele training consultant Janina Cord-Brüning explains what's important.

**How important is the cooker hood when planning and buying a new kitchen?**

**Janina Cord-Brüning:** In principle, the choice of cooker hood is strongly influenced by the layout of the kitchen, for example an island hood for a kitchen island. But in all cases, a cooker hood is a must in the kitchen, because it is responsible for a healthy room climate and helps prevent grease deposits, which in the worst case could lead to mould and bacteria growth. It is highly recommended to include the hood

in your plans early on, as this allows you to find the optimal solution.

**To what extent do extractor and hob need to be coordinated with each other?**

A hood always has to match the hob. The rule of thumb is: The hood should be at least as wide as the hob, so that the rising steam and vapours are captured. Miele offers a diverse range of hobs and cooker hoods to help with this. The optimum coordination between hood and hob

is achieved with our automatic function Con@ctivity 2.0, with which the hood always reacts automatically to what's happening on the hob.

**An essential question is: "Vented or recirculation?"**

**What needs to be considered here?**

Venting always has the advantage that along with grease and odours, the moisture is also carried outside. With recirculation, the kitchen needs to be aired briefly so the moisture can escape. Otherwise: Recirculation is a good

alternative when venting is problematic due to the structure of your kitchen, where exhaust air ducts would have to be too long or would need numerous curves. Too narrow an exhaust duct also has a negative effect. Miele recommends a diameter of 150 mm for round pipes.

**The air flow rating is often taken as a quality criteria. How reliable are the bare figures in this case?**

Thanks to the energy label for cooker hoods introduced in 2015, there is now more transparency in the competitive environment. Miele, however, had already been committed to testing cooker hoods according to specific DIN tests with regard to air flow and noise performance for years. These processes produce realistic results and allow comparison of different appliances.

**What are the current trends?**

We are seeing a clear trend towards open-plan combined kitchen/living rooms and kitchen islands, which often go hand in hand with a demand for a fully integrated cooker hood. Miele has a varied range to meet this demand, including ceiling extractors, fan modules and slimline cooker hoods. A new innovation in this field is hobs with an integrated tabletop extractor, where the steam and vapours are drawn downwards. Here, Miele combines the competencies of two plants, with hood know-how from Arnsberg and proven expertise in hobs from Bünde.

# Exciting 50 years in Denmark



One memorable advert was the "carwash" video.



**M**iele in Denmark is celebrating its 50th anniversary this year and this means that both retailers and consumers will experience a feast of exciting promotions, competitions and events in Denmark. An anniversary like this, of course, also calls for a moment of reflection as well as a look back at some of the highlights in Miele Denmark's history. When Miele Denmark opened its doors back in 1966, a young family with three children bought a washing machine after careful consideration. A Miele was more expensive than the other brands on the market, but the family father Poul Bärnholt was a production engineer with technical skills, and he believed in the German brand, which had been introduced in Denmark. Eight years after the purchase he approaches Miele Denmark to express his satisfaction with the washing machine, and this gives rise to the family participating in an ad where they talk about their great joy in their Miele washing machine.

One could now think that was it, however, almost 25 years later Poul Bärnholt once again approaches Miele – this time to tell them that the washing machine, which is now 32 years old, actually still runs smoothly. Now he is not only satisfied, but totally impressed, and a new ad is made which the Bärnholts participate in once again. The children have grown up and

Mr and Mrs Bärnholt have retired, but the Miele washing machine has not changed a bit. It continues its hard work without any problems. "The ad was a great success in Denmark and we still meet customers who remember the ad and talk about it," recounts Managing Director Søren Rye.

In 2007 Miele Denmark creates another ad that enjoys huge success and is remembered by many people. This time on TV with the "Carwash" ad with a small enterprising boy who uses his parents' dishwasher for washing tricycles. The TV ad wins great favour and plenty of recognition – even outside Denmark where the ad ends up being shown in about 20 Miele countries.

"Of course, this year in particular it is an ambition in Denmark to create campaigns and events which draw positive attention to Miele," Mr. Rye explains. "And we can promise you that it will be an exciting Miele Denmark year with amazing product launches, great campaigns, major competitions and lots of good offers, fun activities and experiences for both consumers and retailers."

Internally, the consolidated subsidiary is also using every possible opportunity to draw attention to the anniversary. This applies to both the head office facade, flags around the building and the entrance to the Miele Experience Centre but particularly



The Bärnholt family accompanies Miele over the decades.

to all the recognisable service cars that are seen on the roads every day all over the country. The almost iconic cars look great with the anniversary logo on the side which helps spread the message about the anniversary. Read more about an outstanding campaign on page 55.

# A party for 50 years in Spain

**M**iele celebrates the 50th anniversary of its presence in Spain in 2016. In January, all the staff came together at a party for this at the Miele Centre Madrid.

Once Ditmar Vierbuchen, Managing Director of Miele Spain, had welcomed the attendees and expressed his thanks, a stand-up comedian hosted the event and wowed everyone with numerous surprises, for example a photo shoot where you

could "immortalise" yourself with things that define the company's identity (washing machines, ovens, the customer service's vans etc.). Other highlights included a live cooking show and a demonstration by a Madrid champion barkeeper with exclusive cocktails such as the "Forever Mojito", "Bloody Miele" and "Gin Better". Guests also enjoyed a cake with 3D elements that symbolised the company's development using old and new household appliances

and there was a staff show where a customer service technician and his van played the main part.

A video summed up Miele's 50 years in Spain and finished with the names of all the staff who had worked for the company over the years. At the end of the official part, a section of the showroom was transformed into a disco where everyone could shake a leg to music chosen by the staff compiled in a Spotify playlist.



*The staff celebrated the 50th anniversary of Miele in Spain.*

## Cooking in solidarity with Carles Gaig

An unusual cooking workshop with Michelin-starred chef Carles Gaig took place at the Miele Centre in Barcelona. A bit about the background to this first: the residents of Barcelona were able to hand in unspoiled food at Miele over the course of several months, which was then donated to the "Sagrat Cor de Maria" food bank in Barcelona's Gràcia district. The donors to this solidarity campaign were entered into a prize draw to win one of 14 places to participate in a workshop with Carles Gaig. The head chef indulged the lucky winners with delicious summer truffle cannelloni, a tasty Fideua with sepia and Aioli as well as squid from the wok with caramelised onions. With the food collection, the Miele Centre Barcelona is reinforcing its commitment to the part of town where the centre is located as well as to social institutions like the Sagrat Cor de Maria food bank, a charitable private organisation, which offers social support to older people and people at risk of social marginalisation. The food bank project was launched in 1987 and supports people who cannot cook at home due to physical impairments. In addition, the food bank hands out staple foods to anyone in need who seeks help from the organisation.



*Carles Gaig cooked at the Miele Centre Barcelona.*

## The best household appliance in Spain

The "2015 Best Household Appliance of the Year" comes from Miele. This award was presented by the specialist magazine I Premios Interiores for the DA 6700 Aura Edition cooker hood. The award ceremony was held last autumn in Madrid's Casa de las Alhajas. Premios Interiores has been established on the market for 15 years and with its awards in various categories wants to support experts, authors and companies who have served the interior design sector and set trends with furniture and design. The awards were presented at a large official ceremony, which was attended by VIPs from a whole variety of sectors.

# Traditional baking in Barcelona

Barcelona was the venue for the "Horno de Pan by Miele" series of events in spring. The courses and workshops in the Miele Centre were all about baking bread under the guidance of professionals. It was kicked off with a bread tasting with products from the city's best bakeries in February 2016. Xavier Barriga, Founder and Master Baker at the Turrís bakery, led a course lasting several hours on making sweet bread and yeast buns. Course participants learned techniques for making dough for sweet and savoury tartlets with Josep Antoni Ribas from the Cruixent bakery. The event series' most innovative activities included the "Horno Abierto", the "communal oven". Every Tuesday and Wednesday afternoon the Barcelona Miele Centre was available to anyone who wanted to have their dough baked and use the opportunity to ask the experts questions and share experiences with other bakers. These days were supervised by Ibán Yarza and Massimiliano Liberatore, both experienced bakers with a broad wealth of knowledge about making bread. The idea behind this was to bring

the traditional communal ovens back to life again in a modern setting.

How important local bread baking is again in Spain now was evident with other appearances by Ibán Yarza, author of the book "Pan Casero" (homemade bread), which sold more than 80,000 copies, as well as Jordi Morera, a fifth generation baker at the L'Espiga d'or bakery in Villanova i la Geltrú. Both of them explored the boundaries between home and professional baking during demonstrations. Other famous names and authors in that scene are Jesús Machi, Beatriz Echeverría, Susana Pérez,

Anna Bellsolà, Jordi Bosch and Massimiliano Liberatore, who all contributed to the event series. The project was coordinated by "Libros con Miga" a leading publisher in the world of bread and gastronomy. The leading online shop for amateur bakers "El Amasadero" was also present.

Participants and speakers unanimously praised the Miele ovens with their Moisture plus function. Doughs rise better thanks to the targeted moisture supply and the baked good ends up with a really wonderful crust. You can find more about the event series online at <http://hornodepan.com/>



All about bread at the Miele Centre in Barcelona.

## All together for floor care

Last year Miele produced its 50-millionth vacuum cleaner. The subsidiary in Spain used this anniversary for a partnership. Historical models but also current models like the Scout RX1 were introduced into the carpet supplier BSB Alfombras' showroom and demonstrated the history of floor care to visitors there, which Miele significantly contribute to in Europe. As the company had ultimately already launched the Melior canister vacuum cleaner in 1927. Today Miele is well known for offering a wide product range of vacuum cleaners for customers with very different requirements.



In Spain Miele partnered with BSB Alfombras to demonstrate the history of floor care.

## Madrileneans cook sportily



Three chefs, one initiative: José Luis Estevan, Paco Roncero and Joaquín Felipe (f.l.) cooked "sportily" at Miele.

