

THE MAGAZINE

**Miele** 2014

**On tour with Miele**  
Shannon Bennett  
cooks his way  
around the world

**Living with Miele**  
In the finest parts  
of Hong Kong and  
Tokyo

Kitchen appliances, laundry equipment and robotic

**Largest product  
offensive ever**





## Dear reader,

The last two years have been among the most exciting in our company history. During this period, Miele has replaced almost its entire range of domestic appliances; beginning with the S8 premium range of vacuum cleaners and through to Generation 6000 built-in appliances, and the W1 and T1 washing machines and tumble dryers. Then there are the new freshwater dishwashers in the commercial sector, with special versions designed specifically for the restaurant trade and for nursing homes. Never before has our industry witnessed such a leap in innovation in such a short period of time – especially one that has been realised by just one single company. The high-resolution M Touch display on the built-in appliances, the PowerWash technology for further improved washing performance and MultiSteam on the new steam cookers are all examples of unique selling propositions that provide customers with real added value and retailers with outstanding arguments for their sales pitch. You can read about the commitment shown by our specialists from the marketing and sales teams when it came to launching the new



built-in appliances across the world from Page 10 of this edition.

You will then maybe begin to ask yourself "What next? Has Miele got anything left in the tank?" Reassurance is at hand: There are more innovations in the pipeline for this and subsequent years. One good example is the Scout RX1: the first robotic vacuum cleaner to be launched by Miele.

With these new technologies, we have laid the groundwork for outstanding sales success. Furthermore, the economic forecasts in many countries are looking far better than those from just one year ago. We look forward to utilising this line-up together with you – for higher sales, greater customer satisfaction and a strong specialist retail trade.

*Markus Miele*      *Reinhold Ziermann*

# Content

- 
- 3 Editorial  
Innovations for more growth
- 
- 6 **Cover story**  
Miele presents the first robovac
- 7 Dr Eduard Sailer on the new Scout
- 8 Design highlights at Eurocucina
- 10 Generation 6000 is conquering the world
- 16 Gernot Trettenbrein on creative marketing
- 
- 22 **Cover story**  
On a culinary world tour with Shannon Bennett
- 
- 25 Awards  
Best customer service in Germany
- 
- 26 **Cover Story**  
Dazzling appearance for W1 and T1 at IFA
- 28 New products for cleanliness, shine and aroma
- 
- 32 Technology  
PowerWash and M Touch in the laboratory
- 34 Works  
Miele invests in Gütersloh
- 35 Germany  
Chancellor Merkel visited Miele
- 36 China  
Between tradition and modernity
- 38 Japan  
Inspired by the Art of Living
- 40 Singapore  
A city for culinary events
- 41 USA  
Healthy co-operation with Whole Foods Market
- 



22 **Cooking competence**  
During his culinary world tour, Australian chef Shannon Bennett cooked for invited Miele guests, as he is doing here in Austria.



6 **Innovation**  
The new Scout RX1 robovac navigates safely and offers a good cleaning performance.



36

### Brand awareness

In China, tradition and modern cooking culture à la Miele are forming a wonderful alliance.



40

### Market launch

During the global presentation of the Generation 6000 built-in appliances, creative show elements played a key role, as here in Singapore.

### Project business

Miele is equipping exclusive apartment complexes in Japan (photo) with domestic appliances.



58

- 42 Canada  
Miele partners with MasterChef
- 43 Russia  
Culinary hot spots in the big cities
- 44 Great Britain  
From woof to wash
- 45 Sustainability  
Mutual respect is valued highly at Miele
- 46 Medical technology  
Tried-and-tested in the dentist's surgery
- 48 Professional dishwashers  
Fast and hygienic for the commercial sector
- 49 News  
Fan club founded in Italy
- 50 Brand  
Experiences in new showrooms
- 54 Nigeria  
The first Miele Gallery opens in West Africa
- 56 Awards  
Outstanding in design and functionality

### Cover Story

58 Aiming high in Asia

62 News  
Miele with a new website

64 Last page  
Tokyo experiences extraordinary exhibitions

# A Scout enters the floor

*The Scout RX1 has many good qualities: a systematic navigation system, good cleaning performance and the excellent charge and durability of its lithium-ion battery pack.*



**M**iele's first robovac answers to the name of Scout RX1. The newcomer is characterised by Smart Navigation, good cleaning performance and the excellent charge and durability of its lithium-ion battery pack.

The Scout RX1 incorporates a systematic navigation system. This means that it covers the area to be cleaned in parallel tracks instead of randomly criss-crossing the room, the more common approach adopted by the majority of models which use chaotic navigation. The Scout RX1's systematic navigation system achieves more reliable coverage and saves time and battery power to boot. Furthermore, complex floor plans involving several rooms can be vacuumed in their entirety, including return trips to the base on completion of the task and for recharging.

Miele's Smart Navigation relies in the first instance on a so-called gyro sensor which measures rotation and changes in direction. This alone would be sufficient to systematically clean a room. Besides this,

though, the Scout RX1 has a high-quality digital camera on board which scans the ceiling of the room several times a minute to ensure additional precision.

Particularly effective cleaning is guaranteed by the Triple Cleaning System: Two long rotating side brushes target difficult areas along the walls of rooms or along items of furniture and sweep dirt towards the centre of the unit. Once there, a removable beater bar picks up coarser particles. In the third stage, a fan transports the finer dust into the dust box.

Overall, a battery charge is able to clean an area of up to 150 m<sup>2</sup>, corresponding to a duration of approx. 120 minutes. When cleaning larger areas, the unit pauses as and

when needed to return to its base for recharging. Work is automatically resumed after approx. 2 hours at the precise point where cleaning was interrupted earlier. Even after 300 recharging cycles, the battery still has the capacity it had when new. With this combination of battery charge and battery life expectancy, Miele currently represents the benchmark on the robovac market.

The Scout RX1 has good traction on all common floor coverings and is even able to negotiate height differences of up to 2 cm, for example thresholds and the edges of rugs. Rooms or areas which are to be excluded from cleaning can be cordoned off with a magnetic strip.

# "This machine does justice to the brand"

Dr Eduard Sailer, member of the Miele Board of Directors, explains why Miele is only now presenting its first robovac. In addition: What differentiates the Scout RX1 from competitors' products.

Miele is due to launch a robovac in May of this year. Why?

Because consumers have always had an interest in ridding themselves of simple but time-consuming household chores. Meeting this most basic requirement has been reflected throughout the company's more than 100-year history for example in the fact that Miele

the state of the art at the time – were anything but satisfactory. But Miele customers do not take lightly to poor compromises; they expect products to be powerful and technically mature. Today we can offer a machine which does justice to the Miele brand in every respect. That is why I am absolutely convinced that the wait has been worth-



*The Scout climbing a carpet.*

launched the first series-produced washing machine, Europe's first electrically powered dishwasher and now our Scout RX1 robotic vacuum cleaner. And, by the way, Miele has been in the business of producing vacuum cleaners since 1927.

Miele is not exactly the pioneer in the robovac sector. Why did you wait so long? When the first models started to appear on the market, navigation, dust pick-up and battery charge – reflecting

while and that our Scout RX1 will successfully establish itself in the marketplace.

Where do you derive your confidence from? After all, you are up against a series of well-established competitors.

Competition ensures innovation and quality. What speaks loudly in favour of the Scout RX1 is its unique and new navigation system, its good cleaning performance and the particularly long charge and life expectancy of the



*Dr Eduard Sailer, born in 1955, has been the member of the Miele Board of Directors responsible for technical affairs since 1998.*

lithium ion rechargeable batteries which will last about three times longer than common batteries. In terms of the quality of results and user convenience, this machine sets new standards. The initial feedback from our resellers is very positive across the board.

So what makes the navigation system on your robovac so unique?

It combines what is called a gyro sensor which measures rotation and changes in direction with an integrated digital camera which scans the ceiling several times per minute. The robovac meticulously wends its way through the room track after track, covering edges and other inaccessible areas without gaps. Even complex homes with several rooms are completely cleaned, including trips back to the base for recharging. Seven infrared sensors protect against collisions with furniture; three further sensors prevent the Scout RX1 from toppling down staircases. This set of specifications together

with the Turbo and Corner modes is referred to as Smart Navigation and is exclusive to Miele.

How experienced is Miele in the field of robotics?

Robotics simply isn't our core competence. Therefore we developed the Scout RX1 together with a young Korean company which is specialised in this particular field. This ensures top technology in superb Miele quality at an attractive price.

Can a robovac replace a traditional vacuum cleaner entirely?

No, the robovac is currently intended as a practical second appliance for automatic cleaning in between times. For many years to come, a high-performance vacuum cleaner such as Miele's S8 will be difficult to beat in terms of dust pick-up. But, having said that, robovacs are likely to continue making progress – and might one day replace a manual canister vacuum cleaner altogether.



*Chefs from Slow Food Italia treated visitors to the exhibition stand with small but delicious specialities.*

## Miele Signature ennobles built-in appliances in Milan

Glistening sunshine, full exhibition halls and a range of evening events in the city of Milan – the "Salone del Mobile" with the associated Eurocucina once again lived up to its billing as the leading trade fair for design and living culture and attracted some 357,000 visitors to the exhibition grounds.

**T**he onslaught of visitors – the exhibition boasted a ten-percent increase in comparison to the last event – was noticeable at the Miele stand. "We had more international visitors than ever before in Milan", explained Gernot Trettenbrein, head of the Domestic Appliances International business unit. Miele offered a special service to commercial partners who travelled to Milan in larger groups: A Miele bus was on hand to transport the visitors from the exhibition grounds to the most notable kitchen furniture manufacturers' in-house exhibitions, and the Miele Gallery in the city centre.

The Generation 6000 built-in appliances were the focus of the Miele stand in Hall 9, and these appliances were complemented with other products in Milan. "We intentionally put the spotlight on combinations of appliances from the PureLine design range at Eurocucina, as Miele's fleet design really comes into its own here", stated Trettenbrein, who was responsible for the company's exhibition presence.

The world-first "Miele Signature" caused a real sensation: It is a collection of handles that lend the built-in appliances a real personal touch. The range spans from gold-plated handles to those with slate or





*Always a well-visited meeting point at the Miele stand: the coffee bar with its mirrored ceiling*

refined wood inserts. One offer specifically for project developers: Those furnishing multiple apartments with Miele appliances can order handles with engravings or containing pieces of oak wood sourced from antique wooden-tub washing machines. Further highlights included the DGC XXL, a combination steam cooker that features a 68 l interior and a whole host of different ways to prepare food. Miele has picked up on the trend of fully integrating appliances into kitchens with the Levantar extractor hood and dishwashers with the Knock2Open feature: The extractor hood recedes into the base unit when not in use; while the Miele dishwashers is handleless and opened by tapping twice on the front of the appliance.

Miele set culinary accents at the stand, in the Miele Gallery and in the showrooms of notable kitchen furniture manufacturers. At the stand, the "Slow Food Italia" movement treated visitors to recipes made using select products from the local region, prepared by famous chefs Vittorio Fusari and Lapo Querci. Miele Italy worked together with the renowned food bloggers Gnam Box, Marco Bianchi, Lisa Casali and Simona Cherubini to organise cooking events in the Gallery and in the in-house exhibitions of Dada, Arclinea, Boffi and Valcucine. Their cooking demonstrations in the Miele active kitchens focused on a range of quite different themes and spread like wildfire across Twitter and blogs. The hashtag Design4life was tweeted thousands of times and led to full exhibition halls. An online magazine rated this Design4life campaign as "one of the most interesting events in Milan".




*Miele offers a range of different decorated handles for built-in appliances.*



*Design4life was a much-noticed online campaign for Eurocucina. Lisa Casali (www.ecocucina.org) cooks at Arclinea.*

# A new generation is



First LivingKitchen, then fantastical VIP events in Gütersloh followed by a range of exciting presentations in the subsidiaries, not to forget Eurocucina 2014 – Miele supported the global market launch of the new Generation 6000 built-in appliances with ongoing marketing and promotional activities across the world. In an interview, Gernot Trettenbrein, Director of the Domestic Appliances International (DAI) business unit, talks about the significance of the new range of built-in appliances for the company.

## Germany

**T**he world première at LivingKitchen in January 2013 made it clear: with the new Generation 6000 of built-in appliances, Miele has set the standard extremely high for the competition. The new design lines PureLine and ContourLine represent the most harmonious design concept, the greatest level of innovation and the best quality available on the market. With this in mind,

marketing experts from the Domestic Appliances International business unit planned and organised launch events for VIP customers from across the world at the company headquarters in Gütersloh. Sixty-six events were held in the Miele Forum – remodelled especially for this occasion – between February and April 2013 and they saw around 1,700 people from 43 different countries attend. The DAI staff presented the consistent further development of the exhibition motto "Design for life" with a combination of prod-

# conquering the world



*Miele created city flair on the screen for the VIP events.*

uct presentations, theatrical moments and culinary support.

Guests approached the five, specially designed experience areas via a red carpet, passing decorations inspired by elements from across the globe as they went. Inspiring images focusing on cooking and indulgence by sand artist Natalya Netselya helped to give the event an emotional appeal. The first highlight of the product presentation was provided by the unveiling of the PureLine and ContourLine design lines with musical accompaniment.

The pure diversity of the new generation of built-in appliances was revealed station by station and room by room: the models in brilliant white were presented in bright light to great effect; meanwhile, a black room set the stage for the obsidian black appliances; whilst warm wooden shades created the ideal ambience for the Havana brown appliances. The innovative user concepts and design elements spanning across product ranges for the new built-in appliances were demonstrated with the help of an oversized control panel –



*Pictures made using sand sparked curiosity about the new built-in appliances.*

a perfect introduction to the innovative M Touch display.

A catchy drum beat drew the guests into a new experience room and set the stage for the presentation of the Knock2open dishwashers. One station on: alternating lights and mime dancers created an impressive interpretation of the Flexi-Light refrigeration appliance feature. A 3D cinema and cosy open-fire lounge at-



mosphere set the mood for the wine appliances. The final highlight of the "journey" was provided by the "Miele Restaurant": The kitchen crew treated the guests, who had come from all over the world, to culinary delights, which were, of course, all prepared using the new Miele appliances.

*Shadow play: A mime performance set the stage for FlexiLight.*

## Austria

In April 2013, Dr Markus Miele, Miele head of design Andreas Enslin and Managing director of Miele Austria Martin Melzer presented the new Generation 6000 built-in appliances to electronics and furniture dealers for the very first time.

Around 1,300 trade partners attended the three evenings in the Miele Galleries in Salzburg and Vienna to experience Generation 6000 in an exclusive and spectacular show designed in line with the motto "Design for life."

A spectacular stage show under the artistic management of Gerry Hahn from Motionlab presented the creation of the

new generation of appliances – from the designer's initial inspiration to the finished product. A black light show saw artists build cubes which then served as a projection screen for the demonstration of the appliances' key features.

The charming Elke Lichtenegger from the Ö3 radio station moderated the evening and then accompanied the interested guests to the galleries for the "Walk of Fame". Here, guests were able to view the new product features individually – indulging the senses by touching, smelling and tasting. Culinary delights were on offer, all prepared using the new cookers, ovens and steam cookers – as well as fresh popcorn from the microwave!

The keynote of value-added resellers: "These evenings have once again shown that Miele has its finger on the pulse both in terms of its products and the staging of those products."

*The black light show saw artists build a cube which then served as a projection screen for the key features of Generation 6000.*



*The charming Elke Lichtenegger from Ö3 radio station – here with Andreas Enslin (left), Dr Markus Miele and Managing director Martin Melzer (right) – moderated the evening.*

# Switzerland

**M**iele Switzerland experienced a busy year 2013. To mark the launch of the latest appliances, the Swiss subsidiary invited Miele's key partners to its branch office in Spreitenbach for some exclusive client events. Managing Director Rico Fallegger certainly wasn't exaggerating when he invited guests to "explore and enjoy the 'Design for Life' philosophy – you'll be amazed", he promised. Over 700 clients from across Switzerland attended the two-hour event that took place in an elaborately designed facility and included a very imaginative presentation. The detailed explanation of the latest Generation 6000 design and intuitive control system introduced guests to an exciting new dimension in laundry care.



