

Miele



REDEFINE PERFECTION

KITCHEN APPLIANCES / BUILT-IN KRT RANGE / APRIL 2020

GENERATION 7000

GOING BEYOND THE ORDINARY



For 120 years, Miele has been pioneering appliances that continuously set new levels of performance. But Generation 7000, designed to be more intuitive than ever before, is the biggest and most ground-breaking launch in our history – perfection redefined.

Experience some of the most cutting-edge innovations we have ever created. An oven that can cook without using heat, appliances that recognise you and can react to you, and our most powerful Combi steam oven ever. Innovations that will let you experience consistently perfect results time after time. And each product is so intuitively designed you can simply let your creativity flow. Because we want to create appliances that revolutionise the way people cook. And allow you to start cooking, roasting, steaming, frying, boiling and baking your way to greatness.

The world-renowned Japanese flower artist, Azuma Makoto is famous for exploring the concept of botanical sculptures. Azuma agreed to join in an unique collaboration with three award-winning chefs - Helena Rizzo, Gaggan Anand and Kyle Connaughton. Together, they took up the challenge of finding out how far they could push their craft with Miele's new kitchen appliances – while being inspired by Azuma's artistic genius. The four not only took art and cooking far beyond the ordinary, but to a whole new dimension. Let Miele's spirit of intuition set your own creativity free.



AZUMA MAKOTO, ARTIST

SIMPLY
MAGIC



A WORLD FIRST FROM MIELE: THE DIALOG OVEN

Can you cook a fish in a block of ice? This is just one example of the many questions that keep us busy every day. Because it is only by contemplating the impossible that we can create new ways of doing things. From the electrically operated dishwasher to the built-in steam oven and the Gourmet drawer, Miele appliances have been setting new standards for decades. And GENERATION 7000, launched in 2019 is no exception. This range features numerous innovations that no modern kitchen should be without.

With the Dialog oven, we have invented a whole new way of cooking. The M Chef technology cooks the entire volume of the food from the outset, rather than working from the outside in. This means you can actually cook a fish in a block of ice without the ice melting. This unique technology will inspire amateur cooks and top chefs alike and turn their creativity into true magic.

The conventional ovens in the GENERATION 7000 range also come with a number of new functions to give you more freedom when cooking. TasteControl, for example, opens the oven door automatically to prevent the food from carrying on cooking beyond the perfect degree of doneness, so you can relax and take care of your guests.

And thanks to FoodView, you can keep an eye on your food via a camera in the oven even when you're not at home. The temperature and time can be conveniently controlled via the Miele app.



**Exclusive
to Miele**

These innovations and many more - all developed in-house and awarded the "Exclusive to Miele" seal of quality - can be found in more detail in the following chapters.



CONSISTENTLY PERFECT

Generation 7000 introduces a completely new era of intelligent technology. With features such as MotionReact and the easy-to-use M Touch display, you no longer have to adapt to your kitchen, your kitchen adapts to you.

MOTIONREACT / INNOVATION

Only Miele built-in kitchens are so intuitive and respond by your sheer presence. **As you approach your oven, for example, it switches on the lighting and display and switches off the end of programme buzzer.** Once again we make sure that nothing will disturb your rhythm once you have found it.



M TOUCH DISPLAY / INNOVATION

Thanks to the M Touch display, a self-explanatory and intuitive user interface, our built-in kitchen appliances are easier than ever to use. Many functions can be selected by tapping on them. The bright display immediately appears on a dark background - which is easy to read at any time of day or night.

 MIELE@HOME

GOOD TASTE

STARTS WITH DESIGN

We take inspiration from Oscar Wilde, who said
“I have the simplest of tastes. I am always
satisfied with the best”. This is the principle on
which our new built-in kitchen appliances are
based: a strikingly clear design with no
distracting features – and absolutely no
complicated controls. Available in 4 design
lines – be inspired by our
GENERATION 7000!