Three major names in the Spanish world of gastronomy united in one project: Paco Roncero, Joaquín Felipe and José Luis Estevan got together for the "Sport Cooking" initiative and presented their ideas in a workshop at Miele Centre Madrid. The background to this is that healthy eating is the basis for good physical and sporting performances. The three head chefs who not only share a love for fine cuisine but also a passion for sport also know this. There's one problem though: after an exhausting sport session it takes a great deal of effort to step up to the cooker. That's why the chefs used varied but quick to prepare recipes that take less than 15 minutes to make. The menu included a range of inspiring recipes like power cocktails, new pasta ideas, and balanced burgers.

# Full flavour with half the calories

IMMER  
BESSER



## Home Appliance Brand of the Year 2016

For the second consecutive year, the German premium domestic appliance manufacturer, Miele has been crowned Home Appliance Brand of the Year at the prestigious Which? Awards. Now in their tenth year, the awards recognise and celebrate the best businesses that deliver innovation, excellent products and service that score highly in Which? research and testing. Jess O'Leary, Which? home appliances expert said, "Miele's strike rate in our testing is unparalleled – 91% of all appliances we've tested are either a Best Buy or Worth a Look." Simon Grantham, Managing Director at Miele GB says, "We are thrilled and proud to have once again won the coveted Which? Home Appliance Brand of the Year award. For consumers, it is the highest accolade. The award is testament to everyone who is involved with the brand."

The Which? Awards ceremony took place on the 25 May 2016 in London and was co-hosted by TV presenter, Natasha Kaplinsky, and Which? Chief Executive, Peter-Vicary Smith. The Which? awards are completely independent, with a company unable to nominate itself.



The "Full English" with half the calories was served in Miele's Grease-less Spoon Café.

It fitted perfectly when Miele launched the Grease-less Spoon Café in mid-summer 2015. To be honest: it's much more fun to go for less calories when the season is right. The company therefore created a breakfast with a twist, a healthy take on the classic British breakfast. The café only used steam to cook the traditional ingredients, no oil or fat was used at all by Chef Sven-Hanson Britt. The Miele steamed breakfast has less than half the amount of calories compared to the traditional British 'fry-up' (1,738 calories\*) creating a much healthier start to your day. With the help of Professional Masterchef Finalist, Sven-Hanson Britt, Miele created the steamed breakfast menu from scratch, curing their own bacon and even growing 'espresso' mushrooms on coffee compost.

The café also provided the perfectly cooked egg as part of the breakfast serving. Miele had the recipe and equipment to make the perfect slow cooked egg and the team had trialled this method for a while to get it just right: the egg is steamed in its shell at 63 degrees for 30 minutes in the Miele steam combination oven. The oven cooks it to perfection and it has a deliciously runny yolk, making it a perfect addition to the steamed 'fry-up'.

Miele was proud to use the finest quality British produce from local suppliers – the combination of this and using steam really enhanced the healthy eating experience.

Steam cooking preserves the nutritious value of food whilst maintaining its natural flavours. This allows for delicious, healthy food to be cooked to a professional standard in the home and combines elements of traditional fan ovens with steam technology. On the menu at the Grease-less Spoon Café was Fresh Brioche and Viennoiserie, Homemade Vanilla Yoghurts with Granola and Summer Fruits, Steamed Eggs and Soldiers and, naturally, the "Full English" including Slow Cooked Hen's Egg, Homemade Black Pudding, Miele Cured Streaky Bacon, Espresso Mushrooms, Confit Tomatoes, Baked Beans and Sourdough Toast.

Miele's Executive Chef, Sven-Hanson Britt, commented: "I was delighted to be involved with Miele's Grease-less Spoon Café, it has been a lot of fun creating the menu." Miele's pop-up Grease-less Spoon was only open for one day on 6 July at Ice Tank, 7 Grape Street, London, WC2H. Only two eating slots were available for the pop-up Café.



# Revealing the secrets of vacuuming

*Flying through the air in an aerodynamic tunnel in Warsaw.*

**H**ow do you get away from the mundane when talking about a topic as ordinary as vacuuming? Miele answered this question perfectly by inviting representatives from interior design, lifestyle and technological media to Flyspot – an aerodynamic tunnel located in Warsaw's suburbs. Such an unusual venue was reference not only to the unrivalled power and effectiveness of Miele vacuum cleaners, but also to the vital role of aerodynamics in those appliances.

Guests were welcomed by Wojciech Wołonciej – Sales and Marketing Director. Journalists were then introduced to the scientific aspects of vacuuming by Karol Wójcicki – hot shot and expert in various aspects of science and astronomy. Using special experiments related to the topic of suction, the scientist proved that this

everyday device can be surprisingly inspiring. Wójcicki created a powerful launcher by combining a microwave, a bottle and a vacuum cleaner. He also constructed a vacuum cleaner powered by steam, and ... immobilised one of the guests using air properties. The scientist also presented the influence of aerodynamics and air channels on vacuuming power.

After this inspiring presentation, Miele instructor, Ksenia Grzywacka introduced guests to the topic of restrictions implemented by the European Union – limited maximum power on vacuum cleaner motors. By presenting the work of two appliances (one with 2,000 W power and the other with 800 W) on the same surfaces, the expert proved that engine power has no impact on vacuuming effectiveness. The presentation also showed that Miele

vacuum cleaners are still the best in effectiveness despite limits enforced by the EU. By describing the factors and solutions that are indicative of Miele vacuum cleaner's unique performance, Ksenia Grzywacka talked about device models that are adapting perfectly to client's needs.

After the theory, it was time for guests to experience aerodynamics for real. Every journalist had a chance to defeat gravity in the chamber of the world's most modern aerodynamic tunnel. With help from professional instructors, guests were floating in the air, while the others could observe them through glass walls. Energy lost during 'flights' was quickly restored by nutritious catering. The meeting ended with a presentation of photos of flying guests taken in the chamber. This part of the meeting turned out to be very emotional.

## Wardrobe emerged from hiding

**W**ardrobe emerges from hiding was a contest for architects organised by Dobre Wnętrze, an interior design monthly magazine, and Miele. Its aim was to design unique space that would combine the functions of a wardrobe and laundry room and show that this room, usu-

ally hidden, can not only be functional and pragmatic, but aesthetic too. Winners managed to retain the individual character of the interior design through the consistent use of intriguing solutions – architectural, structural and coloristic – that are not usually associated with this purely practical place in the house.

60 projects were submitted for the contest and each of them presented innovative and modern design ideas for wardrobe space. Every project included Miele washing appliances: a washing machine, tumble dryer, and – optionally – the Fashion Master. The main criterion for the jury (representatives from Miele and the magazine's edi-

torial board) was the ingenuity of solutions enabling the fullest use possible of wardrobe space.

The award ceremony took place at the Miele Experience Center in Warsaw. The event brought together the contestants, organisers and jury members. It was hosted by Małgorzata Tomczyk, Editor-in-Chief of "Dobre Wnętrze" and Wojciech Wołonciej, Miele Sales and Marketing Director. The hosts presented the idea behind the competition and justified the selection of the winning projects.

The jury decided to award the first prize to Agnieszka Kowalczyk, a young architect from Gdansk, Poland. She received a financial reward as well as a Miele White Edition washing machine. Pawel Persona took second place, and the third prize was given to Kinga Skowrońska.

After the official part of the ceremony guests enjoyed a menu inspired by Asian and Mediterranean countries, prepared by chef Michał Gniłka – delicious!



*The project wardrobe emerges from hiding giving you inspiration.*

# Miele does the washing on the largest ship in the world

**A**t 382 metres long and 123 metres wide, which is roughly equal to five football pitches, the Pioneering Spirit is the largest ship ever built. Produced in Korea, this giant is currently berthing in Rotterdam port for its final outfitting. As a work vessel it will be used in future for the erection and disassembling of drilling rigs and for laying pipelines.

The Swiss offshore provider Allseas Marine Contractors had already commissioned the first plans for the ship in 1987 but the concept was redesigned several times to be up to new emerging tasks. These include the disassembly of numerous drilling rigs in the North Sea that are no longer



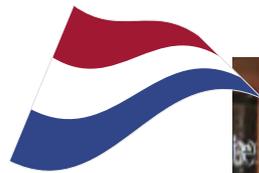
operated as their useful life has expired. The giant is powered by eight 20 cylinder V engines and a straight-nine engine with a total output of 94.6 megawatts, which is enough for a speed of 14 knots at the most. The crew of up to 1,500 people will have plenty to do on the Pioneering Spirit. In order for them to be supplied with clean work clothes, the ship is equipped with Miele Professional washing machines and tumble driers.



*Ready for work at the drilling rigs: the Pioneering Spirit has Miele Professional on board.*

## Dining on a farm

**T**he ideal place for meetings, team building and business trips is the new farm restaurant at Hof van Saksen. Hof van Saksen is a stylish, exclusive holiday resort in the Dutch province of Drenthe. The kitchen has been fully equipped with Miele appliances. Besides the cooking island with gas hob, the kitchen also has a steam oven, Tepan Yaki, oven with microwave, separate oven, luxury crockery and other accessories. The covered patio has an outdoor kitchen with gas barbecue, outdoor dining set and lounge set.



The culinary farm is suitable for groups of up to twelve people who can prepare the dishes together. A private chef can cook for the group on request. Cooking workshops and masterclasses are provided by the Chef de Cuisine at Hof van Saksen. You can also taste wines from renowned wine estates under the expert guidance of the sommelier. There are also professional knife sets, cookbooks, warming drawers, a wine conditioning unit and many more accessories. You dine at a large wooden table, with a lounge and covered patio to match the modern country house style.



*Live cooking in Vianen*

*It's all very stylish at Hof van Saksen in the Netherlands.*



Miele has opened a special live cooking area at the Experience Centre in Vianen. It is designed so that it is ideal for product consultation. The Miele cooking appliances are regularly in action here, when Miele chefs cook for guests. The new area in the showroom is also used for B2B events and mini cooking demonstrations.