*Rico Fallegger, Managing Director of Miele Switzerland, introduced the Generation 6000 appliances and the new laundry care products to its customers.*

Afterwards, guests were treated to some culinary delights from the Miele kitchen.

Clients were amazed by the range of new appliances, and were particularly enthusiastic about the new MTouch controls, the W1 and T1, plus the dishwasher – fea-

ture the Knock2open function – something that everyone was very keen to try for themselves. All the guests were in complete agreement on one thing – if you follow Miele's philosophy of being 'forever better', you'll be a guaranteed success!



*Esa Silver (right), Managing Director of Miele Finland, and his staff received top marks from visitors to the trade show for the Miele presentation.*

# Finland

**M**iele Finland enjoyed a successful launch of its new Generation 6000 product line at the Habitare Fair in Helsinki in September 2013. Miele's stand, personnel and the new product line were all very well received by visitors to the fair.

In the middle of the large fair hall, one tall stand stood out and attracted people

to marvel at shiny new domestic appliances, chat with experts and enjoy freshly brewed coffee. Miele chose the Habitare fair – Finland's largest annual event for interior decoration, furniture and design – for the consumer launch of its new Generation 6000 product line. The fair, which took place between 18th and 22nd Septem-

ber in Helsinki, attracted approximately 54,000 visitors this year.

For five days, Miele showed off the new product lines for ovens, steam ovens, coffee machines, dishwashers, hoods and hobs at its stand. The company attracted over 5,000 visitors to its stand, served some 2,300 cups of Illy coffee and received excellent feedback from consumers, retailers and even competitors. "When Miele does something, it does it right," was the message from the visitors to the fair. Miele was praised in particular for the overall look of its stand as well as for the expertise and service spirit of its personnel. The stand received an average score of 9.0 (on a scale of 4–10) in each of these categories on a consumer survey conducted at the fair.

Judging by the reception from the visitors, the Generation 6000 product line has a very bright future: the new product line scored a whopping 9.4 for design in the survey. The new, shiny white models were particularly attractive to visitors. Many were also interested in the new Havana Brown colour option.

"The fair was the largest event of the year for us and it took a tremendous effort from all of our personnel. The fair turned out to be a great success. The feedback we received gives us a real boost and opens up fantastic opportunities for the sales and marketing of the full Generation 6000 product line," says Mika Järvinen, Director of domestic appliances at Miele Finland.

# Spain

The new Miele Center Madrid, which houses both a large showroom and the subsidiary's business premises, provided the stage for the launch of the Generation 6000 built-in appliances. Two hundred specialist retailers from across Spain travelled to the Spanish metropolis in June to experience an event embellished with show stunts.

Sand artist Didi Sand opened the spectacle with her ephemeral works, which were, of course, linked to the design lines and colour worlds of the new built-in appliances. María José Huertas, sommelier in the fantastic Casino de Madrid restaurant, then took the guests on a journey of discovery into the world of wine and offered tips about how best to store wine in the new KWT 6832 SGS wine cooler from Miele, which features three different temperature zones and, as such, provides the ideal drinking temperature for every type of wine. The subsidiary brought in the services of a mime artist to present the new cooling appliances with FlexiLight illumination: the mime cleverly incorporated the visitors into the presentation.

Many guests were visiting the bright and modern showroom in Madrid, which is, of course, fitted out with the latest products, for the very first time. The day concluded with a menu prepared by professional chefs Julio López and Lara Fernandez.



*Always stay cool: Mimes about the new cooling appliances*



*Spain entertained its retailers in the new Miele Center.*

# Poland

Brilliant White, Obsidian Black and Havana Brown: The three characteristic colours of Generation 6000

built-in appliances were the subject of discussion at a refined evening with journalists in the Warsaw showroom.



*An interesting comparison: Which style do you prefer – PureLine or ContourLine?*



*Kasia Dereń entertaining guests in the Warsaw showroom.*

Besides Generation 6000, Miele Poland had a second story to tell: The Warsaw showroom had only recently been restored to become a perfect stage for the new appliances. Agata Wojda, owner of the Opasly Tom restaurant, prepared a unique menu, which referred to the new generation's theme Design for life. Every meal was prepared both in one of the three leading colours and in association with the special

features of the Miele appliances. Appetisers included treats like steamed halibut with brussel sprout leaves, mushroom and salad with a blackberry sauce. As for the main course, Wojda presented slow-roasted lamb with vanilla grass, buckwheat with linseed and hazelnut, or, for vegetarians, roasted eggplant with goat's cheese served with caramelised fig and chickpea mousse. During dessert – cheesecake with a white

chocolate and ginger sauce – guests had the chance to hit the jackpot and win prizes sponsored by Miele.

Last but not least, there was one more special surprise – Kasia Dereń's performance. This talented singer was a finalist on the Voice of Poland show, and she put her own original take on famous pop songs. Generation 6000 was greeted in Poland with flying colours.

## Ireland

An exclusive appearance for the Generation 6000 built-in appliances in Ireland: In May, Miele presented Ireland's first promotional kitchen in a show window at Arnotts – one of the oldest and most-famous department stores in Dublin city centre. The display was part of "Arnotts Cook Month", which focused on kitchens, cookery and cooking appliances. The month included a range of events and cooking demonstrations in the shop window, which were highly visible to pedestrians walking past on the busy shopping street.

Over the course of the month, famous chefs impressed customers and passers-by with refined creations, which were all prepared using the new Miele appliances. Star chef Rozanne Stevens launched



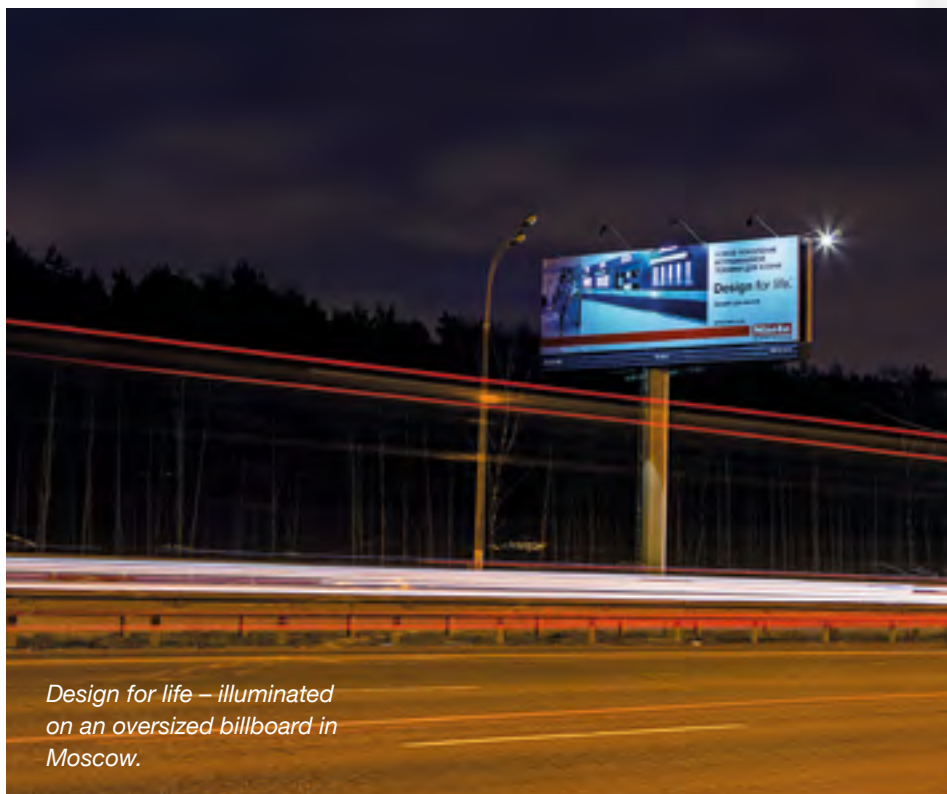
*Ireland's famous chefs presented their creations in the shop window.*

the event with a cooking demonstration. The programme also included a lunch for press representatives, who were able to take their seats in the shop window. They were able to look over the shoulders of Ireland's most famous television chef, the award-winning Neven Maguire, as he prepared a

four-course menu. The party also included Oliver Dunne, the youngest Michelin-star chef in Ireland, and the famous chef couple Mona and Ron Wise. Passers-by watched on, enthralled at how the seasonal dishes were prepared in the shop window in front of their eyes, and also enjoyed sampling the delights.



*The new Generation 6000 appliances wait for custom at Arnotts in Dublin's popular pedestrianised zone.*



## Russia

**G**eneration 6000 was launched in Russia on 13th September. To celebrate this event, a unique culinary evening was held in the Moscow Miele Gallery in the Mercedes-Benz Business Center. This event was attended by journalists from leading food and interior design magazines, business representatives and fans of the Miele brand. They became acquainted with the new models and enjoyed Australian haute cuisine. The event was also attended by Australian Ambassador Extraordinary and Plenipotentiary to Russia, Paul Andrew Myler, and his wife.

The new series of kitchen appliances was presented by the Managing Director at Miele CIS (Russia, Ukraine, Kazakhstan) Sergey Kim and the head of the Miele Academy Olga Borkina; however, the main

*Design for life – illuminated  
on an oversized billboard in  
Moscow.*

## "There's no stopping innovation"

Accompanied by numerous marketing measures and with great creativity, most Miele foreign subsidiaries have now launched the Generation 6000 range of built-in appliances. A new model range has never been so well staged. Gernot Trettenbrein, head of the Domestic Appliances International (DAI) business unit at Miele, explains why this time and effort is justified.

Mr Trettenbrein, what was the atmosphere like at the Miele stand at Eurocucina?

**Gernot Trettenbrein:** The atmosphere was amazing and the response very positive. We attracted more foreign visitors than at the past exhibition in Milan. The fact that most of the built-in appliances that were on display had already

been premiered at an exhibition the previous year did not put anyone off. The special design focus of Eurocucina and its international nature remain a great addition to the large German LivingKitchen and IFA exhibitions.

What new things did you have to offer the international design community in Milan?

One example is our new "Miele Signature" collection of handles, which our customers can use to make their built-in Miele appliances even more personal. There is an expanded colour palette, quality natural materials, elegant custom finishes and limited editions, for example with oak wood from old Miele wooden tub washing machines. More and more customers do not just want appliances that are technically and visually outstanding, they are also looking for as much individuality as possible – and with Miele they are in the right place.

The launch of Generation 6000 did not just entail two elaborate exhibition appearances, but also numerous VIP events across the globe. Why so much effort?

The introduction of a completely new generation of built-in appliances is something quite special in itself. In this particular case, the new generation includes 16 product groups – from cookers and ovens to dishwashers to coffee makers, extractor hoods and warmer drawers – which are produced in eight different factories. This is possibly record-breaking in itself. Moreover, the interest of our global sales partners has never been so great: We organised 66 presentation events in Gütersloh alone, which were attended by 1,700 sales partners and colleagues from 43 countries.

You received great acclaim for these pleasure- and experience-based demonstrations in particular – and everything



hero of the evening was the world-famous Australian chef Shannon Bennett. Bennett, Miele Ambassador and one of Australia's most brilliant and award-winning chefs, visited Moscow as part of his world tour "Cooking Around the World" with Miele and was more than happy to take part in the presentation of the Generation 6000 series. He and his team of chefs used the new appliances to cook an unforgettable dinner for the guests.

In order to promote the new Generation 6000 series on the Russian market, Miele CIS launched a number of special projects for owners of Apple iPhone and iPad devices. They include sponsorship integration into the "Afisha-Yeda" (Poster-Food) app for the iPhone and exclusive sponsorship of the AD Magazine iPad app.

Afisha-Yeda is a witty and stylish Russian magazine about culinary pleasures, which publishes lots of original recipes, wine reviews and secrets from the best chefs. The Afisha-Yeda app contains more



Managing Director at Miele CIS, Sergey Kim

than 20,000 recipes, instructional videos and tips on ingredients. Now the proposed recipes also include signature recipes developed by Miele for new appliances from the Generation 6000 series. All of these recipes are marked with the Miele logo. The list of recipes contains the Miele logo and a link to a special promotional page. Here users can become more closely acquainted with the appliances, or can visit Miele's official

website in Russia for more information about the range.

The Architectural Digest (AD) magazine is the leading international magazine on architecture and design, also represented in Russia. In November, a special new thematic app for the magazine was launched for the iPad – the "AD: Kitchens" app, with Miele and the new Generation 6000 series an exclusive sponsor.



Gernot Trettenbrein heads the Domestic Appliances International business unit.

was designed, organised and presented by your team. Why did you choose to go down this route?

We have enough creative potential to be able to develop exciting stories about our products and to stage these ourselves with acting and dance performances – and to do it the whole day long. This is more authentic than

to invite 500 guests into a large hall, to serve them canapés and to hire an expensive show act. And it is more befitting of the Miele brand.

**How did the team deal with this unusual challenge?**

Organising and carrying out the VIP events was a tremendous effort, which all members of staff involved had to cope with on top of their normal jobs. But it has proven to have definitely been worth it as the feedback has been so positive. And, of course, this has naturally inspired the team and helped to motivate them further.

**What does the Generation 6000 mean to you personally, for example in comparison with its predecessors?**

The fact that we have surpassed an already perfect result at a high level even further, and have done so in two re-

spects: Firstly: The appliances are timelessly elegant and fit into every kitchen and living space. This is partly due to the unprecedented design variety that goes together with a fleet design which spans across all product groups. Secondly: Each product group has a central new feature to achieve even better results: Examples include MultiSteam on the steam cookers and CupSensor on the coffee makers.

**And how satisfied are you with the feedback that you have received from value-added resellers and consumers up to now?**

The feedback has been very promising. And with the dedication of our sales partners, it has also been possible to enthuse consumers across the globe about Generation 6000. As such, we are gaining market shares – both for Miele and for specialist trade.

**One year ago, with Generation 6000, Miele began the largest product and innovation offensive of all times. Is your larder now empty?**

No, the introduction of Generation 6000 was just the first step; there's no stopping innovation at Miele. Instead, we will be continuing to offer our sales partners impressive new product themes this year and in the coming years. We may even be launching into new product fields that Miele doesn't even have yet ...

**Which is your personal favourite Miele appliance?**

I don't have one single personal favourite. I like combinations of PureLine appliances best, as the elegance and homogeneity of the Miele design is especially clear here.

In addition to the template sheet with the Generation 6000 display and the automatic downloading of a video about the Generation 6000 kitchen appliances when you open the app, it also provides detailed information about the new generation of equipment with a direct link to the official website.

The Generation 6000 series launch was also supported by outdoor advertising: In October 2013, five billboards announcing the new series of kitchen appliances were placed along the busiest routes leading to elite villages in the Moscow region – namely on the Kievskoye and Novorizhskoye highways.

One of the billboards located at 18 kilometers on Novorizhskoye Highway was distinguished by special original features: In addition to a larger size (12 x 4 metres), a special light was integrated into the billboard: invisible during the day, it creates an illusion of working equipment at night.

## Hong Kong



*Peter Find, head chef at the Ritz Carlton was on hand with his team to create an exciting menu; whilst Janice Wong, widely recognised as Asia's leading pastry chef, was brought across from Singapore to delight the audience with her edible art and contemporary creations.*

One week in October was characterised by the launch of the Generation 6000 in Hong Kong. The renowned art and event venue The Space provided sufficient room for the various launch events, some of which attracted over 150 guests. Value-added resellers, media representatives, project developers, designers and other guests were enthralled by the new built-in appliances. And the appliances did not just serve as display exhibits; they were also put into action: Peter Find, a native German and head chef at the Ritz Carlton was on hand with his team to create an exciting menu. Janice Wong, widely recognised as Asia's leading pastry chef, was brought across from Singapore to delight the audience with her edible art and contemporary creations.