VITRO LINE DESIGN

CONSISTENT DESIGN IN GLASS | TIMELESS | MODERN



COLOUR OPTIONS:
BRILLIANT WHITE | GRAPHITE GREY | OBSIDIAN BLACK



ART LINE DESIGN

FULLY STREAMLINED | HANDLELESS | PERFECTLY INTEGRATED



COLOUR OPTIONS:

BRILLIANT WHITE | GRAPHITE GREY | OBSIDIAN BLACK

PURE LINE DESIGN

HORIZONTAL ACCENTUATION | HIGH PROPORTION OF GLASS | STRIKING HANDLE



CLASSIC INTERPRETATION | HIGH PROPORTION OF STAINLESS STEEL | FUNCTIONAL

CONTOUR LINE DESIGN



FLEXIBILITY

TO SUIT ALL TASTES

HOWEVER YOU ARRANGE YOUR APPLIANCES, THEY WILL ALWAYS BE IN PERFECT HARMONY.

The perfectly coordinated appliance fronts create a harmonious appearance no matter where you place the individual appliances, giving you more flexibility while ensuring a consistent kitchen design.

You can combine appliances horizontally in a panorama design, vertically in a tower design, centrally in a CubiQ design or in the shape of a T. Whatever your space and usage requirements, there will be an option to suit you.



TOWER DESIGN PERFECT VERTICAL ARRANGEMENT

Conventional oven, steam oven or combination appliance: the tower design provides an effective arrangement for your appliances.



CUBIQ DESIGN CONCENTRATED COMBINATIONS

Providing the best view: the square arrangement concentrates your passion for cooking into one area – and ensures your appliances are at a convenient operating height.



T-SHAPED DESIGN OPEN FOR EVERYTHING

Room for more? Five appliances can be arranged symmetrically with the T-shaped design. This leaves plenty of space alongside and above the appliances for your kitchen cabinets.



PANORAMIC DESIGN

ALL IN A LINE

Horizontal arrangement at eye level gives you the best view of all appliances and ensures convenient access. Aesthetically appealing: the elegant line in your kitchen design.



OPERATING SYSTEMS

A SIMPLE TOUCH

You can now enjoy intuitive touch operation on four of our five variants: M Touch and M Touch S Display feature full touch displays. DirectSensor and DirectSensor S appliances are operated via sensor controls and a clear text display. The display language can be changed to suit the user. Our EasyControl variant is operated using classic controls. The different operating systems all draw on the same design concept, which is characterised by clarity, longevity and high-quality details.

A TOUCH OF GENIUS.



M TOUCH - MAXIMUM ELEGANCE MEETS MAXIMUM CONVENIENCE.

The innovative full touch display offers unbeatable aesthetics and convenience: control your appliances quickly and intuitively by touching or swiping the display. Many functions can be selected with a single touch of a finger. Text and symbols are always clearly visible. New: colours can be switched to a light version – ideal if you are using a white appliance



M TOUCH S DISPLAY- SOPHISTICATED APPEARANCE AND FUNCTION

Our tried-and-tested M Touch technology is also available with a narrower display – while still providing all the same functions.



DIRECTSENSOR - DIRECT SELECTION PLUS FOUR-LINE CLEAR TEXT DISPLAY

Direct sensor controls are used to directly select a desired function. Further functions and settings are shown on the four-line clear text display.



DIRECTSENSOR S - DIRECT SELECTION PLUS SINGLE-LINE CLEAR TEXT DISPLAY

Direct sensor S controls are used to directly select a desired function. Further functions and settings are shown on the one-line clear text display.



EASYCONTROL

The appliance is conveniently and quickly operated via two retractable rotary controls and status information such as temperature and time settings appears in a large 7-segment LC display.

OUR PLEDGE

IMMER BESSER

WELCOME TO MIELE

When our two great grandfathers founded the Miele company, they had to make sure they stood apart from the competition in order to be successful. There are effectively only two ways of doing this: either by being cheaper than the rest or by being better. It is not really possible to be both at the same time. They decided to be better than the rest.