# Digital and networked for Swissbau



*Bright and tidy: the Miele trade fair booth at Swissbau in Basel*

*55 centimetre wide dishwashers are a typical Swiss product. Michael Junker, Plant Manager Bielefeld, Markus Miele and Rico Fallegger, Managing Director Miele Switzerland (from left) know that too.*

**M**iele once again presented itself with a booth in a class of its own at Switzerland's most important trade fair for the construction and property business, Swissbau 2016 in Basel. Whether you're a design lover, gourmet or technology freak, the Miele presentation impressed across the board and had something up its sleeve for everyone. The Swiss team exhibited top innovations and presented products that are inspired by life and customers' everyday lives over 900 square metres. The fact that the customer is treated like royalty at Miele, could not be overlooked thanks to the booth design, where a red carpet invited visitors to the booth in an extremely stylish manner. And there were more than 200 exhibits to admire. The highlights of Swissbau 2016 included TempControl hobs, a new vacuum-sealing drawer for gentle sous-vide cooking and the Generation K 20.000 fridge-freezer appliances with the Blackboard Edition highlight.



Naturally the Swiss trade fair was also all about smart appliances: SuperVision, MobileControl or Con@ctivity – in the specially set up Miele@home area the various options for networking in homes were visually presented on huge flatscreens. Rico Fallegger, Managing Director of the subsidiary, sees great potential for the Swiss market in Miele network applications: "It's a really hot topic in Switzerland at the moment. As a pioneer in this field, we offer a number of products so we are well prepared for our discerning customers' requirements."

The digital theme had another aspect on the Miele booth: all the relevant product information was presented on tablets

for the first time. Trade fair visitors were therefore up-to-date in terms of price, features and equipment. Rico Fallegger on the topic of digitalisation: "With our booth's digital focus we are creating a perfect fusion of Miele's online and offline world and presenting Miele as the innovative and modern brand for any target group."

The Swiss subsidiary also had something very special prepared for its most important partners. The Swiss team welcomed roughly 800 guests to an exclusive presentation of innovations in a historic mirror tent right in front of the exhibition building. The programme was hosted by the former Miss Switzerland Linda Fäh.



- 1 Fits together: presentation of the new range series in the stunning Experience Center in Mexico
- 2 Daniel Ovadía, Christian Gerwens and Antonio Seade (from left) drink a toast to the new range series.
- 3 Chef Daniel Ovadía explains the range oven to the public.



## Mexican revolution in cooking

Under the slogan "It's not an evolution, it's a revolution", Miele presented the new range series last September in Mexico. The new appliances with a heavy-duty look and feel integrate Miele's technology to obtain gourmet results every day.

The launch event was presented by the renowned Mexican Chef Daniel Ovadía, now Ambassador Chef for Miele Mexico. He prepared some of his famous recipes from his internationally recognised restaurants: Paxia, Nudo Negro and Morablanca, using the new range series appliances.

During the event, Daniel gave the participants the opportunity to experience his famous "brioche bread box" fresh from the range oven. Distinguished guests toasted with champagne and enjoyed a wine tasting with Jesús Diez, Miele Mexico Ambassador Oenologist, as well as French cheeses and 100% Iberian acorn ham tasting.

The atmosphere at the Miele Experience Center revealed different sensory experiences as "Carajillos", with Licor 43 and freshly ground coffee from Miele coffee machines – a perfect combination

that showed the mild sweetness and versatility of one of the most famous liquors in the world.

The launch event was attended by celebrities such as Claudia Grajales, Interior Designer, and the Architects Carlos & Gerardo Pascal, who joined Miele Mexico to present all the qualities of the brand to their followers.

Design, functionality and dynamism are the defining features of the new range series. Therefore, the brand presented not only an evolution, but a revolution in kitchen appliances.

# Floating gala for the tenth anniversary

**M**ilestone birthdays are always a great reason to celebrate! That's why Miele Korea took its tenth anniversary as an opportunity to invite approx. 200 guests to an interesting and diversified gala. A couple of hours prior to the actual gala, more than 30 journalists from all types of media attended a press conference where Dr Axel Kniehl, Dr Markus Miele and Dr Reinhard Zinkann, together with Kyu-Moon Ahn, Managing Director Korea, provided them with information about the Korean market, the company and the brand. A retrospective of

the company's beginnings was a must: ten years ago, Miele had acquired KoMie, a subsidiary of the Ssangyong corporate group, which had already been operating as an importer and marketing Miele appliances on the Korean market. This was where it all began and the basis for promoting the Miele brand in Korea.

Thanks to the massive commitment and drive of Kyu-Moon Ahn and his team, Miele was able to successfully grow on the Korean market year after year – the company often experienced two-digit growth figures. Another important reason for this

stable growth was the collaboration with business partners based on trust.

The Korean team had selected a very exclusive location for the evening gala: Some Sevit, an artificial island that floats on the surface of the Hangang river – described by many travel recommendations as captivating floating halls and Seoul's next hot spot.

During the evening celebrations, Dr Rolf Theodor Schuster, Representative Ambassador of Germany, and Barbara Zollmann, Managing Director of the Korean-German Chamber of Commerce and Industry, also congratulated the company. In addition to official speeches, the programme included culinary delicacies as well as music and dance presentations. One highlight guaranteeing a good mood: some employees presented their own a cappella song.



Traditional sounds for the tenth anniversary of Miele Korea



Carry on! The team is looking forward to the next few decades.



Cooking with Miele in Seoul

The Miele cooking studio at the AK Plaza Bundang Store invites guests to exclusive cooking events. The building complex in the south of Korea's capital is one of the most profitable department stores in the country attracting large numbers of visitors. The programme does not only include cooking events, but the Miele studio may also be hired out for other events.



*Opportunity for Tokyoites to experience design at the Miele Center Omotesando.*



*Leading architect Kengo Kuma (2<sup>nd</sup> from right) and Jens Keunecke (centre) were available for interviews.*



*Miele products inside: pictures of construction projects provided ideas.*

# Interactive Design at close range in Tokyo

In 2015, the Tokyo Design Week celebrated its 30<sup>th</sup> anniversary and presented extraordinary architectural, interior, product and graphic designs as well as art from all over the world. The anniversary's motto was "Interactive Design"; corresponding to this, in Miele Center Omotesando, a special pop-up gallery was opened under the theme of "Design for Life – Interactive". On this occasion, Miele appliances cut quite a figure as design objects. However, it was not only possible to have a look at them, but to also test and experience them for real.

The ground floor welcomed all visitors with an exhibition of large-sized photos showing 38 buildings in which Miele ap-

pliances had been installed. These photos gave all visitors great ideas as they had the opportunity to produce plans to furnish and renovate their own homes. All architects at the event were available for questions, others had even brought their own customers. This ten-day exhibition also included models of select buildings constructed by Kengo Kuma, a famous Japanese architect, who designed the Miele Center Omotesando in Summer 2011.

Kengo Kuma was personally present at the inaugural event where only invited guests were in attendance. Jens Keunecke, Vice-head of the Miele Design Centre in Gütersloh, had also travelled to Tokyo to answer questions from journalists working

for leading kitchen, lifestyle, architecture and design magazines and online media.

It was particularly important to Hideki Matsubara, Managing Director of the subsidiary, and his Miele Japan team to convince more architects, interior designers and kitchen specialists of Miele. They had the opportunity to experience the new Design for life concept and the built-in appliances belonging to the Generation 6000 product range which had only been introduced recently in Japan. New customers, who had never heard of Miele before, also took advantage of the Design Week. This way, the subsidiary was able to promote the Miele image as a premium brand with a great design.



## Exploring Generation 6000

The Japanese subsidiary organized a week of experiences at the Miele Center Omotesando for more than 460 guests to introduce the Generation 6000 product range. A total of fourteen events during five days took place seeing 400 VIPs, business partners, and retailers not only from Tokyo, but from all regions of the country. The guests who participated got to know the new built-in appliances and the Design for Life concept. In addition, the Japanese subsidiary's team was happy to welcome 60 representatives from the media.

Miele impressed its guests not only with particularly refined finger food and small meals which were prepared and ex-



*Eagerly awaited: the new Generation 6000 appliances*

*Dr. Hans Carl von Werthern, German Ambassador in Japan, and Mr. Hideki Matsubara, Managing Director of Miele Japan*

plained by the top French chef in Japan, Yosuke Suga. Guests who were interested in learning more about possible preparation methods and the functionality of the appliances were invited to have a look around the Miele Center: All appliance combinations

had been installed and were ready for being tested; the guests also had the opportunity to ask questions. The chef Suga explained the advantages of the new model range and he was positive about the operator guidance: "Everybody can be an expert with Miele!"

## French cuisine causing a wave of enthusiasm in Tokyo

In 2011, the France Restaurant Week was founded in Tokyo to promote French food and gastronomic culture in Japan. Last year's inaugural event took place at the French embassy in July 2015 in the presence of the French ambassador to Japan. On this occasion, Alain Ducasse, the famous French chef, travelled to Tokyo, too; his company had organized the event in cooperation with Diners Club in Japan.

In 2015, La table de Diners Club @Miele invited its guests to the Miele Center Omotesando, a place where the best young French cuisine chefs in Japan cooked for their guests. They came from all regions in Japan and even from France and each one of them prepared delicious and interesting creations for ten guests which were served on an elegant table.

The event concept was a refreshing and welcome change for the chefs too: those who had been responsible for the menu the day before now became assistants to another head chef. At the same time, the familiar atmosphere created by the open kitchen at the Miele Center invited the guests to take a look at the chefs doing their work and talk to them.