Project developers were invited to a private dinner; whilst kitchen

dealers attended a launch party. An open day gave VIP customers the opportunity to take a look at the new range before it hit the market. Head of design at Miele, Andreas Enslin, travelled to Hong Kong to

join a lunch with 15 of Hong Kong's top interior designers. He gave interviews to media representatives about the design philosophy behind the Generation 6000 and illustrated the design philosophy directly on the appliances during the tours. The week ended with a "Pure Indulgence" party, which saw star chefs and sommeliers treat over 100 guests from Hong Kong's social scene to refined creations.



*Kenny Lam, Managing Director of Miele Hong Kong, officially opening the week-long launch event.*



*Official opening of the Miele Boutique to VIP guests against the backdrop of the newly renovated Miele Boutique*

## Singapore

There are plenty of reasons to celebrate in Singapore. Firstly, the brand's well-known retail footprint at 167 Penang Road, located close to the exclusive shopping enclave of Orchard Road, has undergone extensive refurbishment. This long-awaited makeover not only accommodated the most extensive range that Miele has ever launched – Generation 6000 – but also provided the ideal platform to present the brand's dynamic new designs.

On the evening of 13th November, the new Miele Boutique was officially launched and played host to the grand premiere of the PureLine Generation 6000 range. Red has long been a colour synonymous with the Miele brand, so it was more than fitting that guests were welcomed into the newly revamped 1,324-square-foot boutique along a sumptuous red carpet. Once inside, they were introduced to the new stunning designs.

Whilst consumers revelled in the design aesthetics of the new range at the Boutique,

it was on the 4th floor in the neighbouring 163 Penang Road location where they truly experienced and savoured the culinary delights of the appliances for themselves: In luxurious penthouse-like surroundings, the Miele Gallery encompasses an impressive 4,169 square feet, and features two active kitchens, a lounge, a dining room and product showcase areas.

Guests were then ushered along the red carpet into the Gallery, and were greeted with an array of cocktails specially created for Miele by the expert mixologists from Elite Bar Solutions. The VIPs embarked on a fascinating journey, during which they were encouraged to interact with the new appliances, whilst savouring the delicious canapés, such as slow-cooked Hokkaido



*Jeff Tan and Jacqueline Koo of Unique Kitchen, Stephanie Bay of Hugo Kitchen, Angeline Yap, Managing Director of Miele Singapore, and Richard Bauer*

6000

scallops from the Miele gourmet warming drawer and slow-roasted Ranger Valley beef from the 90 cm M Touch oven – all specially prepared by chef Nicolas Joanny from the Restaurant le Nicolas. Guests were also treated to delicious arrays of dim sum presented by chef Janice Wong, who displayed her new modern and innovative take on the traditional Asian staple whilst showcasing the new MultiSteam technology.

Throughout the evening, the classical quartet led by former concert master of the Singapore Symphony Orchestra (SSO), Alexander Souptel, accompanied by Masako Suzuki White, serenaded and entertained guests – who included media, business partners, brand partners, consumers and VIPs – with many popular melodies; a significant nod to the long patronage that Miele has enjoyed with the SSO.

Angeline Yap, Managing Director of Miele Singapore, gave the opening speech to welcome guests whilst Dr Steffen Koch, Deputy Head of Mission, German Embassy to Singapore, further led the tributes in praise of the German brand, citing its commitment and significant investment in Singapore, as well as re-telling anecdotes



*Violinist Alexander Souptel of the Singapore Symphony Orchestra serenading and entertaining guests and VIPs at the launch event.*

of his own experiences growing up in Germany with the brand.

Dr Reinhard Zinkann and Dr Markus Miele joined the celebrations with a special video message from Miele's headquarters in Germany. Dr Miele told the guests that "Miele has always been at the forefront of

development and innovation. The new generation heralds not only a new award-winning design, but also a new dynamic design for your life and the way you live your life; changing the way we not only interact with appliances but also use our appliances to achieve culinary excellence."



*A reminder of an unforgettable day in Gütersloh: The Miele importers are photographed with Dr Markus Miele.*

## Importers hosted from 28 countries

From Iceland to the Caribbean to Asia: March 2013 saw Miele importers from a total of 28 countries (see photo) travel to Gütersloh to experience the new Generation 6000 built-in appliances as part of an exclusive event. Dr Markus Miele insisted on welcoming the guests personally before the product presentations began. During the course of the day,

the importers learnt everything about the new built-in appliances, which had been on show in some of their showrooms already. The event was finished off in style with an evening meal in an excellent restaurant. Miele works together with importers around the globe; in countries where Miele does not have its own sales subsidiary.

# Australia

A world-renowned concert pianist, the hottest chef in the country and a pop-up Three Hat restaurant – Miele Australia launched the new Generation 6000 kitchen appliances in style.

The stars shone brightly at the launch event for the new built-in appliances, with world-renowned concert pianist David Helfgott and Miele Brand Ambassador Shannon Bennett delighting more than 100 guests at the stunning Miele Center in Sydney.

The night got underway with guests enjoying hors d'oeuvres and a glass of 2004 Dom Pérignon before being ushered into a darkened theatre for an amazing performance by sand artist Tiani Page.

Dinner was then served at a pop-up Vue de monde, the storage area of the Miele Center transformed into a near replica of the award-winning Melbourne restaurant, complete with Vue de monde

staff serving entrees including truffle marshmallow and smoked eel. Shannon continued to wow all with his mains, all cooked using the new Generation 6000 kitchen appliances – Barramundi, prawn, garlic and nettle paired with 2008 T'Gallant 'Claudius' and the 2011 Coldstream 'Roslyn' Pinot Noir, and Blackmore Wagyu, with beetroot and saltbush matched with a formidable 2008 Wolf Blass 'Platinum' Shiraz.

Just when one thought the evening couldn't get any better, Australia's foremost concert pianist David Helfgott sauntered over to a grand piano positioned in the midst of the new kitchen appliances and proceeded to mesmerise the restaurant with a truly memorable performance. It was a unique and breathtaking moment for all gathered to bathe in the genius of this prodigious talent, not least of all Dr Zinkann, who is a devoted fan of classical music.



*David Helfgott mesmerising the audience with a stellar performance.*

When the lights came back on, two massive tables heaved under a delicious array of desserts: lemon tarts, chocolate lollipops, coconut and passionfruit shots, and lamingtons, all served with the 2012 Penfolds 'Cellar Reserve' Viognier.



*Dr Markus Miele and Dr Reinhard Zinkann – here together with Shannon Bennett and Michael Jeanes – flew in especially for the event.*

# COOKING AROUND THE WORLD



101 days, four continents, 20 cities, an exciting project – Miele supported the Australian star chef Shannon Bennett on his tour around the world. The aim: To discover countries, people and food cultures. His experiences will soon be available to read in his book "Cooking around the World".

In 2013, the multi-award-winning restaurant "Vue de monde" in Melbourne had to do without its chef for over three months, as a mission saw the star Australian chef Shannon Bennett set off on a culinary journey around the globe. The project "Cooking around the World" – in co-operation with Miele – saw the Australian travel to 20 cities across the world from July

onwards; beginning in Prague and stopping off at other European metropolises before heading to countries and cities in Asia, Australia, North and Central America. The aim of the project was to accompany Bennett on his epicurean behind-the-scenes tour, which saw him get to know the cultural and culinary diversity of the different countries.

"I want to capture the current food culture in each city": with this intention in mind, the award-winning star chef set aside plenty of time for culinary experiences in each city. He didn't just want to find out about the gourmet cuisine; instead, he also wanted to discover what local people eat on a daily basis. "I'd like to discover what people eat every week, because you can't eat at Gary Rhodes (editorial note: London star TV chef) every week." Organised and accompanied by the Miele subsidiary in each respective country, he visited typical or country-specific food-related places and met local people.

### A SNAPSHOT OF AUSTRALIAN FOOD CULTURE

A dinner or lunch in a Miele establishment represented a key part of each city visit. Shannon Bennett served specially selected guests from the world of politics, commerce, society delicacies from his homeland, always with the motto "a snapshot of what food culture is in Melbourne". Although the charismatic Australian learnt his craft in the world of French gourmet cuisine, he has taken up the cause of raising awareness of the regional and seasonal cuisine from his home town.

With his extraordinary Australian three-course menu, Bennett gave his guests an insight into his passion for cooking. After his "signature dish" with eel and caviar, refined with white chocolate, he and his team presented guests with barramundi and prawns with garlic. This was followed by kangaroo with pear and macadamia nuts, and then Australian pavlova. Lamingtons and sweet mussels as petit fours represented a successful finale, both in terms of taste and aesthetics. As part of the relaxed atmosphere of the event, guests were able to not only watch Bennett and his team, but also to play an active role in the cooking.



*Who makes the best vinegar? Shannon Bennett during his culinary journey of discovery in Austria*

### HIGHLIGHTS OF THE TOUR

Bennett aims to record his travel experiences in the book "Cooking around the World". And he experienced a lot: During his visit to Vienna, the star chef refuted the famous saying "There are no kangaroos in Austria" with his menu. He served his guests in the Viennese Gallery some excellent kangaroo meat, and also created an entertaining intermezzo: During the "Authentic Shrimps" barbecue, the Japanese charcoal created such strong plumes of smoke that the cooking event and all its guests had to be abruptly moved outdoors.



*Professionals together: In Russia, Shannon Bennett met Miele colleagues who cook in the Galleries.*



*Kangaroo served on a slice of eucalyptus trunk.*

In the Chinese city of Shanghai, Bennett and his team were introduced to the colourful world of Shanghai cuisine. The Australian was particularly impressed during the visit to the "Ultraviolet" restaurant. It is famous for its molecular cooking; creative dishes and drinks are prepared using biological, physical and chemical processes.

The star chef dined at great heights in Dubai's Burj Khalifa, and with great views. "It's about high-end sophisticated dining, and Dubai is a city that's wanting to put itself on the map for fine dining, and compare itself to New York and other cities", stated Bennett about the pulsating city in the Gulf. Following his visit to Palestinian and Pakistani restaurants, the Dubai-inspired recipe for his new book was ready: "A beautiful braised leg of lamb in spices with rice."

In Berlin, Bennett focused on "urban gardening". He paid a visit to the Prinzessingarten in Kreuzberg – a kitchen garden maintained by dedicated residents for urban farming, and met a beekeeper and her bees high above the rooftops of the capital city.

Bennett is now turning his culinary experiences and interesting acquaintances into his new cookery book and travel guide "Cooking around the World",

which is due to be published soon. It contains city-inspired recipes and sees the chef look back on the hotels, restaurants, wonderful places and interesting personalities that he came across during his travels around the world.



Markets in Shanghai have all kinds of exotic things on offer.



Last September, Shannon Bennett set up shop in Berlin and cooked for retailers.



This is how you flambé: Bennett in Mexico

## Shannon Bennett – an exceptional chef

The Australian star chef Shannon Bennett was born on 23rd November 1975 in Melbourne. He embarked on trips to Europe as a youngster, during which time his uncle sparked an interest for the world of fine cuisine. Back in Aus-

tralia, Bennett began training to be a chef in Melbourne's Grand Hyatt. He later returned to Europe to learn from the best chefs, including star chefs like Albert Roux, John Burton-Race, Marco Pierre White and Alain Ducasse. At just 24 years old,

Bennett opened his first restaurant "Vue de monde" in Melbourne. Over the next few years he was presented with numerous prizes and honours, including the Best Up-and-Coming Chef in Australia. His "Vue de monde" was named

the best restaurant in Australia, twice in a row. Bennett is a fan of classic French cuisine, which he enjoys reinterpreting in a creative and unique way. Bennett has been a Miele brand ambassador in Australia for many years.



## Best customer service in Germany

Consumers in Germany have selected Miele customer service as the best in the industry for the 18th time. In the large comparative study by Kundenmonitor Deutschland 2013, consumers gave Miele an average mark of 1.88 (2.05 last time round). With this mark, Miele scored considerably higher than the average mark of all the customer services tested, which stood at 2.05.

The survey allowed participants to rate customer service using a scale of 1 to 5, where 1 meant "completely satisfied" and 5 "dissatisfied". Of the participants who had used Miele customer service, 73 percent stated that they were "completely satisfied" or "very satisfied". A further 24 percent were "satisfied"; only two per-

cent were "less satisfied". The percentage of dissatisfied customers stood at one percent. Miele also achieved best marks in the question of choosing the manufacturer's customer service again (1.29) and recommending the service (1.81).

Telephone interviews were conducted with 23,482 people between August 2012 and August 2013 for the Kundenmonitor Deutschland 2013.

In the evaluation of customer service departments, answers were received from 1,691 people who had called a service technician to service a large electronic household appliance on at least one occasion. The study concerns the most commonly cited manufacturer's customer services, as well as customer services provided by value-added resellers and tradesmen.

*Miele customer service provides quick and expert assistance.*



## Consecutive test winner

Miele washing machines have been proclaimed test winner for the third year in a row in 2013 by the consumer organisation Stiftung Warentest (Sti-Wa) in Germany. The W 5861 WPS, W 5821 WPS models and the W 627 F WPM were all acclaimed. The Miele appliances achieved outstanding individual results in the washing, rinsing and spinning categories. Best marks were also awarded for user convenience. In the case of the toploader model W 627 F WPM, the product testers highlighted that the machine works extremely quietly. This is important as top loaders are often situated in apartments.

## Retailers choose PowerFlex

PowerFlex induction hobs by Miele have been awarded the BMK Innovation Prize in Germany. The award was presented by the Federal Association of Medium-Sized Specialist Kitchen Retailers (Bundesver-

band Mittelständischer Küchenfachhandel, BMK).

One outstanding feature of the PowerFlex technology is that the hobs flexibly adapt to the size of the pots and pans and provide the maximum performance. At the touch of a button, the user can turn two individual cooking areas into one large round area, or can create a rectangle cooking area for roasting trays.

According to the vote of over 500 kitchen retailers, the Miele hobs "take the ideas and requirements of consumers into account to a special degree". Additional evaluation criteria include the practicality and the likelihood of a product being an economical success. The BMK Innovation Prize is awarded in the categories of kitchen fittings, kitchen appliances and kitchen accessories.

*Retailers chose PowerFlex induction hobs from Miele as the best product.*



# Dazzling appearance for W1 and T1

"Creating Fascination" – Miele appeared at the 2013 IFA trade fair in Berlin under this slogan. The main stars of the fascinating trade fair presentation proved to be a new generation of laundry care appliances, as well as innovative dishwashers and free-standing coffee makers.

Five years of research and development, and hundreds of millions of euros stand behind the new generation of laundry care. During this time, all of the components of the washing machines were turned inside out and updated or replaced – at least, almost all: "One of the 1,600 components of our W1 range of washing machines is not new by any means – this foot", stated Dr Markus Miele during the press conference, as he referred the present journalists to one of the four feet. All of the other parts have been redesigned, tried and tested over and over again to make sure that they are durable enough to last for 20 years of service – in other words, some 10,000 operating hours. The same also applies to the new tumble dryers.

The new generation of laundry care appliances offers practical added value in terms of cleanliness and convenience. Innovative washing and, above all, the new dosage procedure called TwinDos, plays a decisive role here. Miele technicians have developed this system in order to stay one step ahead of the rest with the new W1; and with TwinDos, a ground-breaking step forward really has been taken. The result: The best washing system on the market, which combines liquid detergent with a bleaching component as a two-phase system (UltraPhase 1 and UltraPhase 2) and automatically releases the correct amount of detergent into the washing process at precisely the right time (more details are available on the following pages).

Demonstrations of how the various components work within the washing process were shown in the chemistry laboratory at the exhibition stand; after all, it is

easier to believe something once you have seen it with your own eyes. The two-phase system from Miele even successfully combats iodine marks. The balance sheet after the trade fair: The shopping list included two litres of iodine for every ten litres of the respective phase detergent and 180 kilograms of dry ice for a "real" laboratory atmosphere.