Numerous best in class awards and certificates attest to the fact that Miele has continued to renew its commitment to being “Immer Besser” throughout the past 120 years. However, the millions of satisfied customers around the world are perhaps the most important endorsement. At the heart of this success lies a continuity of values and goals which are typically only found in companies which have been family-run for generations.

It is in this sense that Miele has embodied first-class product quality and German engineering since 1899. Miele also stands in equal measure for respect, fairness and mutual esteem towards sales partners, customers, suppliers, employees and neighbours.

Buying a Miele appliance is also an environmentally friendly decision. We ensure this by using methods of production that save resources as well as by producing appliances which set new standards in terms of their consumption of electricity, water and detergent – and save you money at the same time.*

As directors and co-proprietors of the fourth generation of our business, we promise you that this will not change.

Kind regards,

Markus Miele

and

Reinhard Zinkann

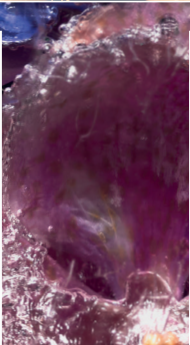


DR MARKUS MIELE AND
DR REINHARD ZINKANN



THERE ARE MANY GOOD REASONS FOR CHOOSING MIELE.

Here are just six of them. Since the company was founded in 1899, Miele has remained true to its “Immer Besser” brand promise. This means that we will do all that we can to be forever better than our competitors and forever better than we already are. We want to make our customers' daily lives easier and more enjoyable with ever better products. For our customers, this means the peace of mind of knowing that choosing Miele is a good decision – and probably the decision of a lifetime.



MIELE QUALITY

For more than 120 years, perfect results have been imperative to us: you can rely on Miele. We are the only manufacturer in our branch of industry to test products such as our washing machines, tumble dryers, dishwashers and ovens to the equivalent of 20 years' use. We can thereby offer you unique reliability and peace of mind. This explains why Miele customers around the world remain true to their brand and recommend Miele to others. Looking to the future, we will not entertain any compromises when it comes to the reliability and durability of our appliances.

MIELE TECHNOLOGY

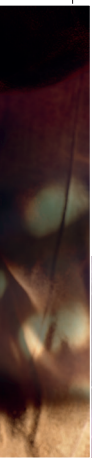
Miele stands for exciting technology and excellent results combined with minimum energy consumption. This applies to the hygienic and gentle care of your laundry, your flooring and your crockery as well as when conjuring up exquisite culinary delights. The key to this is a wealth of innovative features available exclusively from Miele. Numerous first places in leading product tests conducted around the world attest to Miele's exceptional product quality and innovation.

MIELE CRAFTSMANSHIP

Miele stands for true craftsmanship, combining vision, precision and a great deal of attention to detail. Each of our products is manufactured to the highest standard and is subject to stringent quality controls including individual surface tests with gloves. From handles milled from a single piece of metal to matching gap dimensions across all product groups, each element is part of our journey to absolute perfection. Nothing is more important to us than that you enjoy Miele for a long time.

MIELE SERVICE

Miele customers enjoy preferential treatment thanks to our fast and efficient after-sales service operation, which has been voted best in its branch of industry many times over. If you need personalised instructions on appliance use or professional cleaning of your appliances, Miele will gladly visit you at home. We will always be there for you. That's a promise!



MIELE DESIGN

Miele believes in clean lines, timeless elegance and intuitive handling. Whether conventional rotary switch, discreet sensor controls or a high-resolution touch display: operating a Miele is both easy and fun. You won't find a comparable range of carefully coordinated design lines and colour options to suit the most diverse kitchen furniture fronts anywhere else. Whatever the style of your kitchen: Miele is the perfect match.

MIELE BRAND

In many countries, Miele is the most coveted brand in its branch of industry. In its German home market, Miele was even voted "best brand ever" across all product groups. And the ownership of products from such a brand reveals much about its users: Miele customers have high expectations for the performance and the environmental friendliness of their domestic appliances. People who buy Miele are quality-conscious and have style.



IMMER BESSER

ALWAYS FROM MIELE

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