At the inaugural event, Mr. Fabrice Renaud, Director at Alain Ducasse Entreprise Japan, pointed out that the 200 entrance tickets available for a lunch or a dinner with Miele had been sold out after just two days. The young chefs were impressed by the equipment and by the stylish Miele Center surroundings; both newspaper and online articles also praised the Miele contribution to the France Restaurant Week.



*"We are observing an ever-greater pursuit of excellence and quality of life from the general public in Asia and China."*

Dr Axel Kniehl, Executive Director  
Marketing and Sales at Miele

*The Miele Laundry Care Exhibition excited visitors in the atrium of the ifc mall in Hong Kong.*

# Celebrating laundry care excellence

Miele's pioneering history in laundry care excellence was staged last October at the Oval Atrium of the ifc mall in Hong Kong. As a company that led the development of the washing machine, "The Miele Laundry Care Exhibition" took visitors on a journey back in time to experience the evolution of laundry care, showcasing five of its historical laundry appliances as well as other historical artefacts, for the first time in Hong Kong to amaze enthusiasts with its legacy for laundry care. From the first water powered oak-made washing machine made in 1904 and ground-breaking fully automatic washer, to the latest flagship prestige range of washers and dryers revealing the many years of expertise and legacy to every guest.

The brand continued to impress visitors with its forward-thinking innovation at the "Miele Lab" by showcasing the

science of cleanliness. Demonstrating the chemistry behind some of its renowned fabric detergents to guests, the Miele Lab allowed visitors to understand more about the world-premiere feature Twin Dos and its exceptional cleaning performance with interactive and intriguing experiments. Only a few metres to the side, the quality of Miele's products was presented using an exploded 3D Machine – a 360 degree, inside-out, view of the brand's most prestigious model.

Visitors could also experience the brand's professional care at Care Corner where a care guide explained how to take impeccable care of your wardrobe by demonstrating Miele's range of products in a modern household environment. Nice giveaways for the guests: a complimentary fashion pin as well as fabric care tips post-cards with fashion sketches created by a local Hong Kong fashion illustrator.

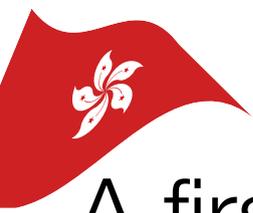


*More than a hundred years lie between the first oak-made washing machines ...*



*... and the latest model, here an exploded 3D machine that shows every part.*

Dr. Axel Kniehl, Executive Director at Miele, commented: "Miele is honoured to showcase its legacy and latest innovations in Hong Kong through this exhibition. We are observing an ever-greater pursuit of excellence and quality of life from the general public in Asia and China." Kenny Lam, Managing Director at Miele Hong Kong, added: "As a distinguished brand on the leading edge of the industry, this exhibition is certainly a milestone for Hong Kong. We would also like to take this opportunity to thank our partners for their support and contributions."



# A first-class cooking experience



*Everything in balance: Justin Quek and guests at the Chef's Table*



*European techniques meet Asian home-grown food.*

To continue the much talked about Chef's Table series, Miele hosted the second session of this exclusive dining event at their Private Lounge in Causeway Bay, teaming up with one of Asia's most recognised chefs, Justin Quek.

Launched in 2014, The Chef's Table is a unique dining experience that invites some of the world's finest chefs to create a dinner-at-home experience for a select few guests at the heart of the Miele Kitchen. The essence of the event is the combination of creativity and experience-sharing. Each chef is asked to create a theme for the evening, sharing both their story and inspiration through food and conversation around the table. The event is fast becoming the hottest ticket in town, with Miele's table, set in the heart of their kitchen, sitting just 20 people, with only four seating's throughout the week.

"The idea of Chef's Table is to bring some of the world's most exciting names in food to our kitchen, put some of our products at their disposal and see what they can create", explains Miele's Marketing Director in Hong Kong Richard Green. "The spirit of Miele and our brand

is brought into the experience through the use of our products and in the fact that we are providing the platform from which an exceptional dining experience is created in a setting where people can talk to the chefs and watch what they're doing."

Each chef gets to tell their story at the table, choosing a theme for the evening, which the menu and style of the event are built around. All elements of the evening are then designed around the authenticity of a chef's kitchen, nothing on the table is superfluous and everything is there for a reason. One example of which is the table centred piece, which is compiled of a beautiful arrangement of raw ingredients from the actual menu. As such the chef can show and demonstrate to guests what they're eating and where it comes from. Green finishes by saying, "It's all about interaction, talking, showing, sharing."

For the second iteration of the series in May 2015 Miele had invited the renowned Singaporean chef, Justin Quek. Being the chef and owner of the celebrated French restaurant Sky On 57, Quek is widely recognised as Singapore's most important interpreter of French cuisine. Having learnt his craft at the

legendary Les Amis, one of the top restaurants in the Lion City, Quek has gone on to win a series of accolades including the San Pellegrino Chef of the Year and World Gourmet Summit's Hall of Fame Best Chef.

Quek created a menu under the theme Balance. "I showcased my Asian heritage by giving a modern interpretation to a familiar cuisine, using my European techniques to take Asian and home-grown food to a high level. It was about bringing out the best of both worlds and creating a fine balance," said Quek.

The evening event on the 8<sup>th</sup> of May was attended by a number of renowned guests including Asia's leading supermodel Ms Amanda Strang, TV director Mr Sean Lee Davies, socialites Ms Feiping Chang, Ms Jessica Jann and her sister Ms Janice Jann, Marketing Director of Van Cleef & Arpels, Mr Peter Cheung, Managing Director of Givenchy, Mr Ayub Mohamed, President of Saint Laurent Asia Pacific, Mr Roberto Savian etc. It was a memorable evening with a unique and exclusive culinary experience while everyone expressed their anticipation for another Chef's Table event with Miele.



# Inspiring events in Shanghai and Beijing

In Asia, Miele fans are often forced to wait a bit longer for new products. One reason for this is that the appliances have to be adapted to the requirements of these markets, first. However, once the adaptation process is completed, the colleagues in the Miele subsidiaries get ready to rumble by staging product placements full of creative ideas.

This was also the case with the Generation 6000 built-in appliances and the W1 and T1 laundry innovations. Both model ranges were presented at two different events in Beijing and Shanghai in a befitting manner.

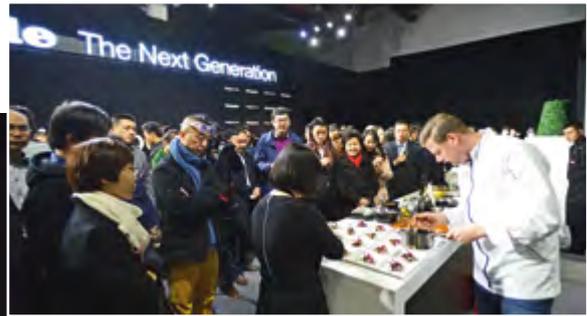
On the occasion of the 6000 built-in appliances presentation, Miele had invited 400 guests to the Shanghai Expo Park, including VIPs, business partners and media representatives. The entertainment programme included ballet and Chinese kun opera presentations which drew an artistic line to the new products. For this purpose, Miele also employed four famous kitchen chefs who made sure that the guests were well catered for.

The subsidiary presented the new washing machine and dryer models a couple of months later on the occasion of an event at Kerry Hotel situated in the

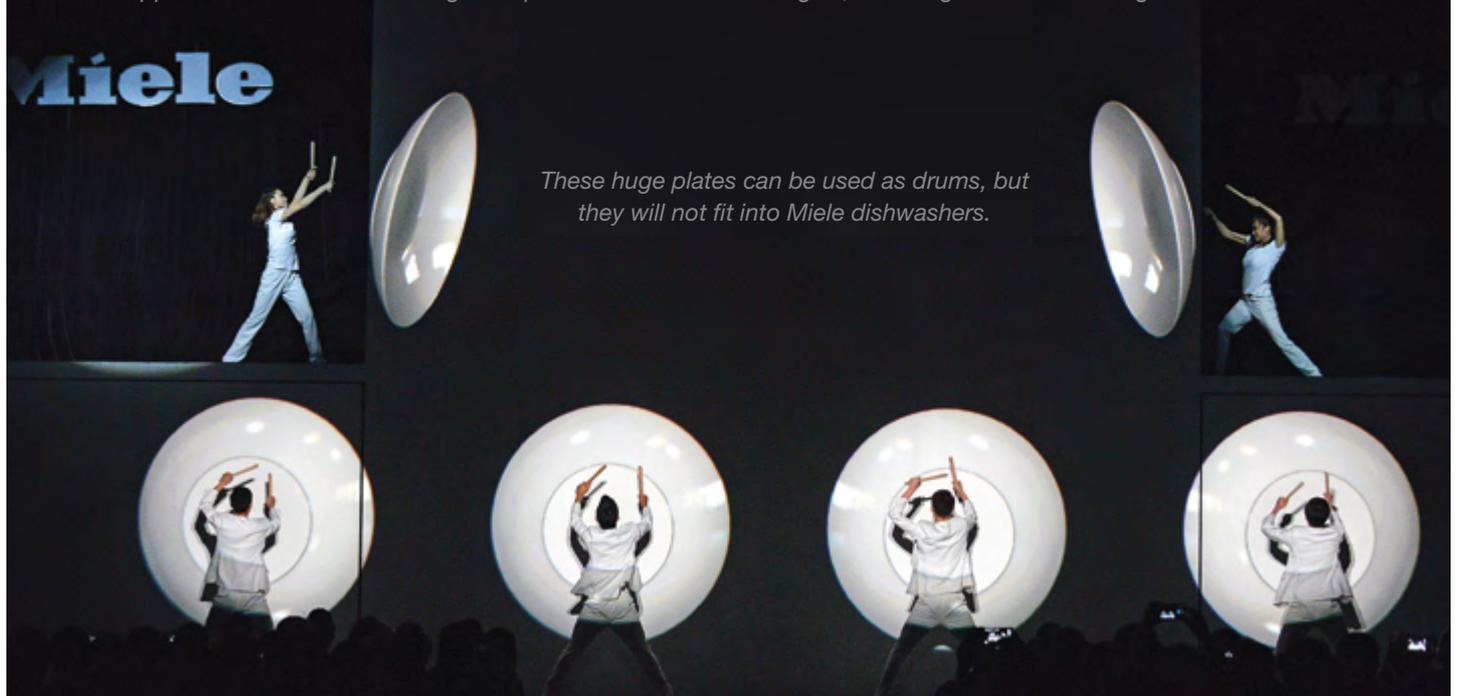
centre of Beijing City, right next to the new Miele Center. The show programme, taking place in an imaginary world, included acrobatics, modern jazz dance and taiji. The second part of the event took place at the newly designed Miele Center next door. Before the event began, certain VIP guests, including Dr Frank Rücker, representative from the German embassy in China, top Chinese actor Li Chen as well as Markus Miele and Reinhard Zinkann, had to "activate the light switch" by pedalling hard to illuminate the facade of the Miele Center with electricity that they had generated.