Just as in previous years, Miele incorporated the presentation of the new products into a show. This time around, the company surprised its guests with a fast-paced performance featuring acrobatics, dance and atmospheric music. The well-known television presenter Annabelle Mandeng presented the show, which included a "live" satellite link-up to the headquarters in Gütersloh. A reporter was also in situ at the Miele exhibition stand; her live reports were projected directly onto the large screen on the show stage. This inspired lots of visitors to discover the individual theme areas in more detail. The presentation of a series of Miele products with the "Diamond Award" was not a totally serious affair, but was nevertheless effectively staged as part of the show. The glistening precious stone symbolised the crowning of the W1, the T1 and the new built-in appliances: the Generation 6000 dishwashers and, last but not least, the new free-standing coffee makers.

Over 7,000 trade visitors from over 40 countries and countless consumers visited the Miele exhibition stand, which was divided up into an area for trade visitors and an area for the public. The latter was open to all visitors and was the entrance to Miele. Life pulsed here; this was where

the show was performed, where an open kitchen hosted live cooking, where visitors were able to sample delicacies and to enjoy coffee from the CM6. Enthusiastically tried out again and again: "Open sesame" in the design of the new dishwasher with the Knock2open function.

In contrast to this, when it comes to important, sales-based discussions, it is always better to hold them in quieter atmospheres. The Miele Café with its extensive choice of beverages and delicious treats was the perfect venue for this and made it easy for visitors to relax. But what would the Miele appearance at the IFA be without the evening chill out? The café was transformed into a concert temple: Live music on stage, good food and one or two glasses helped to ensure a great party atmosphere.





1

- 1 Dr Markus Miele and Dr Reinhard Zinkann with the WhiteEdition W1 and T1
- 2 Inspiring show: The "Diamond Award" was presented to the new built-in appliances with M Touch display.
- 3 A red ribbon led visitors to the consumer area around the stand.
- 4 The new CM6 free-standing coffee maker from Miele inspires people to indulge.



2



4

# The best for cleanliness,



The new **W1** series of washing machines gives customers the choice between the **ChromeEdition 1** and **WhiteEdition 2** design lines; features such as **TwinDos**, innovative wash programmes and **PowerWash** then stand as optional extras (read more about **PowerWash** in the individual report on p. 32). Furthermore, all new washing machines from the **W1** series also come with a range of "basics". Thus, all models are classified in energy-efficiency class **A+++**, have a capacity of at least eight kilograms of laundry, spin at 1,600 rpm, and have even improved controls. Other standard features include **CapDosing** in the detergent drawer and the new **thermo honeycomb drum 4** – everything, as ever, tested to ensure a 20-year lifespan. In other words, there are a lot of arguments in favour of buying a Miele.

It was back in 2006 when Miele first demonstrated how intelligent detergent dosing works (**LiquidWash**). The new **TwinDos** dosing system 3 goes one step further: It represents the world's first dosing system for detergents for colours and whites that is integrated into the appliance. The result: savings of up to 30 percent on detergent as well as outstanding cleaning results. **TwinDos** incorporates two containers (each 1.5 litres), which are filled with two-phase liquid detergent. **UltraPhase 1** combats soiling caused by grease and protein; whilst **UltraPhase 2**, which has a higher cleaning power, gets to grips with tough stains such as red wine and coffee. Both detergents are automatically dosed at precisely the right time and to the correct ratio, depending on the type of laundry in question. **TwinDos** is an open system: you can use any kind of liquid detergent or can continue to use the detergent drawer.

Doing good things better has a tradition at Miele. The **honeycomb drum** – which epitomises gentle treatment of laundry – has now been further developed to create the **thermo honeycomb drum 4**. This innovation makes ironing even easier, as the **thermo honeycomb drum** is heated up when the "Pre-iron" option is selected. The heated walls of the drum together with the new surface structure, with its larger hexagons and wider spacing between the sections, smooth the laundry in the washing machine. Depending on the wash programme, this feature can be selected by simply pressing the button. Needless to say, the **thermo honeycomb drum** also offers the known benefits of the classic **honeycomb drum**, such as the reduction of hole patterns and hole penetration.

Special treatment is sometimes recommended for certain textiles. Those not want-

# shine and aroma

"A clean job" is the phrase on everyone's lips when it comes to the new products presented at IFA; after all, with the W1, T1, TwinDos, PowerWash and Co., Miele has raised the topic of laundry care to new heights. With all of this cleanliness, the shine of the new dishwashers shouldn't be ignored; and neither should the full-bodied aroma provided by the new free-standing coffee makers. New products from the world of smart homes and floorcare appliances represented an extra bonus.



2



5



3



4

ing to have to stockpile a selection of fabric conditioners, wool detergents and reproofing agents, will find **CapDosing** 5 from Miele to be the ideal solution. CapDosing provides special-care detergents that are required less often in practical portion capsules. The capsules are dosed for one wash process and are simply placed in the detergent drawer. CapDosing can be used in all W1 models. The fact that all **CareCollection** products – such as the new UltraPhase detergent, the CapDosing portion capsules and the FragranceDos aroma vials for tumble dryers – can now also be purchased from value-added resellers is also new.

**W1 plus T1** 1 – at the moment nothing can beat this pair in the field of laundry care. The new T1 series of tumble dryers represents the ideal accompaniment to the washing machines, both visually and technically. Whether you choose the ChromeEdition or

the WhiteEdition, with all T1 models, the door viewing window is as standard as the heat pump technology. Depending on the model, the Miele tumble dryers are classified in energy-efficiency class A+ or A++. As such, the appliances are more energy-efficient than their predecessors – and they also dry the laundry more gently. The SteamFinish feature reduces the amount of ironing required. Water from the condensate container is sprayed in the drum and heated up to create steam. This smoothes and flattens the textiles. With this convenient feature, which is displayed on the control panel under the name "**SteamFinish**", Miele is providing an ideal addition to the "Pre-iron" option on the new washing machines. All new tumble dryers also come with the exclusive Miele feature **FragranceDos**, which adds a fresh fragrance to the laundry (available fragrances include "Aqua", "Cocoon" and "Nature").



The new **Generation 6000 dishwashers** ⑥ represent a highlight for electrical and kitchen specialists. The new machines, which come with a whole host of improvements in terms of features and technology, complement the design of the other built-in appliances: All models are classified in energy-efficiency class A+++ or A++, use just 6.5 litres of water in the automatic rinse programme and offer outstanding drying. Miele achieves these low consumption values and the excellent cleaning with a new professional pump and a spray arm alternation procedure, which see the spray arms rotating with different pressure. All appliances rated A+++ offer users a summary of the electricity and water consumption values via the **EcoFeedback** function. This feature allows you to view the predicted water and electricity consumption values prior to the programme

beginning, and to check the actual values once the programme has finished. The new **FlexiTimer** with **EcoStart** is gentle on the environment and the purse strings. You can programme up to three time-variable electricity tariffs – the appliance then starts automatically at the time of the cheapest tariff.

Knock twice to open: Miele wowed visitors to the IFA and Küchenmeile trade fairs with the patents-pending world-first: **Knock2open** ⑦. The door-opening system represents the perfect solution for fully integrated dishwashers in handle-free kitchens, as all you need to do to open the door is to knock lightly on the front of the appliance. The system ignores other noises from the near vicinity. The **Touch on Metal** control panel represents a refined detail on the fully integrated luxury class models: The touch buttons are made from stainless

steel. Together with the two-digit display, it creates a very high-quality look.

Two new coffee makers from Miele promise perfect coffee. The **CM 6100** and **CM 6300** ⑧ models prepare espressos, coffee, cappuccinos and latte macchiatos at the touch of a button, are particularly easy to look after, and stand out due to their linear elegance. **One Touch for Two** is a special feature on the new appliances. It quickly and conveniently creates two speciality coffees so that you can enjoy your coffee in company. The Miele machines are exemplary when it comes to hygiene: the milk line and Cappuccinatore are automatically rinsed when the appliance is switched off (they can also be rinsed manually if desired). The better-equipped CM 6300 can also do the following: It is possible to programme up to four different **user profiles** with different grind and



8



9

output quantities, temperature and pre-brewing options.

The **S8 Silence Plus Allergy** 9 is ahead of its time: This new cylinder vacuum cleaner, with its 700 W motor, fulfils the limit values for the new energy-efficiency class A, which is due to come into force from September 2014. Furthermore, the S8 Silence Plus Allergy is the quietest of the Miele vacuum cleaners, with sound emissions of just 69 dB(A). The fact that, despite the low wattage, this model leaves nothing to be desired in terms of its cleaning performance is owed to the innovative **AirTeQ floor nozzle**. Thanks to the new HEPA AirClean filter, the quiet model from the Miele range is also ideal for people who suffer from allergies. This filter is in line with **HEPA class 13** and, as such, achieves a filtration level of 99.95 percent, and keeps finest dirt particles and pollen out of the discharged air.

## Backing the smart horses with Miele and Qivicon

Control Miele domestic appliances when on the move and utilise other intelligent features for the home with the Qivicon Smart Home platform. The particular charm of this networking platform, which was developed by Miele together with Deutsche Telekom and other industry partners: As a central communication unit, all it requires is the Qivicon Home Base – all of the applications provided by the partner company are integrated onto this one system. The era of island solutions, which demanded a different gateway for each technical component within the household, appears to have passed. By switching to the ZigBee® radio standard, from 2014 Miele customers will be able to control how long the washing machine runs in the cellar, or to check if all appliances are switched off – in case you forget to do so before leaving the house – using a tablet or smartphone.



# The art of doing it better

Really clean in less than one hour; the ingenious search function in the super-sharp oven display – PowerWash and M Touch are examples of exclusive technology with outstanding customer benefits. Miele The Magazine gives you an insight into research and development.

**F**aster, cleaner and even more energy-efficient? – In order to top the excellent washing results of a Miele machine, the process developers working alongside Dr Karsten Gayk – head of development in the washing laboratory – had to come up with something really special. After all, the foundations and the interplay between temperature, mechanics, time, chemicals and water have already been finely researched. However, with the PowerWash technology, which is incorporated into many models from the W1 generation, the Miele engineers were able to once again make significant improvements to washing results.

PowerWash is based on the free flowing movement of the washing solution. The soap suds from the base of the suds container are directed to a spray nozzle above the door sealing ring by a second flow pump (next to the drain pump). The spray sends the suds back into the washing drum in a fan-shaped jet of water. The drum runs with a slightly increased rotation speed as this occurs, in turn creating a tunnel effect – the textiles lie against the wall of the drum and, as such, are evenly immersed in the spray of suds. Advantages: The suds wet the textiles significantly better than with a normal washing procedure. The detergent – be it in liquid or powder form – dissolves better and is distributed more evenly. This leads to proven improvements in washing performance (see text on this page).

The time intervals for the immersion vary depending on the washing programme and the amount of laundry. At other times, the drum rotates at a lower speed to reduce the tunnel effect so that the washing falls to the base of the drum, which is essential for the mechanical tumbling of the textile. Any disadvantages? "None at all", ensure Dirk



*With the power of two pumps: PowerWash technology in the W1 machine*

## PowerWash – Fast and perfectly clean

PowerWash ensures at least a ten percent improvement in washing performance. This has been confirmed by the wfk Institute for Applied Research in Krefeld (Germany). And even more important for many customers: a W1 machine gets washing really clean in just 59 minutes. In the QuickPowerWash programme, the W1 masters "Detergency A" as stipulated by an EU regulation. The wfk verdict: "The very good cleaning performance (= Detergency A) was measured using test soils (IEC fabric swatches) with a loading of five kilograms and a temperature setting of 60°C and 40°C", states the official certificate, which was awarded at the IFA. "As far as we can tell at the moment, Miele is currently the only manufacturer to be able to give their customers a very good washing result in less than one hour for normally soiled washing", stated Frank Jüttner, head of the Miele Germany subsidiary, commenting on the award. In contrast, conventional short programmes lead to a significant reduction in the quality of washing results.



Sieding and Marcel Zielke, who played a key role in the development of PowerWash. "The second pump only has a very small electricity consumption value; the system is durable and robust." If something does jam, it is very likely that the customer will be able to resolve the problem themselves, as, like the drain pump, the flow pump has a very service-friendly pump filter.



Dirk Sieding explains PowerWash in the laboratory. The flow pump is situated behind the left sealing cap (bottom left picture).

Operating an oven like a smartphone", was the headline of one large German daily newspaper. As far as the M Touch display in the new Prestige-class, built-in models is concerned, this statement hits the nail on the head. But what was the initial inspiration for this new type of operation, and which technology is required to be able to surf through the crystal-clear programme menu with such ease?

"When the iPhone came to market in 2007 with its unique user interface and new possibilities for the presentation of graphical information, here at Miele we started looking in this direction", remembers Peter Hübinger, head of the electronics



Works manager Peter Hübinger shows the component groups of the M Touch display.

factory. However, it soon became clear to the engineer that for an innovation like this, you basically had to go back to square one. New high-performance processors had to be obtained in order to be able to display the functionality and flowing movements in the display at all. A 533 MHz processor with 128 MB ram was chosen. It works on the Linux operating system and has an integrated Flash player.

The greatest challenge was, in fact, posed by the long lifespan of the Miele appliances. When a computer dies after six years or so, most customers are more than happy to buy a new one. Expectations regarding the lifespan of Miele appliances is, however, considerably higher: "Each individual component on a printed circuit board has to pass our requirements; in other words, it must meet the Miele demands for a lifespan of 20 years", explains works manager Hübinger. This is also true for the high-resolution TFT touch display (thin-film transistor display), which provides a crystal-clear image with a bit rate of 60 Hz. The lifespan of a commercially available smartphone display is generally limited by the lifespan of the LED back-lighting – LED failures can be identified by the differences in the brightness of the display. But this isn't generally a problem: after all, who uses a smartphone for more than four or five years? Miele had to achieve a much better result here. The LEDs and the display have been designed



The philosophy behind the M Touch interface is similar to that used in smartphones.

for an especially long lifespan and suffer practically no wear and tear during the life of a household appliance. Should a control become defective, replacement displays and other components behind the fascia panel are available for 15 years after the purchase date.

New production facilities also had to be built for the M Touch displays in Gütersloh – a sterile space in which the thin glass touchscreens can be glued to the external glass fascia panel without incorporating any visible bubbles or bits of dust. Eight different groups of components are assembled behind the fascia panel to create one unit – all developed and manufactured by Miele.

*The new Innovation and Training Centre fits in with the architectural design of the other buildings on the Gütersloh company premises.*

## Created for innovations

**B**athed in red-blue light, the exhibition innovations are a mere haze under white cloths. Mist rises. Then they are ceremoniously unveiled – the "main attractions" of the day: new built-in appliances which will make their big appearances in front of retailers and the public over the course of upcoming exhibitions.

The Innovation and Training Centre in Gütersloh, which was completed in 2013, is the stage for the general testing. This is where Miele employees are prepared for their appearances at exhibitions. Alongside Miele training, the new building also houses product presentations and merchandise knowledge seminars for retailers, kitchen furniture manufacturers and partners.

With its 17 training and meeting rooms, the Innovation Centre provides plenty of space and the required flexibility to be able to present the new products in a varied manner. "We can show the appliances in their respective built-in environment, for example in a fully built kitchen", explains Thomas Stein, head of the exhibition and event division ("Miele Forum"). With water, electricity, compressed air and waste air connections, they are ready for operation at all times. In the Professional sector, a laundrette environment or the preparation of instruments in a dental laboratory can be realistically replicated.

The training rooms can be reconfigured in just a short space of time. With the help of mobile partition walls, rooms can be combined both on the ground floor and on the upper floor. Lighting, shade and ventilation are automatically adapted to suit the modified room



*"The Innovation Centre represents a key milestone for the presentation of our new products in line with our brand and for the future of our business premises", comments Olaf Bartsch, Executive Director responsible for finance and administration.*

size. A further advantage: Guests benefit from short transport routes as the new building enjoys a central location between the guest restaurant and the Miele Forum with a multi-purpose hall, conference rooms and two active kitchens.

A modern office building is currently being built at Gütersloh for a total of around 320 employees, and 220 of these have already been able to move in. In addition, Miele is expanding its high-bay distribution warehouse at the company headquarters by 75 percent from 108,000 to 188,000 spaces. Large domestic appliances will be delivered from here to the subsidiaries and to German sales partners.

# Merkel: "I grew up with Miele"

An in-depth discussion with the management board and works council representatives, a look to the upcoming exhibition innovations and a short tour of final assembly: These formed the cornerstones of the itinerary drawn up for the German Chancellor Dr Angela Merkel's visit to Miele last summer.

The "window seats" in the buildings around the makeshift landing site were heavily occupied as the large police "Super Puma" helicopter descended over the Miele premises in Güterloh with its prominent passenger. A state of emergency reigned in the production halls and between the buildings too: Hundreds of members of staff remained on site after their shifts to get close to the Chancellor, who had travelled from Berlin especially, to give flowers, to get a photograph – and they were not to be disappointed.

The obligatory welcome photo and an entry in the golden book of the town were followed by an initial confidential discussion with the management board and representatives of the works council. The focus was on the values and strategies of the family company of Miele, as well as on the opportunities and challenges facing Germany as a business location amidst the worldwide competition.

After a short tour of the new built-in appliances with "M-Touch" operation, Angela Merkel turned her attention to the new W1 and T1 series of washing machines



*The Chancellor repeatedly made conversation with Miele employees working on the assembly lines.*

and dryers, which, at that time, remained a strict secret. Merkel, who has a doctorate in physics, was particularly interested in the exclusive Miele technology used for the intelligent networking of domestic appliances with photovoltaic and solar thermal plants on a house's own roof.

The walk through the assembly halls was a similar story to the landing: Angela Merkel was received by the Miele em-

ployees with great excitement; she shook numerous hands and constantly sought to make conversation with members of staff working on the production lines and at other stations during her time on the factory floor. Everyone knows Miele and yet it is very interesting to see for yourself how much innovation is hidden in a company like this. This is how Chancellor Merkel began her summary to the press; the final official item on the itinerary for her visit. And: "This company is deeply rooted in the region, and the people who work here are one of Miele's great strengths."

On a personal level she has "had a very good relationship with Miele since childhood": "I grew up with a Miele vacuum cleaner in the former GDR". Furthermore, during his time as a theology student in Bethel, her father worked for Miele and this is where he earned the money for her parents' wedding rings. Then there was a spontaneous group photo with the Miele factory fire service for the chronicle to mark their 75th anniversary – and then it was back to the awaiting helicopter for the return journey to Berlin.



*The welcoming committee for the German Chancellor (from the left): Dr Eduard Sailer, Dr Peter Zinkann, Dr Markus Miele, District Administrator Sven-Georg Adenauer, Dr Reinhard Zinkann, Mayor Maria Unger and Olaf Bartsch*



The Miele kitchen in the art centre is ready to serve guests.

## Sponsorship in the name

Contemporary Chinese artist Ms Wang Xiao Hui (who has spent over 20 years of her life living in Germany) is famous for drawing inspiration from her personal perceptions of beauty, and has become an iconic female member of China's art scene. Now she is working with Jiangsu Province government to bring new energy into an old Chinese mansion that dates back over 300 years. The aim is to turn it into the centre of art for the whole province: this art centre will host exhibitions and shows for numerous Chinese artists.

## Heritage dishes and a gala dinner

Since early 2012, Miele has been inviting key opinion leaders from different industries to present their heritage dishes from their mothers' or grandparents' generations in Miele showroom kitchens, under the title "Love Kitchen with Miele". A book has now been published so that these recipes can be shared, with love to family members and a passion for their career.

On 17th October, a gala dinner was held for 200 guests in Shanghai Film Museum in order to celebrate this project. During the event, TV host Mr Cao Qi Tai (star of various TV pro-

grammes in mainland China, Taiwan and Southeast Asia), international award-winning pianist Mr Song Si Heng, Chinese Kunqu opera singer Mr Zhang Jun (the icon of the young generation of Chinese Kunqu), China's first haute couture designer Ms Guo Pei and celebrity chef Fu Yang (provider of catering services for events held by China's top socialists and celebrities) all took to the stage to participate in the project. The night's wonderful menu was inspired by recipes from the book, which showcased features of Miele appliances.

A catwalk presentation was part of the gala dinner.



The Shanghai Film Museum being prepared for the gala dinner.



## of art, love and life

A joint love of art has seen Miele and Ms Wang Xiaohui work together on various media programmes, and now the new project has seen a new link established between Miele and Chinese contemporary art. With its new Miele kitchen appliances, Wang Xiao Hui art centre is equipped to serve up to 100 people at a cocktail reception or seminar with a whole host of cuisine served straight from the fully equipped Miele kitchen.

More new programmes are due to follow over the course of the coming year in the name of Art•Love•Life.



Contemporary art is the focus in the Wang Xiao Hui art centre.

## New style for old traditions

In China, people prepare specific foods for different festivals. These special foods have a long tradition dating back thousands of years of Chinese cultural heritage. Over the course of 2013, Miele House Shanghai invited customers to a bi-weekly cooking class focusing on cooking traditional Chinese food in an innova-

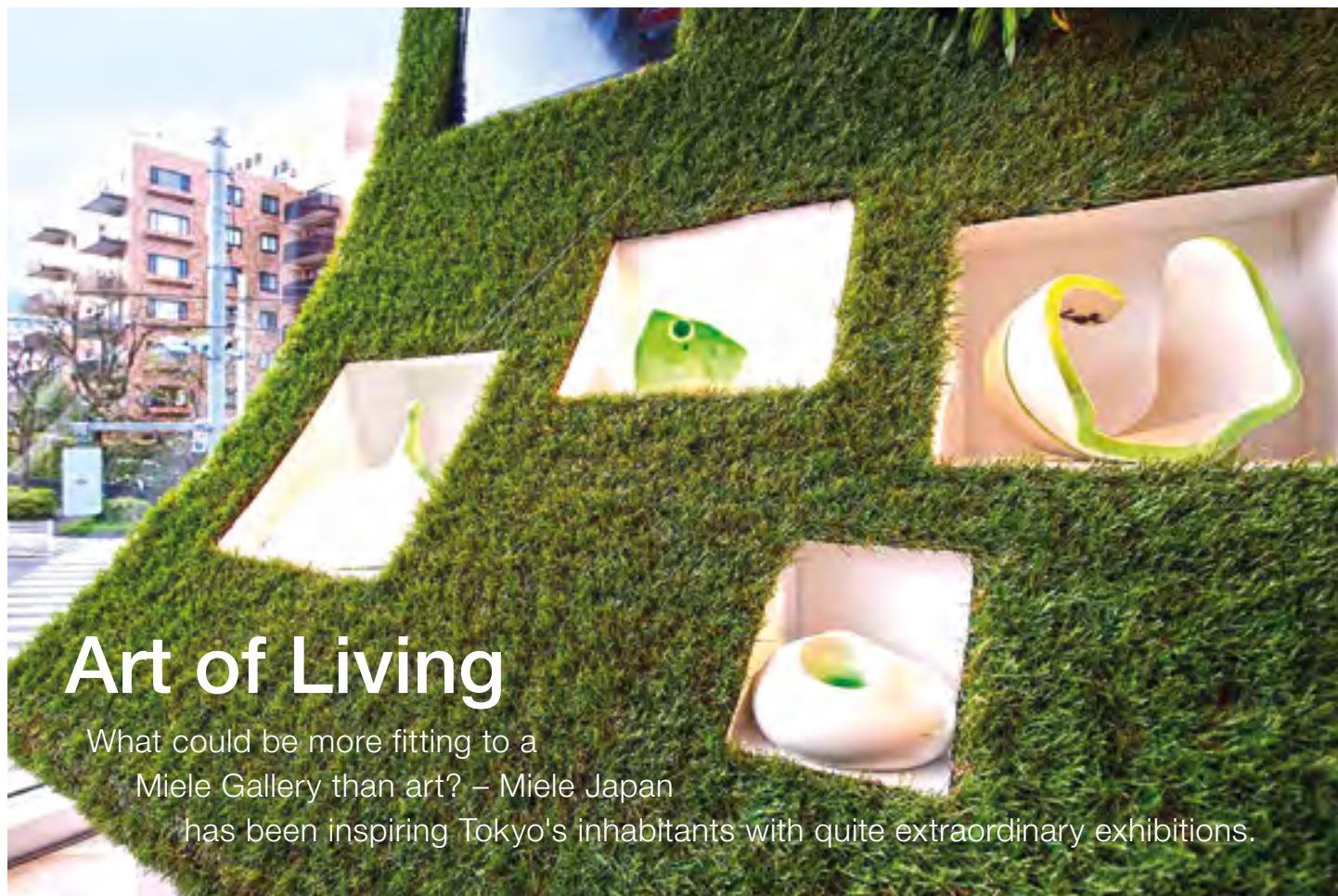
tive way using Miele appliances. From rice dumplings wrapped in bamboo leaves to moon cakes, Miele steam ovens have been showcased to a nation which invented the art of steaming, and have demonstrated how to turn steaming into an art form that combines modern sophistication with convenience.

Filling bamboo leaves in the Miele House Shanghai.



As traditional as you can get: dumplings for the steam oven





# Art of Living

What could be more fitting to a Miele Gallery than art? – Miele Japan has been inspiring Tokyo's inhabitants with quite extraordinary exhibitions.

*The Japan subsidiary presents "Green Art" in the heart of the city.*

**F**aster, "Enjoying life and making time for the finer things" – this is the philosophy behind the "Art of Living" concept, created by the Miele Japan subsidiary. In 2013, a series of lifestyle experience events in Miele centres in Japan gave customers the opportunity to experience Miele appliances in an extraordinary atmosphere combining art, food, design and fashion, and to socialise with the finest in international society. The aim of the events: to inspire guests to use their time more effectively and to increase their quality of life. Art of Living highlights included the two art exhibitions "Spring Blossoms" and the "Timeless Design Exhibition" in the Omotesando Miele Gallery in Tokyo in spring and autumn 2013.

## Spring Blossoms

Life, a new start, energy, growth – spring is symbolic of a number of things. With the help of ceramic artist Koji Tsuji, the Omotesando Miele Gallery was transformed into an artistic Spring Blossom exhibition between April and June, in line with the season. The exhibition precisely captured the seasonal symbolism in the shape and colour of the cherry blossom. Tsuji interpreted the phases of the spring flower across the four storeys of the Miele

Gallery: The ground floor thematised the "seed" phase with blue-coloured artworks, which symbolised the water needed for growth. The first floor accentuated the "sprout" stage with its yellow shades, representing sunlight. Meanwhile, the second floor "growth" reflected the energy required for these stages of development with green ceramic works. Then, on the third floor, the fluorescent cherry blossoms spread in pink to represent "full bloom". Koji Tsuji, who wants to enlighten the urban landscape

*The wonderful buffet in the Miele Gallery complemented the exhibition in terms of aesthetics too.*





Models dressed in clothing inspired by "Spring Blossom" present the new built-in appliances.



Timeless Design with colourful art in the inner courtyard

and to generate an understanding of the universe amongst his viewers with his art, presented a total of twelve works of art in the Miele Gallery. Miele Japan opened the exhibition with a Spring Blossom opening cocktail party, to which 80 guests were invited. Models dressed in clothes inspired by Spring Blossom presented Miele appliances to the guests. Head chef Yuka Macaron inspired the guests to go on a taste journey of fantasy, creativity and new ideas with an artistic culinary presentation based on the floor inspired by "Growth".

**Timeless Design**

The subsidiary presented October 2013 under the motto "autumn is the best season for art" and opened a ten-day exhibition in the Gallery, designed to run in line with Tokyo Designer's Week, devoted to the topic of "Timeless Design". Innovative Miele technology, architecture from Japan's star architects Kengo Kuma and art from the Swiss graphic designer Christoph Radl were all harmoniously brought together under this motto.

Kengo Kuma presented his concept of the new living space for the 21st century with his design for the interior of the Miele Gallery, which he had completed back in 2011: A subtle colour palette and clear

shapes merge with the domestic appliances on display. The "RadlWall" in the Gallery's inner courtyard – an imposing installation comprising a collage made up of 280 images – also displays the work of its creator, Christoph Radl. The opening event for the presentation of this successful melange of Timeless Design from three disciplines included a press event, which saw the initiators Kengo Kuma, Christoph Radl and the Managing Director of the subsidiary, Hideki Matsubara, present their Art of Liv-

ing project to the press. A cocktail party followed, to which 120 guests from society, the press and commerce were invited to admire the impressive Gallery interior and the RadlWall.

Unified for art: Steffen Kessler (Miele), the artists Kengo Kuma and Christoph Radl, and Hideki Matsubara, Managing Director of Miele Japan (from the left)





Guests and VIPs mingling at the cocktail reception.

## Gastronomy and art for one month only

Miele Singapore was the proud official co-sponsor of the "4 x Four" event – a culinary experience showcasing the brightest stars on both the culinary and art landscape. Located along Bayfront Avenue amidst the iconic Marina Bay Skyline in Singapore, the pop-up restaurant was housed in a specially designed white marquee with projection walls to enable customised visual mapping. This gastronomy and art event featured four renowned chefs, with one appearing each week for a guest stint in a fully equipped and custom-built pop-up restaurant. The restaurant featured a central Miele mobile kitchen, equipped with Generation 6000 PureLine appliances, within close prox-

imity to the 100 guests who attended the event each night throughout the month of November. In total, there were 19 lunch and 19 dinner sessions attended by both the general public and also an array of corporate clients such as Goldman Sachs, Mercedes, DBS Bank, Visa, Vertu, Zenith, Standard Chartered and of course, Miele.

4 x Four was created to celebrate the most exciting culinary creators from around the world and heralds the latest movement in contemporary art largely inspired by famous new-age artists and street artists who take the medium of art to a whole new level. Monday 18th November was a special evening for Miele Singapore as it marked the end of a week-long

celebration of the launch of Generation 6000 together with the grand premiere of the newly renovated Miele Boutique. The occasion was marked with an exclusive evening at 4 x Four for 80 of Miele Singapore's business partners, brand partners, consumers and staff.

Miele's guests indulged in a unique culinary experience in the custom-built restaurant inspired by both visual and culinary art. Guests and VIPs feasted on the exquisite creations specially prepared by chef Chris Salans of the celebrated Mozaic restaurant in Bali, who presented a distinctive 8-course wine pairing dinner menu together with Miele culinary appliances.

## Dim Sum from the Miele Steam Bar

In conjunction with the new PureLine launch celebrations, Miele Singapore unveiled its latest retail concept: the Miele Steam Bar at Tangs Department Store. The Miele Steam Bar is the first of its kind in line with the new dynamic renovation of Tangs Orchard. Located in the heart of Singapore's prime shopping district and synonymous with a high-quality retail experience, Tangs remains an unmistakable icon along Orchard Road, constantly at the forefront of consumer lifestyle trends. In sync with this, consumers can now experience steam cooking through a culinary journey of healthy and wholesome gastronomy.

Chef Janice Wong, recently named Asia's Best Pastry Chef, as well as receiving international recognition for her cutting-edge culinary creations, kick-started the line-up of active 'live' steam cooking sessions at the new Steam Bar. She fascinated VIP guests and media with an array of delightful and exquisite dim sum, including truffled cheese and foie gras dumplings, whilst showcasing the use of Miele's range of steam ovens.

Miele Singapore is immensely proud to reprise its inaugural collaboration with chef Janice Wong's latest culinary publication "Dim Sum: A Flour-forward Approach to Traditional Favourites and Contemporary Creations", of which Miele is a proud publication sponsor. Hand-in-hand, chef Janice incorporates the use of Miele appliances showcasing the revolutionary MultiSteam technology during the testing and preparation of over 50 innovative recipes and no less than 80 dim sum techniques.



Media and VIP guests sampling Janice Wong's dim sum creations prepared in the Miele range of steam ovens on display at the Miele Steam Bar.

In the on-going use of the Miele Steam Bar, there was also an exciting line-up of active steam cooking sessions from November to January. All of the sessions were highly interactive and featured renowned local culinary talents chef Jimmy Chok, chef Forest Leong and chef Malcolm Lee.