Miele China celebrated the launch of the new built-in appliance models at the Shanghai Expo Park.



400 guests experienced a diversified event in Shanghai, including food and beverages.



These huge plates can be used as drums, but they will not fit into Miele dishwashers.

# The premium experience

Miele is growing and this also becomes visible in a series of new exhibitions that have been opened around the world over the last months. Read about where the brand's premium claim is tangible on the next pages.

Johannesburg  
Coral Gables  
Vancouver  
London  
Sofia  
Bucharest  
Moscow  
Yekaterinburg  
Manila  
Amman  
Beirut

*Opening of the refurbished Experience Centre in Johannesburg*



*Show act with ladies at the opening event for the Experience Centre*

*Create your own kitchen: Miele inspires customers in Johannesburg.*

# Johannesburg

Miele's newly refurbished Johannesburg showroom in Bryanston, the Miele Experience Centre, is packed with innovative architecture and technology to showcase its state-of-the-art range of premium kitchen appliances. Miele's Co-Proprietor and Executive Director, Dr. Reinhard Zinkann, who flew in especially from Germany for the event, officially reopened the showroom in August 2015.

Representing a large investment, the refurbished showroom demonstrates Miele's commitment to the South African market where demand for its world-leading, premium appliances continues to grow. The stylishly striking Miele Experience Centre with its inspirational lifestyle environment makes the most of the space at its premium Bryanston site.

Managing Director of Miele South Africa, Brennan Menday, is enthusiastic about the opportunities the new showroom will afford customers: "The expansion of Miele's Experience Centre is a testament to Miele's commitment to South Africa. We believe that the refurbishments will be welcomed by our increasing number of custom-

ers, including homemakers, architects, interior designers and specifiers, as well as our retail partners."

Strong branding throughout the internal layout effectively and comprehensively displays virtually the entire appliance range, including the outstanding colour selection of the award-winning Generation 6000 range of cooking appliances. There are special areas that display the various appliance categories. One of the most exciting new areas in the new showroom is the space dedicated to the much-anticipated new Miele range cookers, set to be launched to the South African market in 2017.

The generously appointed Centre gives Miele South Africa an even better opportunity to showcase and demonstrate their appliances, so that customers can confidently make the right choices to suit their individual lifestyles. To make it even easier to visualise, the subsidiary introduced Miele's innovative digital Kitchen Appliance Visualiser which enables customers to virtually build their own kitchen in an almost photo-realistic style.

One of the driving inspirations for the new showroom design was to ensure that customers feel at home and welcome in the Miele Experience Centre. The newly refurbished reception area and coffee bar has been designed to do just that. A central aspect of the showroom is the event kitchen where consumers can come and enjoy cooking demonstrations by celebrities and well-known chefs. "We now offer hands on cooking in our innovative space catering for up to 20 budding chefs. This has really delighted our consumers who while using our appliances really do experience the Miele difference," says Brennan Menday.

Miele Germany's in-house interior architect, Birgit Lukas, designed the Johannesburg Centre. The stylishly designed luxury showroom concept mirrors other Miele Centres at key international locations around the world.



*Reinhard Zinkann and Christian Gerwens (middle) came from Germany to celebrate the reopening with guests.*



*Coral Gables borders directly to Miami.*

*Greetings from Florida: Miele staff together with Jan Heck, Markus Miele and Reinhard Zinkann*

## Coral Gables

**M**iele US marked the official Grand Opening of its Coral Gables Experience Center with a VIP Ribbon Cutting and Cocktail Reception on February 24, 2016. Located in the downtown commercial district of Coral Gables, the center is Miele's first Experience Center in South Florida, and second in the state of Florida, accompanying the Miele Experience Center in Boca Raton.

Dr. Markus Miele, Dr. Reinhard Zinkann and Nick Ord were present at the exclusive ribbon-cutting ceremony which welcomed more than 200 designers,

builders, developers, dealers and press. The new center will allow Miele to better serve the diverse clientele in South Florida as a resource for local dealers, designers and customers.

The Mayor of Coral Gables, Jim Cason, and the President of The Coral Gables Chamber of Commerce, Mark A. Trowbridge, were among the VIP attendees. During the ribbon cutting ceremony the Mayor and Trowbridge presented the owners with the official seal of the City of Coral Gables and a proclamation.

"Coral Gables is a great place for Miele to be, it is very international with people of over 120 nationalities residing here as well as several major real estate projects," said Mayor Cason. "The new Miele Experience Center couldn't be in a better location."

The 4,766 sq. ft Experience Center encompasses a sophisticated, innovative and luxurious design strategically placed in South Florida where the top-ranked infrastructure allows for international access; Miami is the gateway to Central and South America. With Miami's steadily growing population, Miele has seen great success in high-rise project business and the growth potential is enormous.

Customers will be able to partake in a variety of specialty classes and events incorporating the latest appliances at the Experience Center. The space offers customers the chance to get familiar with the Miele brand before putting it in their own homes. The showroom is also an educational resource where a knowledgeable sales team and staff are ready to educate and demonstrate each life-inspired use and advantage that Miele appliances can offer to designers, architects and new clients alike.



*Cutting the ribbon with Yves Dalcourt, Markus Miele, Reinhard Zinkann, Axel Kniehl, Christian Gerwens and Jan Heck (from left)*

# Vancouver

After the completion of comprehensive restructuring measures, the Miele Experience Centre in the Canadian metropolis of Vancouver finally re-opened. 150 invited guests – business partners, designers, architects and media representatives – experienced an opening gala focussing on the products: new range cooker, range tops and range hoods specifically developed for the North American market. In the exhibition space – in total 650 sqm – customers and business partners have the opportunity to learn more about these appliances through regular cooking events.

Miele Executive Directors Dr Markus Miele, Dr Reinhard Zinkann and Dr Axel Kniehl had also travelled to Vancouver for the occasion of the re-opening. Markus Miele pointed out that the company had been successfully growing in Canada since 1988, with one important business segment for Miele Canada being the project business. Reinhard Zinkann stressed that, thanks to the new Experience Centre, it is possible to experience the brand values in an impressive way and that Miele, with its range cookers, now has a cooking appliance range focussing on the needs of Canadian customers. Zinkann indicated that Miele is going to launch these North American cooking appliances on other markets, too. Axel Kniehl thanked Jan Heck who had been the Managing Director of the Canadian subsidiary since 1999 and who had been massively involved in the company's development. From now on, Heck is going to manage the US subsidiary; his successor in Canada is going to be Yves Dalcourt. Dalcourt had already held the position as the Vice-President Sales for Miele in Canada from 2007 to 2012.



*The ranges are the centre of attention at the re-opened Miele Experience Centre in Vancouver.*

# London

**D**esigned to showcase its latest appliance innovations in an impressive design environment, the refurbished Miele London Experience Centre is the perfect venue to view the entire range of Miele appliances. A team of Miele product experts and home economists are also on hand to offer advice and support to potential customers and owners.

Located at the top of Wigmore Street, the front half of the refurbished 200 sqm Experience Centre features four stylish kitchens fitted with the latest Miele appliances that push the boundaries for performance and design. The next section houses a separate laundry and dishwasher area with live appliances, along with a working kitchen for pre and post purchase customer demonstrations. As well as the refurbishment inside, the exterior of the London Experience Centre has also been updated to include a new entrance with two full-length glass doors.

At "Taste for Design – Just Imagine" Miele's talented home economists will demonstrate how its built-in cooking appliances can be used to create delicious dishes with outstanding quality. Attendees will get to sample the precision and accuracy that Miele cooking appliances offer for temperature, timing, cooking functions and moisture levels with a taster menu. Miele's experts are also on hand to offer product advice and answer questions. This course is ideal for keen foodies planning a new kitchen or updating a current scheme.

Demonstrations will also take place for Miele owners who want to get the most out of their steam and steam combination ovens. During "Discover Your Steam Oven", owners will be shown the principles of steam cooking and how versatile Miele steam ovens are. Discover "Combi-Steam" goes through the ovens' features,



*A toast on the new centre: Markus Miele, Lynn Murray, Marketing Director Hatch Mansfield for Taittinger, Axel Kniehl and Reinhard Zinkann*



*A stylish ambience characterizes the London Experience Centre, here at the official reopening.*

such as menu cooking, the roast probe and combination cooking, as well as the basics on how the oven works. Lunch is included in both one-hour sessions.

For more information on Miele demonstrations: <http://shop.miele.co.uk/events/>



*The exterior of the London Experience Centre in Wigmore Street with its new entrance.*



# Sofia

Last October Miele in Bulgaria opened its doors to the public at the Miele Experience Center, which is located on the southern-side of the Sofia's city centre, in the Red Apple award-winning designer building.