# Food and cooking at its best



*The Culinary Center is attached to the Whole Foods Market in Princeton.*

*Come in and learn more about healthy cooking!*

Last May, Princeton Whole Foods Market opened their new Culinary Center, fitted out with a full suite of state-of-the-art Miele appliances. The new space hosts cooking classes, demonstrations, events and educational opportunities, utilising Miele appliances including the Miele steam oven, MasterChef oven, speed oven, gas hob, refrigeration, wine storage, warming drawers and dishwashers.

In line with Whole Foods tradition, Miele executives participated in an inaugural "bread breaking" ceremony – a good luck ceremony symbolic of sharing one's harvest. Dr Reinhard Zinkann, Dr Heiner Olbrich, Dr Eduard Sailer and Christian Gerwens from Miele Germany, along with Nick Ord, President of Miele USA, Bob Fava, Vice President of Sales and Scott Lombardi, Director of Floor Care, joined Lance Mcallister, Whole Foods' Store Team Leader and Beth Pearson, Marketing Team Leader, for the celebration. After the breaking of the bread, everyone enjoyed lunch prepared by Whole Foods' Culinary Team and Senior Home Economist Holly Curry from the Miele Center at Princeton.

As part of the grand opening festivities, visitors had the opportunity to tour the new kitchen, participate in a variety of complimentary cooking classes, register for upcoming culinary classes, and learn more about Miele appliances.

The integration of Miele appliances into Whole Foods Market was a natural one. Whole Foods has an unwavering dedication

to sustainable agriculture and they maintain the strictest quality standards in the industry. Their commitment to sustainability directly correlates with Miele's commitment to 'Living the Sustainability Principle'. Whole Foods' quality products fall in line with health-conscious customers – an 'organic partner' to steam and combi-steam ovens for food preparation and MasterCool technology for food preservation.

The space, surrounded by windows on three sides, provides a warm, welcoming atmosphere for customers to participate in the classes or for passers-by to take a peek at the culinary creations being conjured up at any moment. The room is large enough to hold cooking presentations, but can also allow for a more intimate setting by gathering stools around the large centre island. The sleek design of the fully integrated appliances would have any participant or onlooker wishing this was their home kitchen.

Classes offered in the space range from Meatless Monday Supper Club to Easy Party Food and even get children involved at an early age with their Kids in the Kitchen classes. Miele's Home Economists teach monthly classes at the Culinary Center, but Whole Foods has also been integrated into the product cooking presentations and Masterchef classes offered in the Miele Center at Princeton. As the prime purveyor of food for the Center, Whole Foods Market provides the finest natural and organic foods available to help create healthy, gourmet results for clients.

# Digital handshake for a dream kitchen



*Kitchen Appliance Visualizer: Design your kitchen at home; check the details with professionals in the store.*

A consumer's so-called "dream kitchen" begins with imagination and a vision. Consumers need to see their kitchen before they can start shopping for individual appliances. Now, with the Kitchen Appliance Visualizer (KAV) Web and Retail developed at Miele headquarters by Marketing Communication International (MCI), Miele Canada is one step closer to consumers.

Working in close co-operation with MCI, the team at Miele Canada has developed a "digital handshake" between KAV Web and KAV Retail: Miele now enables consumers who are researching online to visualise and configure their dream kitchens, and to then send this information to their local Miele agent while also booking a personal appointment. This information allows the Miele agent to be well-prepared and informed of the

consumer's choices before they even arrive for their appointment to review their product selections. When at the retail store, the consumer and their retail sales associate can retrieve the consumer's KAV Web configuration using a unique PIN code, and can work through their final selection on KAV Retail in real-time 3D on a 46" multi-touch screen.

Miele Canada has installed this system at 20 key retail locations, whilst also arranging a full in-store and online training programme for retail sales associates through several learning management system modules which can be completed by the retail sales associates directly. Over 200 retail sales associates have already completed training for the digital handshake.

The engagement with consumers is an ideal point from which to create an emotional bond with the brand even before they step into a retail environment. The goal is to generate measurable and traceable qualified leads between the internet and bricks and mortar retail.

## Exclusive partner of MasterChef Canada

In an effort to showcase the Miele brand to a national audience across Canada, Miele Canada secured an exclusive appliance partnership with the newly launched MasterChef Canada television program, which premiered on the CTV network in January 2014. The show's format has been exported around the world under the same MasterChef logo, and is now produced in more than 40 countries and airs in at least 200 territories. The arrival of this television franchise's global success has been long-awaited by Canadian television audiences.

MasterChef Canada provides an opportunity for Canadian amateur chefs to develop their culinary skills as they compete for

the title of MasterChef Canada. The judges whittle down the contestants through a number of individual and team-based cooking challenges and weekly elimination rounds, until a winning chef is crowned.

The programme began to air in January 2014 with 15 weekly episodes and estimated viewing audiences of 2.9 million. The judges include Michael Bonacini (of Oliver and Bonacini fame, owner of eight restaurants), Claudio Aprile (who is behind the acclaimed and successful

Origin franchise) and Michelin-star chef Alvin Leung (Bo Innovation in Hong Kong and Bo London in London).

In addition to the high-visibility product placement of the 16 cooking stations outfitted in Miele appliances, as part of this exclusive association, Miele will also receive recognition and a short promotional clip and acknowledgement at the end of each of the 15 episodes, thus further enforcing exposure of the Miele brand.



*The MasterChef studio offers plenty of space to cook with Miele appliances.*

# Culinary arts for the East



*Miele Russia facilitates cooking skills.*

**M**iele CIS (Russia, Ukraine, Kazakhstan) launched a new project entitled "Cooking with Miele!". Cooking with Miele! began in June 2013 as a series of events, giving people the unique opportunity to plunge into the exciting world of culinary arts and become acquainted with the international culinary experiences of Miele. Master class participants can try their hand cooking dishes based on recipes by chefs from Canada, Germany, Australia, Austria, Belgium and many other countries; can become acquainted with innovations in the field of home appliances; and can evaluate the tremendous opportunities provided by the appliances that are manufactured by Miele.

This project has been successfully implemented for many years in various countries where Miele is represented, and so before launching it in Russia and Ukraine, the representatives of Miele CIS first turned to the experience of their foreign colleagues. Cooking with Miele! was developed on this basis.

At project events, the participants are able not only to enjoy gourmet cuisine, but also to discover the nuances of the various dishes with the responsive guidance of professional chefs. During culinary master classes, each on a different theme, the specialists discuss the correct attitude to food, principles of cooking healthy meals, and acquaint participants with unusual ingredients.

"Discover the exciting world of culinary arts! Get real pleasure from the process of creating culinary masterpieces with Miele!" is the motto under which all the activities are held. The purpose of the project is not just to teach people to cook new and unusual dishes, but also to acquaint them with the world of home appliances.

When preparing for the launch of the project in Moscow, St Petersburg and Kiev, special attention was paid to the selection of chefs. In order to represent Miele properly, they not only had to have high professional skills, but also had to know the home appliances manufactured by the company.

All of the chefs completed special training at the Miele Academy, during which they learnt the functional and technological features and capabilities of Miele appliances, and became familiar with modern trends in the development of home appliances in general.

In Russia, Cooking with Miele! was first launched in Moscow, then St Petersburg joined in, and in November 2013, the first event was held in the capital of the Ukraine, Kiev. The format of activities that are held can be quite varied. Workshops, test drives, team building, corporate events and celebrations are regularly held in the Miele Galleries. Each event invariably ends with a gourmet dinner, where the participants taste dishes that they themselves have cooked and share their experiences with one another.

The events are only held in the company's own Miele Galleries in Moscow (in the Mercedes-Benz Business Center), St Petersburg and Kiev, the capital of the Ukraine.

# Woof to Wash

**M**iele Professional washing machines have been used to create the world's first washing machine that can be entirely operated by a dog. Developed with innovative technology from leading UK laundry specialist JTM

*Washing machine operated by dogs.*



service and in partnership with manufacturer Miele Professional, the 'Woof to Wash' washer features a voice-activated switch which turns the machine on when the dog barks.

Inventor John Middleton, Managing Director of JTM, explains: "We developed this machine because mainstream products with complex digital controls seldom meet the needs of the disabled user. We had already created a single-programme, one-button machine to make life easier for people with a range of different needs. When we heard about the amazing work Support Dogs does, the 'Woof to Wash' was an obvious next step."

Support Dogs provide, train and support specialist assistance dogs to provide help with everyday tasks for people with physical disabilities, to give advanced warning of seizures for people with epilepsy, and to provide safety and support for children with autism and their families. Although assistance dogs are trained to strip beds, fill laundry baskets, load and empty washing machines to help their disabled owners, until now they haven't been able to turn on a machine.

The machines have a built-in microphone linked to a voice-activation switch: the assistance dog barks at the microphone and the machine is turned on. Attached to the face of the machine is a pull rope to open the door which the assistance dog is trained to tug, enabling them to then load

the machine before closing the door with a nudge of its nose. The machine washes on a single 40-degree wash – ideal for most fabrics and environmentally friendly. The correct dose of washing detergent is automatically dispensed from a special dose bottle, which holds 10 litres and can be topped up by a carer as required. The assistance dog steps on the paw print button at the bottom of the machine to open the machine after the wash cycle has ended.

Rita Howson, Director of Operations for Support Dogs, said: "Doing your own laundry is something most of us take for granted. Thanks to JTM's revolutionary machine, support dogs of all sizes can load the machine, bark to turn it on and, with the push of paw, open the door and unload the washing."

Plans are underway for this groundbreaking machine to enhance the quality of life and independence for thousands of people with wide-ranging disabilities across the UK.

Les Marshall, UK Sales and Marketing Director at Miele Professional, commented: "This is an incredible invention, and one which Miele is extremely proud to be part of."

Founded in Leeds in 1983 by MD John Middleton, JTM Service provides laundry facilities and services for more than 100 social housing providers and 800 care homes from the Scottish Borders to the Midlands.

## Best brand overall for

18,271 readers of the British consumer magazine Which? have given Miele an overwhelming testimony: In the latest reliability survey by the magazine (1/2014 edition), Miele has been crowned the brand with the highest reliability score in five of a total of ten categories. The brand was even given the title "best brand overall" in eight of the ten categories.

Reliability scores are based on the proportion of appliances with problems per brand, and faults

are weighted so that more serious problems account for more of the score. The best brand overall title is even more impressive; as it takes both the reliability and the satisfaction of customers with their domestic appliance into account, as well as the results of product tests. According to this rating system, Miele is the best brand overall for upright and cylinder vacuum cleaners, for freezers, washing machines, washer-dryers, tumble dryers, dishwashers and built-in ovens.

Which? said the following about Miele washing machines: "The brand has the highest reliability and customer scores, and an outstanding 100% of its available models we've tested are Best Buys." About Miele ovens, Which? wrote: "If you're willing to pay more than £700 you won't go wrong with a Miele. They heat evenly – which is essential for perfect baking – and they're accurate at heating to the temperature on the dial."



*Sabine Kumlehn, head of personnel development, and Dr Markus Miele with the signed charter, which contains a voluntary obligation to promote diversity.*

## For respect and esteem

Mutual respect and esteem should be self-evident in human contact. But this is not always the case in all parts of life. At Miele, however, these values are anchored right into the heart of the company culture.

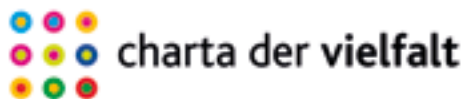
In order to preserve this culture in the future, everyone involved must have an awareness of diversity and equality of opportunity. With the fulfilment of the international social standard SA8000 and the signing of the "Charter of Diversity", this awareness has been increased – for the benefit of all. For: The more diverse the workforce of a globally operating company such as Miele, the better the future prospects with regard to global competition.

At Miele, equality of opportunity and esteem applies to all members of staff and applicants in equal measure – regardless of nationality, skin colour, sex, religion, sexual orientation or any kind of physical impairment. The potential that lies in the diversity of life and professional experience, approaches and values should be upheld.

Some figures: In the 2011/2012 financial year, five percent of the workforce in Germany had a citizenship other than German. The proportion of employees with a disability in Germany stood at five percent.

In the 2011/2012 financial year, the proportion of women in the total workforce in Germany stood at 23.2 percent. The proportion of women in management

positions (management board, registered managers, trade representatives) stood at 8.1 percent (2010/2011: 8.4 percent). "This is not a bad number for a German production company of our kind, but it can, of course, be improved upon", believes Sabine Kumlehn, head of personnel development and responsible for global talent management at Miele. She is convinced: "We are on the right path."



It is a clear goal of personnel policy to increase the number of women in management positions. After all, potential still remains in the advancement of women. In order to better utilise this potential, the three-year project "Fokus Frauen" (Focus Women) was recently launched.

In terms of diversity and equality of opportunity, the aim is to use an integrated diversity management scheme to secure diversity within the company as a source

of success and innovation. This has been recorded as an official objective in the company's sustainability strategy, which was recently developed further.

The signing of the Charter of Diversity represents a measure to achieve this target. The charter is an initiative supported by the German government to promote diversity in companies. Over 1,500 companies and public institutions have signed the charter to date and in doing so have obligated themselves to create a working environment for their employees that is free from prejudice and discrimination.

This also includes revising the personnel policy and promoting the talents of both female and male employees. Miele has been doing this intensively anyway through trainee advancement and staff training programmes. Measures to achieve family-compatible working and to achieve or maintain the work-life balance offer further support.

You can find more information about this topic in the new sustainability report "A matter of generations" (see page 50 for more details) or online at [www.miele-sustainability.com/diversity\\_and\\_equal\\_opportunities](http://www.miele-sustainability.com/diversity_and_equal_opportunities)

# Fast, safe and proven in practice

Dentist Dr Themistoklis Adamopoulos from Bochum-Wattenscheid (Germany) has been relying on medical technology from Miele Professional for around a year now. The appliances have proven their worth during everyday work.



*Switched on and soon finished: Dental assistant Melanie Volkmann uses the Miele steriliser's 134°C universal programme most often.*



*Dentist Dr Themistoklis Adamopoulos took over the practice in Bochum-Wattenscheid in 2010 and now specialises in oral surgery. Following his degree in dentistry, the dentist attained a master degree in "oral medicine in implantology".*

*Lots of space in the hygiene room:  
The Wattenscheider practice is  
equipped with the latest technology.*



*Instruments with a range of materials and shapes are cleaned and disinfected in the thermal disinfector – from probes to surgical instruments.*



*Transferring the process data to the practice's own network:  
The Segosoft Miele Edition software automatically saves all of  
the information.*

It just needs to be preheated in the morning. Then it is always ready to be put to use – and it completes its work quickly: "The Miele steriliser has significantly reduced the amount of time needed to prepare our instruments", says Dr Adamopoulos. He purchased the appliance together with the documentation software Segosoft Miele Edition and a new Miele thermal disinfector. Miele has combined these and other services in its System4Dent programme package.

All appliances and services from the one source and reliable support from the Miele customer service team – this was what tipped the balance towards Miele for the Bochum dentist. Dr Adamopoulos may not have used the service yet but he is well covered: A service and installation plan ensures that his appliances are maintained once a year and that parts subject to wear and tear are exchanged free of charge.

The two other members of staff in the practice, who are responsible for preparing the dental and surgical instruments, believe practical working to be important for day-to-day work. "The new appliances are easy to use and you can decide at the last minute before you go home whether or not

you need to prepare all of the instruments for the next day", stated dental assistant Melanie Volkmann. They often used to leave the old steriliser on overnight as it took so long to heat up. The new appliance is quite different: "It is always ready to go, as once it has been preheated in the morning, the temperature is maintained throughout the day. This means that I can turn the steriliser on when I need it and the 134°C general programme is finished in just 23 minutes." This programme is used most regularly in Adamopoulos' practice and can, therefore, be easily selected by pushing the "Quick Start" button.

The steriliser has room for six instrument trays per batch, whilst the thermo-disinfector can hold four perforated baskets or six cassettes plus accessories used in treatments. Although the practice, which specialises in oral surgery, uses instruments with a whole host of different materials and shapes, almost everything can be prepared using the machine. It is only the tubes for the surgical suction unit that need to be rinsed by hand. As it is normally sufficient to run the thermo-disinfector and steriliser twice a day, preparation can be completed "on the side", which in turn means that the

staff can instead focus on providing patients with a better and faster service.

#### **Secure process data**

The documentation of the process data is also quickly completed in just a few minutes. The batch protocols are transferred to the practice network via data link, approved and then, with the help of the Segosoft Miele Edition software, saved in such a way that they cannot be subsequently edited. As soon as the batch protocols have been saved on the practice computer, they remain on the computer so that they can be read, evaluated and verified for legal purposes. They give the practice legal security and can, for example, be presented to representatives of the Dental Association or the district council in the case of routine practice inspections.

Dentist Dr Adamopoulos has already experienced an inspection of this kind, after he took over the premises in Wattenscheid from his predecessor in 2010. The fact that he had joined a modern practice and, as a result, had invested in new technology means that he has a relaxed approach when it comes to the official visits. "We are best-equipped when it comes to hygiene."



*Brilliant: The new Glass special programme uses fully or partially purified water to help prevent staining and to make post-wash polishing a thing of the past.*

## Fast and hygienic for professionals

They celebrated their world première at the IFA in Berlin and they are now available to buy – the new freshwater dishwashers from Miele Professional. The perfect washing professionals are now available to suit the differing requirements of commercial customers. The Speed and SpeedPlus models boast short programme times, starting at just five minutes in length; whilst the wash capacity of the new models has increased by 20 percent compared with their predecessors. Even with the fastest programme times, two baskets can be washed per batch. In addition, considerably more items are cleaned in the new, flexible standard wire baskets than before – up to 456 plates per hour.

Brilliant is the name of the world's first special washer for glasses and cutlery with the freshwater system. It comes with a connector for fully or partially purified water, which prevents staining. The Miele system is ideal for fine wine glasses and, as such, the Riedel company recommends the Brilliant washers for its fine wine glasses. The Hygiene and HygienePlus models are ideal for use in elderly care homes, nurseries and hospitals. They guarantee particularly hygienic

wash results, for example with the Vario TD programme. It offers thermal disinfection that has previously only been used in the medical sector.

The new professional dishwashers have already been awarded a certificate by the Cleaning Technology Institute e.V. in Krefeld (wfk, Germany) for their outstanding results. The tried-and-tested freshwater system for commercial dishwashers, which uses completely fresh water for each wash and rinse stage, is only available from Miele Professional. The design of the new dishwashers is also setting the benchmark. The elegant new control panel consists of a full-length stainless steel surface. Programmes are selected via touch operation, whilst the display in the centre of the fascia panel provides information about the selected programme.

The new Miele models are the first commercial dishwashers that can be perfectly integrated into a kitchen unit. Integrating the dishwasher will no longer cause the continuous plinth to be interrupted. The freshwater dishwashers can be adapted to different worktop heights of up to 88 centimetres without the need for any additional parts.

## 30 million invested in Bielefeld

The new generation of commercial dishwashers with the freshwater system have been being produced in the Miele factory in Bielefeld since mid-October. The dishwashers are created in a new assembly hall, which forms part of an innovation and production centre, for which Miele has invested just less than 30 million euro over the last five years.

"The majority of our machines are currently being replaced by new series", stated Lutz Döhnert, who is responsible for the professional cleaning systems at Miele in Bielefeld. In order to be able to utilise the latest production concepts, ten million euro was invested in the new wash cabinet production alone. "Thanks to this investment, we can now work faster and more economically than before", reported works manager Dr Stefan Breit. A step-by-step productivity improvement has seen production increase by around 30 percent.

## In demand in Japan

Thermal disinfectors made in Germany are forging a career for themselves in Japan: In autumn 2006, Hokusui Trading Co. in Osaka incorporated the machines from the Miele factory in Bielefeld into their range. The success was not long in coming; after all, the specialists from Miele Professional provide room for up to eleven hand-pieces and contra-angles across two wash levels, and as such, a really large capacity. In 2013, the special supplier to dental surgeries sold six times as many disinfectors as when it started: 203 models with 45 and 60 centimetre widths were sold in 2013 alone.

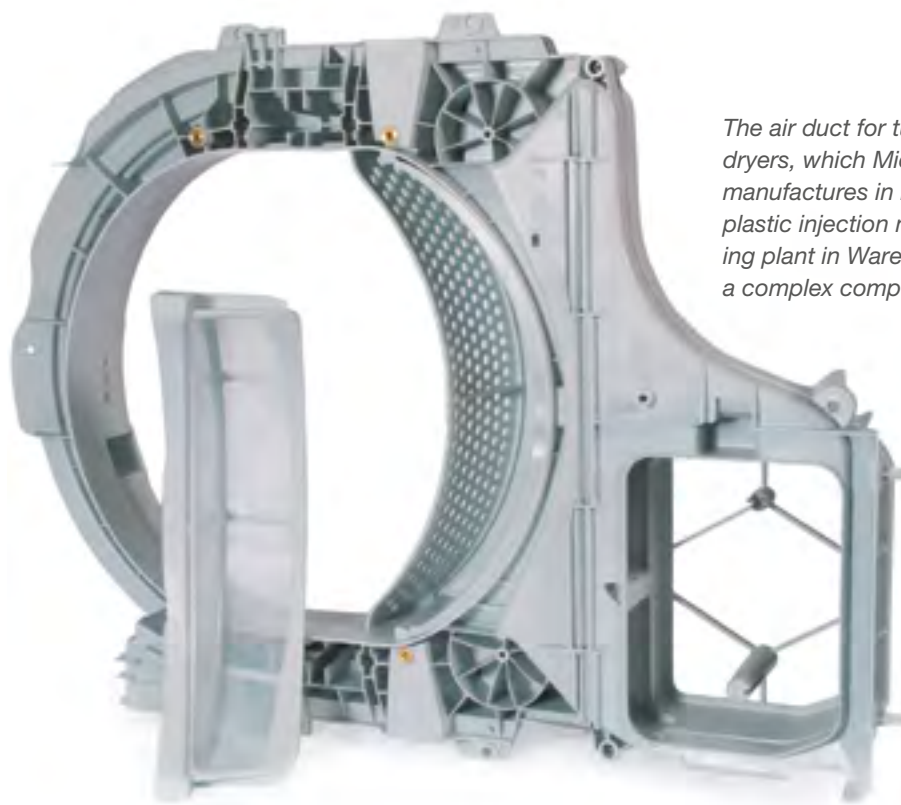


## Fan club founded in Italy

When a brand achieves cult status, it inspires people to do extraordinary things – just like Dario Marangone and his father Gianluca. Spurred on by their passion for the brand, the two Miele enthusiasts from Milan launched the "Miele Fan Club" website ([www.mielefanclub.it](http://www.mielefanclub.it)) in 2010. Showing impressive dedication to the cause, the Italians continued to develop the platform until 2013. The website is not just a way of expressing their love for the cult brand; but also a means of putting all Miele fans and interested parties in contact with one another. The website, which features the company history as well as information and interesting facts about different products, also contains image galleries, product catalogues, user manuals and some magazines. A regularly updated blog keeps the growing community up-to-date with all the latest news about the brand. The initiators have found creative ways to reach people and to attract them to the fan club, such as via Facebook, a YouTube channel and via their own magazine, "Miele Forever".

## Americans love vacuum cleaners

Miele vacuum cleaners have come top in a survey of customer satisfaction for the second time in a row in the USA. According to the study by the market research company "J.D. Power and Associates", Miele appliances achieved top marks for performance and design – for both the "uprights" (S7 models), which are especially popular in the USA, and for the cylinder vacuum cleaners. The study surveyed 5,000 customers who had purchased a vacuum cleaner between February 2012 and February 2013.



*The air duct for tumble dryers, which Miele manufactures in its own plastic injection moulding plant in Warendorf, is a complex component.*

## Innovation prize for plastic part

The plastic injection moulding plant in Warendorf was awarded the 2013 TecPart Innovation Prize. The factory was awarded the prize for the air duct in the tumble dryer. This component circulates the process air and directs it into the heat exchanger. During production, staff at Warendorf need to adhere to production tolerances of one-tenth of a millimetre – a demand that played a large part in the award being given. "The air duct is a complex component, which we manufacture using trans-

fer moulding", explains Works manager Dr Jürgen Jahn. "The fact that we have once again won this prize demonstrates the high quality of our plastic products." The award is presented each year by the Verband Technische Kunststoff-Produkte e.V. (Association of Technical Plastic Products) for special achievements in the field of plastics processing. Miele produces the majority of the plastic components required for domestic appliances in Warendorf, including vacuum cleaner housing.

## The Taste à la Miele

Miele appliances are found on the most popular programmes when people cook on television in Germany. Miele has also kitted out the television cookery studio for the new programme "The Taste" by SAT1 with Generation 6000 built-in appliances. The Taste sees four well-known star and television chefs act as coaches. Each coach first puts together his own team. The teams comprise hobby chefs and professionals who serve a sample of their skill on a spoon. The chefs have to master a culinary skill in each episode, before impressing the coaches in blind tastings. It is then a thumbs up or a thumbs down to see who leaves the show.

The winner of the final receives a prize of 100,000 euro.

After the first broadcasts, The Taste has established itself as one of the most successful cookery programmes: an average of over two million viewers watch each programme. The popularity of cookery programmes on German television is demonstrated by the fact that over 10,000 people applied to be on The Taste. Miele's cooking expertise has got around production companies: The appliances are reliable and, should something untoward happen, the producers can rely on the support of adept Miele customer service technicians.



# Experience value

They are called Miele Centres, Experience Centres or Galleries. Even though these exclusive showrooms differ in the detail, they always create an exclusive brand experience. The Miele Magazine presents new showrooms in Madrid, Mexico City, Istanbul, Nice and Auckland.

Spain has been home to a second Miele Centre alongside the showroom in Barcelona since June 2013. Situated in the heart of Madrid, in Alcobendas to be precise, the Centre invites its guests to experience the Miele brand world across an area spanning some 500 square metres. The festive launch saw Dietmar Vierbuchen, head of the Spanish subsidiary, welcome 200 guests, including Dr Markus Miele, Dr Reinhard Zinkann, the local mayor, the German ambassador, the director of the German Chamber of Trade and Commerce

and numerous Miele value-added resellers, architects, interior designers and neighbours.

The Spanish star chef Paco Roncero was on hand to serve some culinary delights. With the help of the new Generation 6000 built-in appliances, Roncero and his team transformed the entire showroom into a gourmet mile that was reminiscent of molecular gastronomy. Alongside a tapas bar created exclusively for Miele, the "Cool Zone" featured a cocktail bar; whilst speciality coffees were served in extraordinary combinations, for example together with passion fruit and mint.



Spain's second showroom invites guests into a modern world of experience, spanning over 500 square metres (above). Star chef Paco Roncero's team treated guests attending the opening event with refined delicacies.

Television presenter Ana Gracia Siñeriz not only interviewed Dietmar Vierbuchen, Markus Miele and Reinhard Zinkann; she also moderated the evening in her own charming way. The evening itself was rounded off with musical performances. Upon their return home, guests who had attended the launch were able to once again indulge in "sweet" memories of the evening – they were given party bags containing macarons from Rosalba Lantero's patisserie which had been prepared using Miele appliances.

# Mexiko City

**M**iele has opened a spectacular new showroom in the heart of the cultural hotspot of Polanco in Mexico City. The historical building, which is now also home to the headquarters of the subsidiary, combines tradition and modernity; whilst the results of the renovation and refurbishment works ideally complement the classical architecture. Visitors can experience the charm of the traditional family company across an area spanning some 500 square metres, and can also discover the convenience of the modern domestic appliances. The active kitchen with its wonderful location on the rooftop terrace represents a special highlight. Customers can indulge in style here during the cookery courses. Wine connoisseurs are also well served and can sample premium wines during tasting events.

The 300 select guests who attended the festive opening event were welcomed to the notes of a jazz band. Relaxed hours with outstanding food followed the official part of the evening, which featured welcome addresses by Dr Markus Miele, Dr Reinhard Zinkann and Antonio Seader, head of the subsidiary in Mexico. The accomplished chef Martha Brockmann provided food for the guests, and the meal was rounded off with barista-prepared drinks made using the Miele coffee makers as well as mini wine tastings featuring refined drops.



*Atmospheric lighting highlights the combination of the traditional and the modern in the new Miele Centre in Mexico City.*



*Imposing classic architecture welcomes guests inside.*

The new showroom represents a milestone in the development of the subsidiary: The building does not just house the luxurious showroom; the second floor is also home to offices for the over twenty members

of staff. In 2001, Mexico became the first Miele location in Central and South America and has been a main attraction for a large number of enthusiastic customers and dedicated sales partners ever since.



**B**ack in 1819, in his collection of poems entitled "West-östlicher Diwan" (or "West-Eastern Diwan"), Goethe noted: "He who knows himself and others will also recognise: Orient and Occident are no longer separable." It was with these words that Dr Reinhard Zinkann, together with Dr Markus Miele, welcomed

*The explosion model clearly shows how much quality is hidden inside a washing machine.*

around 200 guests to the new Miele Centre in the Bosphorus at the official opening in May 2013. Istanbul is growing rapidly on both sides of the Bosphorus, and Miele wants to play a part in this development with the new showroom. The modern and conspicuous building with its striking glass panels in the Asian part of Istanbul highlights the company philosophy of "Immer besser" (forever better): Miele Turkey presents cookers, ovens, washing machines and tumble dryers, as well as Professional appliances, in an atmospheric ambience across around 650 square metres. The showroom invites guests to experience the brand in a special way and to enjoy it with all of the senses.

Pleasure is written large in the fully equipped active kitchen. The VIP guests discovered this in the form of select delicacies, which chef Batuhan Piatti served to jazz music. The showroom, which already features the latest built-in appliances, passed its baptism of fire with flying colours. After all, the synergy between a



*Dr Markus Miele, Dr Reinhard Zinkann and a visitor watch Batuhan Piatti cook.*

showroom that is flooded with light and the high-tech domestic appliances has become a key attraction for ambitious sales

partners, architects, designers and quality-conscious consumers on both sides of the Bosphorus.

Anyone travelling along the sun-kissed Côte d'Azur with its magical beaches surrounded by palm trees does not miss a stop in Nice. Luxury and recuperation in an elevated atmosphere attract numerous tourists to the region each year. Miele is now also represented with a showroom in Nice, in the immediate vicinity of the beach promenade.

Miele has been represented in France for over fifty years now, with the Miele Gallery that opened in Paris some twelve years ago the first of its kind in the world. Numerous other showrooms have been built in over 70 cities across the globe based on this first Gallery.

The new showroom in St Laurent du Var, close to the luxurious shopping centre

Cap 3000, is a great complement to the premium appearance of Miele. A multilingual four-man team advises customers personally and promises excellent service. Over 180 appliances are on display in the 450 square-metre showroom, and the motto here is most certainly: "Touch and try as you please!"

The active kitchen represents part of this Miele world of experience: It fulfils the high demands of wealthy customers with its offerings. But it is not just kitchen appliances that await testing by customers; washing machines, vacuum cleaners and the FashionMaster ironing system are also present in the showroom. And where else, apart from in the Miele Centre in Nice, do you have the chance to take your seat in a meeting room and sit back and enjoy sea views? In September, journalists were given this very opportunity at a press conference, which was held as part of the official opening.

Executive Directors Markus Miele and Reinhard Zinkann answered journalists' questions alongside Gustav Schütz in his role as head of the French subsidiary. A further 200 invited guests experienced the new showroom in the evening, and enjoyed the finger food that was on offer.



*The Miele Centre in Nice gives visitors a real insight into the brand and whets the appetite of customers.*



A modern building with a showroom that is flooded with light: the Miele Centre in Auckland

live kitchen, as well as VIP events featuring demonstrations by celebrity chefs; an event with Michael Meredith is planned for the near future, for example. Regular cooking demonstrations consist of introductory classes called "Experience" & "Introduction to Steam" classes. Miele owners can take part in one of the owner demonstrations. It helps them to maximise the enjoyment they get from their Miele, and transform the way they cook at home. Some extremely effective methods, techniques and tips help them to take their cooking to a professional level.