At the glamorous opening event that had the spirit of an "Oscar Awards" party, the special guest, the famous nutritionist Mr Hippokratris Papadimitrakos, described his experience with the Miele appliances and how they made his life as a business man and also as a father of three kids much easier. Parallel

to this, Mr Papadimitrakos fascinated visitors with his spectacular cooking show, literally putting pans in fire. Also present were 30 journalists from the most important Bulgarian media, trade partners, Regional Managing Director Josef Vanicek, as well as members from the Greece subsidiary team, who is supporting the Bulgaria subsidiary.

Customers can experience the Miele philosophy Immer besser, namely seeing, touching, tasting and experiencing the brand's wealth of innovations and patents live in a way that no other competitor has established so far in Bulgaria over 125 sqm. 69 appliances in total are displayed in the showroom. The aim of the Experience Center is to provide customers with the service they deserve, enjoying and making the buying process a special and unforgettable event. Additionally, trade partners can also make use of the facility by organising their team-building seminars or strengthening their relationship with their customers with cooking events or seminars in laundry care.



1 All in red and white: the new Miele Experience Centre in Sofia

2 Miele displays probably the finest collection of household appliances in Bulgaria.

3 Daniela Mirazchieva, Managing Director of Miele Bulgaria, and Josef Vanicek, Regional Managing Director, cutting the ribbon

Lively discussion:  
Markus Miele,  
Reinhard Zinkann,  
Loredana Butnaru  
and TV presenter  
Andi Moisescu

# Bucharest



In Romania Miele staged the first gala event in the Bucharest Centre with elaborate presentation. In order to be able to offer enough space for this special occasion with 120 guests – including employees, customers, dealers, business partners, VIPs, architects and representatives of the media – the 300 sqm exhibition area was expanded with a marquee. Andi Moisescu, a TV presenter well-known through his own show and as a member of the panel of "Romania's Got Talent", gave a warm welcome to the guests. To help the guests to tune into the theme of the evening he presented a film about the company's history. This look back was followed by a lively discussion round: in addition to Moisescu, chairing the debate, Loredana Butnaru, Managing Director of the subsidiary, Dr. Markus

Miele and Dr. Reinhard Zinkann discussed current and future trends in household appliances. The artistic digital graffiti of the Miele logo, which Loredana Butnaru projected onto the screen, produced an aha reaction in the audience. Visitors were then able to explore the exhibition, accompanied by the atmospheric jazz music of the Irina Sarbu Band. The highlight in the marquee was the Blackboard Edition – winner of the iF product design award – onto which an artist conjured a Picasso chalk drawing.

At a press conference on the day after, representatives of significant media got the opportunity to get into round-table discussions with Markus Miele and Reinhard Zinkann and to find out, in detail, about the Miele Group and especially Miele in Romania.



Miele's Blackboard Edition inspires and excites guests and actresses – here with the subject of a painting by Picasso.



The polar bar at the Bucharest Miele Centre fascinated the guests of the gala event.

There were two reasons for celebrations for the Russian subsidiary: two days in a row they celebrated the openings of Miele Experience Centers in Moscow and Yekaterinburg. The recently inaugurated centre in the southern part of the Russian capital is 450 sqm large, perfectly complements the Miele Center in northern Moscow, and is the ideal way to be available for Miele customers in the entire area and provide them with great services. Thanks to the coffee bar, an active kitchen and kitchen visualiser, visitors have the opportunity to experience the brand with all of their senses. The kitchen visualiser in particular has become an important pillar of many Experience Centers. This is the place where customers are able to arrange Miele appliances on a screen to get a realistic impression of their future kitchen.

The Center in Yekaterinburg is a première for Miele since it is the first center in the entire Ural region. Over a space of 430 sqm visitors have the opportunity to actively experience current product highlights – and obtain information about the company's history in the "Historical Zone". The centre is based in the heart of the historic city centre, close to prominent neighbours, such as Louis Vuitton and Villeroy & Boch.

Both inauguration celebrations had the motto "Modern Art in Miele Home Appliances" as an expression of inspiration and the brand's emotional claim. Creative presentations in line with this theme provided

Yekaterinburg  
MOSCOW



1 The Experience Center in Yekaterinburg is a première for Miele in the entire Ural region.  
2 Miele celebrated the opening of the new Experience Center in Moscow with live music.

great entertainment: artists drew portraits of the guests and interpreted modern works by Russian and German artists using food. The programme was completed by tours of the exhibition, the presentation of new Miele appliances, live music and culinary treats.

Manila

Consumers with impeccable tastes now have an exciting new hub where they can find top of the line furniture and fixtures for their home. Focus Global Inc., the exclusive Philippine distributor of the world's finest brands in premium home furnishings launched its biggest showroom in one convenient location in April 2015.

Situated at the newly constructed Twenty-four Seven McKinley building at the intersection of 24th Street, 7th Avenue and McKinley Parkway, the new showroom promises to be the ultimate destination for

design inspiration for both homeowners and designers alike. The showroom consists of five floors with more than 5,000 total sqm of space dedicated to showcasing the latest trends and innovations for every room in the home. Besides furniture brands from Italy and the USA, the latest bath and wellness technologies from Dornbracht and Villeroy & Boch are showcased. Siematic has six design kitchens on display equipped with Miele appliances. Included is a live-cooking and event area and an area with historical Miele appliances.

As with the other Focus Global showrooms located in Makati, Mandaluyong and in Cebu City, clients will be assisted by highly-skilled and trained in-house architects and designers. Cooking demos are conducted regularly as a platform to showcase the products' functions. At the official opening gala Athmane Lakhlifi, Director Export Sales at Miele, underlined: "Since 2003 we have cooperated with our long-standing, exclusive partner Focus Global Inc., who we are not only committed to on account of their long business relationship with Miele but because we also share the same values. Both companies have a long tradition, both companies are shaped by their proprietor families and both companies place great store by quality, partnership, a customer focus and brand values."



1 First class – Siematic kitchens with Miele appliances in Manila  
2 In the Twenty-four Seven McKinley tower Focus Global Inc. showcases premium products over 5,000 sqm.



More information: [www.focusglobalinc.com](http://www.focusglobalinc.com)

# Amman



The cooperation that has existed since 2010 between Importeur Unique Units LLC, owned by Tony Abu Leil, and Miele has now been crowned with the glamorous opening of a dedicated showroom on Mecca Street in the heart of Amman – embedded in a prominent shopping promenade for interior design and in the vicinity of three kitchen studios.

Around 200 designers, architects, journalists, business partners, customers and guests of honour, including Issa Murad, the chairman of Amman's Chamber of Commerce and Shaker Fakhoury, executive of The Bank of Jordan, attended the opening celebration and witnessed the premier of the exhibition over two storeys, which combines modern style with a traditional Arabian touch in a unique way. The evening's highlights included live baking by Chef Abdullah of Sugar Daddy's, one of Amman's most popular bakeries, accompanied by atmospheric saxophone music.

On day two, a gala dinner on the roof of the Kempinski Hotel with around 140 guests brought the festivities to a stylish conclusion. In a video message, Dr Markus Miele and Dr Reinhard Zinkann expressed their congratulations on the opening of the showroom. As they were unfortunately unable to attend in person, they sent their best wishes together with a gift: silver Miele Signature handles engraved with a personal dedication.

The radio compere Lina Abu Ghazaleh charmingly chaperoned guests through the programme, during which an old and a future washing machine were used to impressively illustrate technical progress. Musical entertainment was provided by the popular Jordanian singer Martina Majdi.

1 The newly opened Miele Showroom on Mecca Street in Jordan's capital city Amman

2 Tony Abu Leil (standing, 3rd from left) with Rudolf Saibert and Athmane Lakhlifi (2nd and 4th from left, both Miele) and the team of Unique Units

3 Part two of the inauguration ceremony on the roof of the Kempinski Hotel

1 Looking forward to lots of visitors: the team of the Wakim Group with Markus Miele, Salah Wakim and Reinhard Zinkann (back row, center)

2 Inviting guests on an extensive tour of exploration through the world of Miele: the Experience Center in a prominent location in the Lebanese capital.

3 Covering 1,000 sqm on two levels, the Beirut Miele Experience Center, which has its own café, is one of the largest in the world.



# Beirut

Miele importer Wakim in Beirut had two reasons to celebrate at the same time: during the 35-year anniversary of its cooperation with Miele, the Wakim Group moved into new premises in a prominent location in the Lebanon's capital city. With 1,000 sqm of area on two levels, the Beirut Miele Experience Center, which has its own café, is one of the largest in the world. In order to give this jewel a fitting inauguration, the Wakim family invited guests to

a top-class opening ceremony. 500 guests – including numerous VIPs – enjoyed not only the premiere but also an extremely wide variety of culinary delights: top chefs created a diverse banquet with delicacies of Arabic, Asian, French and Italian cuisine and an extensive desserts and cheese buffet plus champagne from the cooperation partner Taittinger.

It is not for nothing that the Miele brand enjoys such great fame and popularity in Lebanon, even being regarded as the most coveted brand in the country. Because that is exactly what the Wakim family have been working towards for decades: Salah Wakim has been active in the business as Founder and President, his wife Thilda as Interior Design Director, and his sons Fouad and Omar as Managing Director and as Miele Experience Center Manager respectively. The trusting cooperation between Miele and the Wakim Group is based not least of all upon the families that the two family companies hold in common, such as long-term, inter-generational and therefore sustainable thinking and acting. This was also emphasised by Dr. Markus Miele and Dr. Reinhard Zinkann in their speeches. As a gift for the host, they handed over golden handles from the Miele Signature collection with personalized engravings, which received a place of honour in the exhibition.



*Around 500 guests attended the premiere evening. Top chefs provided culinary diversity at the highest level.*

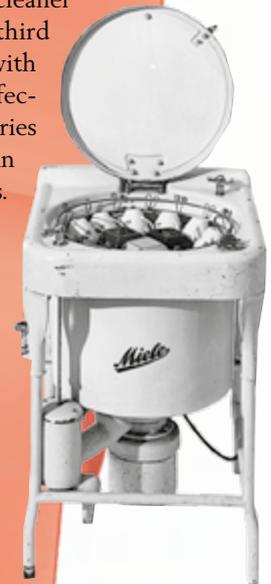
# Celebrating 100 years with a family day

When there's something to celebrate at Miele, it's always with a friendly, relaxed atmosphere, and the centenary of the Bielefeld plant was no exception. The company invited all the location's workers and their families to a family day – and 8,000 visitors came to take a look behind the scenes: In the vacuum cleaner and dishwasher production areas as well as in the Professional division, the employees had prepared an exciting visit. Here you could assemble a vacuum cleaner yourself and extract gummy bears in an "endoscopic operation". At the main party area, there was fun and games with a bouncy castle, giant table football, face-painting, and of course a wide selection of food.

The Miele plant in Bielefeld was founded in 1916 as a second production location. In the early years, Bielefeld was tasked with the production of cream separators and electric motors. But as early as 1924, the first bicycles left the factory gates, quickly

gaining a legendary reputation for their high quality; Later, motor bikes were also produced. The second important product was vacuum cleaners, which were manufactured in the plant from 1927. In 1929 production started on Europe's first electrically powered dishwasher.

While bicycle production came to an end in the early 1960s, vacuum cleaners and dishwashers are still two important pillars of Miele in Bielefeld today. Two interesting figures: In total, around 16 million Miele dishwashers have been produced between 1960 and the present day. And last year the 50 millionth vacuum cleaner rolled off the assembly line. The third pillar is the Professional division with commercial washers, washer-disinfectors for medical applications (surgeries and hospitals) and appliances used in research and industrial laboratories. Miele employs around 1,800 workers in Bielefeld.



*The first domestic dishwasher was manufactured by Miele in Bielefeld in 1929.*



*Fun and games at the centenary of the Bielefeld plant*



*Just a bit of fun: "Surgically" removing gummy bears from a doll*

*Ideal for switching off: the holiday world of the hotel Jungbrunn in the Tannheim Valley, Tyrol*



## In permanent use at the Jungbrunn

On the sun terrace of the Tannheim Valley in Austria, there is a unique holiday world: the Jungbrunn, an alpine lifestyle hotel with architecture combining Tyrolean tradition with the latest trends. A ton of laundry is washed here every day – with technology from Miele Professional.

**T**he design of the 81 rooms is as individual as the range of sports, leisure and wellness options, not to mention the gourmet cuisine in three different restaurants. There is no longer anything to recall the dormitory and ten bunk beds with which everything started in 1962. Since then, Markus Gutheinz has taken over the hotel from his parents, and runs it together with his wife Ulrika and son Marcel. The family has invested in new technology time after time.

Since 1988, all the hotel's laundry has been washed directly in the Jungbrunn itself, and the newest Miele laundry machines are just under two years old. "They are in constant use, because the hotel generates around six tons of washing per week", says Marketing Directress Claudia Sartori. The equipment includes four washing machines with filling weights of 16 to 32 kilograms, three matching driers and a large mangle with pleating machine. It is normally not switched on until 2 pm: the kitchen has a break then, and the stove and oven no longer need electricity, so this can then be immediately used in the laundry. Because electricity is not available to an unlimited

extent in the secluded Tannheim Valley, all of the building services are connected with a so-called peak-load cut-off – with the result that at midday the appliances in the kitchen have priority and little happens in the laundry.

At night, however, far away from the guestrooms, the washing machines and driers are working flat out. Two employees operate the machines, experienced staff who know their way around an extremely wide variety of stains, especially with the removal of oil, which is often to be found in the bathrobes, and terry cloth and linen sheets after the Ayurveda treatments. If the normal 60°C wash programme does not get rid of it, a proven household remedy has to be used: "If the oil stains are really thick, we pour a litre of milk into each washing machine drum", reports housekeeper Turnay Koruk. And if it does happen that the colleagues do not have the solution for a certain problem, she says, then one of the 170 service technicians at Miele Austria will be quick to provide assistance. "The team at Miele Professional offers very good support for all the questions we have on the subject of laundry."



*Responsible for clean laundry: capable employees and technology from Miele Professional*

## New internet presence for Professional

Customers of Miele Professional will now be able to find the right product even more quickly: the new homepage offers a clear structure, modern layout, and a convenient filter function. Users can either look around for suitable devices for their industry or start searching for a product immediately – and save all results and compare them with each other. Purchasers will also find comprehensive information on financing, accessories and more on the internet sites.

"With our new homepage, we will reach our customers even more quickly than before", says Andreas Barduna, Division Director Professional Sales, Service, Marketing. The internet presence is perfectly suited to supply the customers with information early on, he said. It would therefore be all the easier to find individually suitable solutions in the detailed consultation meeting. Free downloads such as brochures and user instructions are easy to find on the Miele sites. Follow this link for the German Professional site: [www.miele-professional.de](http://www.miele-professional.de). Other subsidiaries will follow.





*1 25 years of wet cleaning: Jürgen Schäfer, Director of Product Management Laundry Technology at Miele Professional (right), presented the system at an international guided tour for the press.*

*2 Full house: the stand of Miele Professional was well visited at all trade fair days.*

*3 Marty Kimmerer, textiles cleaner from Canada, has been working with wet cleaning in Miele machines since 2002 – and even equips cruise ships.*

# Washing, drying, ironing - live

Visitors to the Texcare 2016 trade fair found what they were looking for with Miele Professional: washing machines, driers and a large mangle were densely surrounded at the fair stand in Frankfurt (Germany). The clothes rails too – by visitors looking very closely at blazers, shirts and evening dresses.

Because sensitive textiles, which are often labelled as "non-washable", can be wet-cleaned in Miele machines. With water in the patented honeycomb drum and with biodegradable detergent. The system is called WetCare, was developed by Miele and Kreussler 25 years ago and has long since asserted itself as an alternative to chemical cleaning. Now, wet cleaning works in all washing machines from Miele Professional, from the smallest model for a filling weight of 6.5 kilograms to the biggest for 32 kilograms of laundry. Trade visitors gathered tips for practice, discussed with the Miele experts and with textile cleaners from all over the world who are using the system successfully.

The first slim heat pump tumble dryer was also the focus of attention. With its width of 71 centimetres, it fits into even small niches. The latest technology halves energy costs, and nine kilograms of laundry are dry after a little over an hour.

With appliances suitable for use in self-service laundries, Miele awakened the interest of guests from Germany and abroad, and of the experts of the company Lava Più which has opened more than 600 salons in Italy since 2006. The chain, the red and white color-coordination of which has become a trademark throughout the country, is continuing to grow steadily, also with the support of Miele Italy. Because with Miele, the professionals not only get machines, but also knowledgeable support: from the planning of a new project to the maintenance service from the company's own customer service.



Gina Garaventa (left) and Rehana Sharma from the Miele subsidiary with the award for the Best Kitchen Appliance Brand

## Good Food in the Middle East

The BBC Good Food Middle East Awards, known for celebrating the best restaurants, food and appliance brands, were held for the sixth time in Dubai in 2015. In these consumer vote-based awards, end-users get to nominate and vote for their favourite restaurants and food and appliance brands. In 2015 the Miele subsidiary in the United Arab Emirates was the sponsor of Chef of the Year. This meant the final of the competition was held in the Dubai Miele Gallery. The event is judged by the "crème de la crème" of the foodie world. Miele received optimum brand coverage via a cross-section of media before, during and after the event including at the BBC Good Food awards. As well as being the sponsor, Miele was also voted for and won the most prestigious award for the appliances industry as the Best Kitchen Appliance Brand in the region.

# Accolades in Good Design

Miele Australia collected the maximum number of accolades for any one brand at the prestigious Australian Good Design Awards, taking home four awards and being nominated as finalists for two products. Organised by Good Design Australia, the 2016 Awards presentation saw Miele win in the Domestic Appliance category for the DGD 4635 pressure steam oven, WMV 960 WPS washing machine, TMV 840 WP heat pump dryer, and B 2847 FashionMaster steam ironing system. Additionally, the Miele DA 6700 D Aura island cooker hood and DA 2690 EXT extractor were acknowledged as Good Design Finalists. Miele's standout performance at the Good Design Awards confirms the brand's excellence in the design and innovation of appliances as judged by a panel of industry experts specialising in the fields of industrial design, engineering design, software electronics design and architectural design.

Good Design Australia CEO Dr Brandon Gien said these awards recognised the important role of good design in taking innovative ideas and transforming them into commercially successful outcomes, helping businesses, manufacturers and service providers thrive in a competitive marketplace.



Award for the master of fashion

## Best after-sales service in Austria

The Austrian After-Sales Service Association (KVA) has awarded the Service Awards for the 15th time, honouring the best after-sales departments. Miele once again received awards in 2016.

For the KVA Service Awards, customers indicated their satisfaction with the work quality and conduct of technicians as well as with the acceptance and processing of orders by after-sales organisations. Miele has received the B2C Service Award fourteen times in fifteen years to date, and this year also received the B2B award for the first time. 20,000 individuals were interviewed in total for this.

190 service technicians take care of 500,000 customers all over Austria. Miele runs a central spare parts warehouse in Wals near Salzburg. Each technician is provided with a car stocked with any specific spare parts that they need for their respective region. As a result, it is possible to complete 90% of all service jobs instantly on the first visit. Urgent spare parts are delivered by overnight express directly to the technician's car by 6.00 a.m. at the latest.

## C3 rated best in the Netherlands

*Consumentenbond*

The Complete C3 Black Diamond EcoLine vacuum cleaner received top grades in the Netherlands and was consequently rated best in all the important categories. Consumentenbond, a Dutch consumer protection association, published the respective test results in January 2016 on their website. The product received the top grade of 10 in the following categories: "Pet hairs on carpets", "Exhaust filters", "Fan service life" and "Cord wrap service life".



Two new residential locations in Tokyo and Mumbai stand for top level living. Miele appliances are part of the premium concept.

# Stylish life *in Tokyo and*

## Tokyo Garden Terrace Kioicho

**S**eibu Properties, a project developer, completed a new project in the heart of Tokyo: Tokyo Garden Terrace Kioicho is located in the prime district of Tokyo's famous Akasaka-Mitsuke area, very close to the State Guest House; in fact, the Imperial Palace in the centre of the city is not far away, either. This project is based in grounds steeped in history: the land used to be owned by three powerful noble families whose first letters make up the district name.

The project includes three different buildings: the Kioi Tower, the tallest of the three with 36 storeys, accommodates the Prince Gallery Tokyo Kioicho Hotel with 250 rooms in the upper storeys. Gourmets will be spoiled by a restaurant offering high-quality Japanese cuisine and dining culture as well as by an exclusive Italian restaurant. Those intending to spend the evening with a view over the town may choose from two different bars. In addition to other leisure activities, the Tower offers modern office and commercial uses as well as several conference rooms.

Next to this, there is a slightly smaller tower consisting of just 21 storeys and accommodating luxury apartment units. The 135 residences consist of up to four bedrooms and are 55 to 227 sqm

in size. Upon its completion in May 2016, most of the units were rented out within a very short period of time. Thanks to the rooms being up to three metres high and their windows reaching from the floor to the ceiling, the residences give a sense of spaciousness and offer a fascinating view of the city centre. However, in addition to the position of the building, there is a second reason for its popularity: its modern interior includes high-quality wood and glass elements. All Kioi residences have balconies with timber planks and a view of the park area nearby, air conditioning, underfloor heating and free Internet access. State-of-the-art security systems provide protection against earthquakes, which this region experiences quite often.

The proprietors intended to provide tenants with maximum user comfort and convenience regarding kitchenware and laundry, which is why they ordered 370 Miele ovens, built-in dishwashers, washing machines, dryers and washer-dryers. Services are also supposed to make everyday life more comfortable: as an example, tenants may use the bilingual concierge service, the fitness room inside the building, conference rooms and a party room furnished with Miele appliances.



*Mumbai*

*View from the balcony over Tokyo at night*



*Miele is going to equip 26 luxury apartments in the Four Seasons Private Residences Mumbai (tower front left).*

## Four Seasons Private Residences Mumbai

**M**iele India announces the acquisition of its most coveted deal in India. A total of 208 appliances will be delivered to Four Seasons' very first residential projects in India's urban city Mumbai.

Four Seasons Private Residences Mumbai is an iconic 55 storey tower that houses just 26 limited edition homes nestled in the heart of Mumbai's residential and commercial hub. Enhanced by the spectacular panoramic view of the Arabian Sea and Mahalaxmi Race Course, the project is spread over an acre of land providing 40,000 sq ft of amenities exclusively to the residents.

Every apartment is extremely spacious with master bedrooms spanning over 600 sq ft. Furnished and decorated in style by interior designer Yabu Pushelberg, Indian tastes have been kept in mind while interweaving traditional palatial aesthetics with modernity. The property itself exudes style and exclusivity with amenities like the open air rooftop cinema and lush landscaping with stately citrus orchards.

In its aim to provide its patrons with the very best, every apartment in the Four Seasons Private Residences Mumbai will be equipped with Miele's wine conditioner, coffee machine, two built-in fridge-freezers, microwave oven, single oven, gas hob and integrated hood. The delivery of the appliances is planned for 2018 and 2019.



*Miele washing machines in the Kioi residences*

Although north-facing, popular apartments are those looking onto the place where the residence of the Korean crown prince Yi Un once stood in the past. The building was completed in 1930 and used later as a hotel; having been carefully and lovingly restored, it now accommodates the Classic House at Akasaka Prince event centre, consisting of restaurants, bars and cafés. It is supposed to provide meetings and wedding celebrations with a classy setting.

# What Miele customers love

"For everything you really love" – this is the message that Miele is currently appealing to customers all over the world. Dr Axel Kniehl, Executive Director for Marketing and Sales at the Miele Group explains what this actually means.

When you think of Miele advertising, the first thing that springs to mind is the long service life and sophisticated technology, and maybe the elegant design depending on the product. Now all of a sudden you're talking about love. Are you in the process of reinventing the Miele brand, Dr Kniehl?

**Axel Kniehl:** No, quite the opposite, we are emphasising what Miele has been synonymous with for 117 years: a high regard for our customers and their requirements and a whole lot of attention to detail. Miele doesn't just want to just satisfy its customers, which other providers can also manage, but impress and inspire them. For this, that certain something extra is required, which you can only find at Miele.

What are these things that you assume Miele customers love so much?

It's different for everyone. What is crucial is that we make products for people, not technology for technology's



*Axel Kniehl, Executive Director*

sake. Miele offers perfect and simple solutions that you can trust and rely on.

What does that actually mean?

We don't have to tell anyone, for example, that they can put their favourite cashmere jumper in the washing machine too, it goes without saying with Miele. Or the delicate wine glasses in the Miele dishwasher. This applies just as much to culinary trends as to design issues, for example when hobs, ovens and cooker hoods are subtly integrated into high-end interior design. Our customers' time is also a precious asset

that we treat with great care at Miele, for example with a view to our appliances' programme durations or their intuitive use – as who wants to immerse themselves in operating manuals for hours on end?

Other manufacturers lay claim to this too...

...but it was the Miele company that for example redefined topics such as loading convenience and gentle fabric care with its cutlery tray 30 years ago and the honeycomb drum 15 years ago. Both features are still unrivalled in their further developed form. Three years ago Miele presented the world's first built-in appliances, which thanks to their M Touch controls can be operated like a smartphone and the still just as unique automatic dosing system TwinDos.

And today?

The sensor-controlled Temp-Control hob for frying at precise temperatures eliminates the risk of anything burning. We are currently launching our handleless



built-in appliances in the Art-Line design, whose doors open electrically at the light touch of a sensor control – simply best solutions for a better life. This includes offering customers balanced overall solutions instead of for example maximum energy efficiency due to extra long programme durations.

So at the end of the day it's about the product features again...

...not at all, it's about giving our customers the feeling that they have made the right choice with Miele. What our products can do and the fact that they won't let their users down is of course of fundamental importance to this. We also make a

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**Cover:** ArtLine appliances in graphite grey  
Photo: Lerkenfeldt



*New brand campaign with clear imagery: the favourite teddy bear is well looked after in the Miele washing machine.*

This campaign's claim is at the same time the Miele motto for this year's IFA. What is new there on the topic of "cherished lifetime companions"?

Examples are more speed and user convenience in laundry care, keyword time budget, and Miele's first own coffee, "Black Edition No. 1" for the perfect coffee. As is well known, this is supplied by three components: the technology, coffee and water. I don't need to say very much at this point about the Miele coffee machines but now there is also the matching coffee, naturally organic, fair trade and blended and roasted exclusively for Miele. And we are bound to come up with something for the water too.

**The most important new product at the trade fair from Miele is a bagless vacuum cleaner. Out of a love for floors?**

Depending on what kind of carpets or parquet flooring you have at home: why not? And out of an enthusiasm for innovation, perfect technology and great design.

real effort with service, from order confirmation to repairs, which are fortunately very rare with Miele. At the end of the day it's about the customers, their needs and emotions...

**And about everything they really love...**

...exactly. And that's why our new worldwide brand campaign does not overtly revolve around the product features but around heart-warming stories from our customers' lives, around their "lifetime companions", such as special objects, cherished rituals and precious memories. And Miele provides the appliances, features and services that go perfectly with these.



*Nordic humour: Miele Denmark searches for perfectionists.*

## Denmark celebrates perfectionists

Miele Denmark celebrates its 50th birthday, and one campaign really stands out as it focuses on Miele's DNA: The unrivalled quality and "forever better" philosophy. With the campaign "The Perfectionists", the subsidiary emphasizes that Miele is characterized by high quality – a quality which comes of an insistence on getting things perfect in production. And even if perfectionists may be rather peculiar types, any consumer will appreciate his or her washing machine, refrigerator, vacuum cleaner, etc. having been made by a perfectionist.

We love their passion, and there is something redeeming about these people. Therefore, the campaign pays tribute to all those perfectionists who just like Miele do not relent until things are perfect, and this takes place via a microsite where VG Denmark searches for "The biggest Danish Perfectionist". On this site people can upload their own videos and pictures with their nominations, and every month there is a prize to those who have received the most votes. The winner gets a gift voucher for miele.dk and will be honoured at a major music event to be held in Copenhagen later this year. Retailers, partners, finalists from competitions and many more will gather for the big finale of a hopefully fantastic 50th anniversary year of Miele Denmark.

## A new dimension of showroom design

Miele supports its Australian dealers with modern communication technologies. It is all about "virtual reality" supporting retailers with the planning of their showroom and sales areas. For this purpose, retailers provide Miele with architectural premise parameters which Miele converts into three-dimensional data using a specific software program. Kym Porter, Merchandising Manager for Miele in Australia and New Zealand, was involved in the software development: "Thanks to 3D glasses, it is possible for me to see exactly what effects the showroom will have in the end and I'm provided

with a realistic presentation of spatial dimensions and the visual axes." Two variants are available: by connecting 3D glasses to a powerful computer, it is possible to freely walk around in the room, like a virtual showroom. For static three-dimensional photos – 360° views are also possible – all you need are 3D glasses and a smartphone, including the respective application, which is connected to the glasses and a link which is provided by Kym Porter. "This way, I am able to plan designs together with customers even though we are separated by thousands of kilometres", Porter explained.



*Kym Porter creates showroom design by using smartphones and 3D glasses.*

# Totally committed to the brand

VIPs and Miele Executive Directors pedalled hard to illuminate the facade of the newly designed Miele Center in Beijing. Read about how the brand is presented in other cities around the world from page 37.



Beijing – China