The Miele Centre offers good coffee, informed professionals to answer customers' questions, and a relaxed, comfortable lifestyle environment with places to sit and consider, talk, or simply take in the view.

# Auckland

The New Zealand city of Auckland now has a new Miele Centre. The centre, which was officially opened last October by Markus Miele and Reinhard Zinkann, is situated in the lively district of Freemans Bay.

Inspiring, relaxed and designed to inform and help rather than sell and confuse, the Miele Centre represents a total re-think and was built to creatively present Miele's outstanding ranges of premium domestic and commercial products in an impressive display. The showroom incorporates splashes of vivid colour to give impact to Miele's comprehensive showcase of prestigious cooking appliances, refrigeration, dishwashers, coffee machines, laundry care and floor care products.

Miele hosts cooking appliance demonstrations on a regular basis, demonstrating the various attributes of Miele's cooking appliances range in an extensive



New Zealanders can also find out about Professional appliances at the Miele Centre.

## Boutique opened in Transylvania

Miele partner Morphoza opened a Miele Boutique in the heart of Transylvania (Romania). Appliances are presented in a stylish atmosphere across an area spanning some 100 square metres. The active kitchen is the centrepiece of the boutique in Cluj; It was used during the launch

evening when it was occupied by two chefs who thrilled invited guests with dishes prepared using the new Generation 6000 built-in appliances. In the future, customers, architects, designers and journalists will all be wowed by the proverbial Miele quality here.



The active kitchen is the main attraction in Cluj.



## A gallery with royal blessing

**M**ustapha Olorunnimbe spent ten years working for Miele in Great Britain. The Nigerian is now the brand's official importer and has recently opened the first Miele Gallery in Lagos.

"I believe in Nigeria's future and I am convinced that Miele will establish itself as a sought-after brand in West Africa." For Mustapha Olorunnimbe there are good reasons as to why Miele should establish itself as a premium manufacturer of domestic and commercial appliances in West Africa. When, after ten years of successful employment for Miele in Great Britain, the Nigerian decided to return to his country of birth with his family, he had the idea of establishing the first Miele import business in West Africa. He succeeded! Olorunnimbe, now Managing Director of the company A(+)<sup>Plus</sup> Appliances Limited and Miele importer, officially opened a Miele Gallery in the most populous city in Nigeria in June 2013, in Lagos.

The Nigerian economy is currently in flux. The West African country with 175 million inhabitants has spawned millionaires as a result of its wealth of oil and other booming economic industries, and these millionaires predominantly live in the cultural and eco-

nommic centre of the country: in Lagos. They represent an affluent and quality-conscious elite with a great deal of financial clout and an interest in premium brands.

The Miele Gallery, which is situated in the luxury district of Victoria Island, attracts visitors with its large, accessible window front and an inviting entrance area. Miele architects have turned the old tenement building into a real gem: The entire range of products is presented in the open-plan and colour-accented ground floor across some 140 square metres of space: beginning with built-in kitchen appliances, dishwashers and refrigerators; then on to vacuum cleaners and with an extra area for laundry care. Additional rooms provide space for training sessions for service and sales staff. An active kitchen on the first floor, which is fitted out with Italian furniture and Miele built-in appliances, invites guests to wile away the time or to experiment with some of the cooking appliances in the relaxed atmosphere. An adjacent building will provide premises for the sale of Miele Professional laundry technology machines in the future.

The opening ceremony spanned two events. Following a press briefing on the previous day, Mustapha



*Welcome to the Miele Gallery in Lagos!*



*The launch of the Miele Gallery was a social event in which many honorary guests took part.*



*Miele vacuum cleaners have rarely been presented with such charm.*

Olorunnimbe invited customers, value-added resellers, family and friends to join in the celebrations. Key personalities were also invited: Oba Rilwan Akiolu I, King of Lagos, ceremonial ruler of the city and father-in-law of Mustapha Olorunnimbe, cut the red ribbon to proclaim the gallery open and blessed the building. Honorary guests also included some state and economic personalities from Nigeria, including Saheed Ademola Elegushi Kusenla III, King of Ikateland in Lagos. The opening celebrations concluded with a private viewing of the gallery for Nigerians from the world of architecture and interior design.

The gallery is to hold regular events in the future to inspire customers. The next step is to move to the presentation of the new Generation 6000 of built-in appliances. In addition, Miele's brand appearance in Nigeria is to be further established and driven on beyond the national borders. "As a leading premium brand for domestic appliances, it is a great opportunity for Miele to tap into the West African market. We want to create an awareness of the value and quality of our brand here", explained Athmane Lakhli, Miele export sales.



*Mustapha Olorunnimbe (front) with his family and father-in-law, HRH Oba Rilwan Akiolu I, at the opening ceremony*

## Four "iF" awards for outstanding design

At the beginning of 2014, just three months after its launch, Miele Professional received the globally renowned iF design award for its new commercial dishwasher (see also page 48). Three variants, which work solely with fresh water, are on the market. For the jury, the fact that these appliances do not just look elegant but also make the work of the user considerably easier was decisive. Further reasons for the awarding of the prize include the short programme run times and hygienic cleaning results of the new generation of appliances, as well as the baskets and inserts, which are perfectly adapted to suit the most wide-ranging items.

Three products from Miele did it again in 2013: The KM 6395 FlexTouch induction hob, the KWT 6832 SGS wine cooler

*A class of its own:  
the SommelierSet  
in the KWT 6832 SGS  
wine cooler*



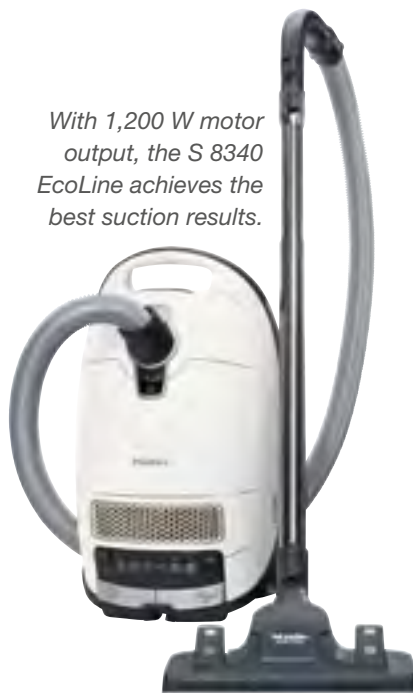
## "The best suction"

The Miele cylinder vacuum cleaner S 8340 EcoLine stood right at the top of the podium with a mark of 2.0 in the latest test by the German consumer magazine "Stiftung Warentest" (StiWa, 2/2014 edition). The testers were especially impressed with the appliance's suction power, which Miele developed and manufactured in its factory in Bielefeld. A total of 15 models with less than 1,600 W were tested.

With a motor output of just 1,200 W, the S 8340 is not just energy efficient; it also lies far below the maximum permitted value of 1,600 W, which will apply across Europe from September. The fact that it also guarantees an outstandingly thorough clean is shown by the tester's assessment: "Miele EcoLine has the best suction" stated their summary. The importance of suction power means that this criterion was given the greatest weighting in the test.

The S 8340 EcoLine is one of the current S8 models of cylinder vacuum cleaner, which was introduced by Miele in 2012. With this test victory, the S8 is seamlessly

*With 1,200 W motor  
output, the S 8340  
EcoLine achieves the  
best suction results.*



following in the footsteps of the successful predecessor range, the S5, which stands as one of the most successful vacuum cleaners of the last decades with over 6.5 million appliances sold and 16 test winners in Europe alone.

## Champion at cooling

Miele cools the quickest. This is according to Stiftung Warentest, the leading consumer organisation in Germany, at least for the comparison of a total of 14 built-in refrigerators of various widths. The Miele appliance for 88 cm recesses achieved the best marks and, as such, was one of the two test winners in its category in the test (2013).

The K 5224 iF-1 model mostly impressed the testers with its strong cooling performance. The appliance cools the food "very quickly" according to the comments. The testers also rated the internal compartmentalisation and the interior illumination positively. In the "cooling" category, it achieved a grade of 1.5 (where 1.0 is the top mark); whilst 2.2 was scored in the "freezing" category. The fully integrated refrigerator is ideally suited to small households. The cooling compartment has 117 litres of usable space; whilst the 4-star freezer draw has a volume of 17 litres. The model is rated in the top energy-efficiency class A+++ and consumes 101 kWh per year.



## Award-winning Knock2open

and the PWT 6089 washer-dryer stack were presented with the iF Design Award.

The FlexTouch induction hob scored points thanks to its ease of use and great flexibility. The refined Miele technology makes it possible to place up to five pots and pans on the ceramic glass surface at once, in any position. The new KWT 6832 SGS wine cooler is also unique. The free-standing appliance impresses with its stylish elegance and flexibility. The highlight of this luxury-class model is the impressive "SommelierSet", which allows the wine to be decanted directly from the appliance.

The third prize-winner in 2013 was the PWT 6089 washer-dryer stack from the Miele Professional Generation Octo-plus. It creates a high-performance laundrette in the smallest amount of space: The stack, which stands just two metres tall, can wash and dry eight kilograms of laundry at once.

Read more about the competition on the website [www.ifdesign.de](http://www.ifdesign.de).

The Miele dishwasher G 6995 SCVi XXL K20 with Knock2open technology was awarded the "Usability Park 2013" audience award at IFA. Each year, products are presented that stand out due to their outstanding user-friendly design as part of the Design Sonderschau (Special Design Show), which is initiated by the International Design Center Berlin. Visitors to the Usability Park are invited to try out the presented products and to rate them. Touching and trying out the products is strongly desired. The products that receive the most votes receive an award. The dishwasher with Knock2open technology allows for handle-less operation in the kitchen. Knocking twice on the front of the fully integrated dishwasher causes the door to automatically open by ten centimetres.

## Great respect amongst managers

Managers in Germany consider Miele to be one of the most respected brands. This was the conclusion of the "Imageprofile 2014" study, which was carried out by the German business journal "Manager Magazin". Miele moved up from sixth to fourth place in the overall ranking of top corporations. Only three car manufacturers have a better image according to the survey. Miele is the only non-car manufacturer in the top five. Miele went unchallenged as it defended its position as the number one amongst manufacturers of consumer goods. Around 3,000 board members, managing directors and leading employees from German companies were asked for their opinion on the reputation of the largest corporations active in Germany. The Manager Magazin survey takes place every year.

## Renowned GreenTec Award for solar dryer



*The solar dryer T 8881 S EcoComfort was awarded with the GreenTec Award.*

Utilising free solar energy directly for tumble drying – in 2013 the solar dryer, a joint project by Miele and Solvis company, was awarded with the most important environmental prize in Europe for this very idea.

The jury for the GreenTec Award was convinced: Being able to save 50 percent energy with the solar dryer in comparison to a heat-pump tumble dryer is worth the prize. The two companies involved in this development received the prize

in the categories of construction and living. The fact that the tumble dryer stands as one of the largest energy consumers in the household makes the use of solar energy for this appliance particularly interesting. It allows both energy costs and environmental impact to be significantly reduced.

The T 8881 S EcoComfort is the world's first solar dryer. It utilises solar energy to heat the air in the tumble dryer. The dryer is connected to the household heating system, which is in turn connected to the solar thermal plant on the roof. This benefits the environment, as the solar dryer, classified in energy-efficiency class A+++, is up to 80 percent more economical than conventional dryers. Additional benefit: In the summer, the solar dryer helps to utilise the solar plant.

The GreenTec Award was being presented for the sixth time. The most innovative green products, projects and environment ideas were acclaimed in a total of eight categories.

# Aiming high in Asia's big cities

Miele is now part of the way of life for some of the thousands of inhabitants of Hong Kong and Tokyo. They live in one of the four exclusive residential locations that were equipped with Miele appliances before the new owners or occupants even moved in.

## Toranomon Hills, Tokyo

A multi-purpose, earthquake-proof building, a luxury hotel overlooking the rooftops of Tokyo, a large boulevard and, below it, a modern, underground street: Welcome to Toranomon Hills – a ground-breaking project by the Japanese developers Mori Building Co. Ltd. The building combines private residential

units with a premium Hyatt hotel and office space, shops and restaurants.

The 52-storey skyscraper is one of the tallest buildings in the city and is situated in the Shimbashi/Toranomon area – a key business zone in central Tokyo. Toranomon Hills has been designed to attract international companies to move to

the area. In particular, the city planners have a higher density of branches for the Asian market (Asian headquarters) as well as research and development companies in the region in mind. With its 30 floors of office space and a large conference centre for up to 2,000 people, Toranomon Hills will play a key role in increasing

the international competitiveness of the area.

Loop Road No. 2 will also have a part to play here: It was planned and built together with several neighbouring building projects. It runs underground with the aim of easing the burden on the overcrowded roads. In addition, it means that there is space enough for a wide

*The Toranomon Hills building is one of the tallest buildings in Japan's capital city.*



boulevard with spacious pavements, trees and green areas. The Marunouchi financial district, the government buildings in Kasumigaseki, and the business and entertainment areas of Shinbashi, Akasaka and Roppongi can all be found nearby. Six train stations with 11 train and metro lines, as well as Haneda Airport, can all be reached quickly. Those wishing to dine out or go shopping need only walk a few steps: The lower storeys of the building feature a whole host of restaurants, cafés and shops. The atrium meets a large hall and an outdoor terrace to form a great meeting place at ground-floor level.

The Andaz Hotel – a luxury hotel run by Hyatt Hotels and Resorts – is the first of its kind in Japan. It occupies the upper six floors of the skyscraper. At the top, on the 52nd floor, guests can enjoy breathtaking views from the rooftop bar. The highest stand-alone wedding chapel is also located here. Newly weds can begin their celebrations right next door: The Andaz Studio provides a large roof terrace; ideal for all kinds of events and celebrations.

The hotel also features spa and fitness facilities. The views from the swimming pool span across the nearby imperial palace. This view can also be enjoyed by the residents of the apartments in the storeys below. Residents can also make use of the spa facilities. Meanwhile, 172 premium residential units span across the 37th to 46th floors. The Andaz Hotel gives residents the opportunity to make use of services such as room service, housekeeping and the catering service. Miele is also focusing on the comfort of the residents: Miele Japan supplied around 350 appliances, including dishwashers, ovens, induction hobs and laundry care appliances. The building is due to be completed this year.

### **ARK Hills Sengokuyama Mori Tower, Tokyo**

If you follow the boulevard from Toranomon Hills you end up at another tower which Miele Japan supplied domestic appliances to. The ARK Hills Sengokuyama Mori Tower is situated in the international area of ARK Hills, between Toranomon and Roppongi. This building was also developed by Mori Building Co. Ltd.

ARK Hills was the first large redevelopment project in Japan back in the 1980s; the plan was to create a new city



*Comfortable and spacious: living in the ARK Hills Sengokuyama Tower.*



*The ARK Hills Sengokuyama Tower promises thrilling views over Tokyo at night.*



*Miele supplied built-in appliances for the kitchens in the ARK Hills tower.*

centre residential area. Offices and apartments were combined with additional facilities. Since construction began, various different buildings have arisen which don't just provide office and residential space, but have also turned the area into a place worth living in. Cultural facilities, leisure options and the surrounding nature are often incorporated into the design concept. Investment in green spaces as well as pedestrian areas and transport routes are part of the design. The planners ensure that the various building projects complement one another and that they guarantee the safety of residents, for example in the case of an earthquake.

The 51-storey-high Sengokuyama Mori Tower was completed in August 2012.

"A life surrounded by nature in the heart of the city" was the aim of those responsible for the build – a meeting point for the neighbourhood with leisure facilities and shops, a centre of attraction for people from different cultures. The building exterior was designed by a famous architect: Cesar Pelli.

He designed the world-famous Petronas Towers in Malaysia's capital Kuala Lumpur, which count among the tallest buildings in the world. Kanji Ueki (CEO of Casappo & Associates Co. Ltd.) was responsible for the public space design, Ryuichiro Gokyu (CEO of G2 Design studio Co. Ltd.) was responsible for the private space, and Satoshi Uchihara was responsible for the lighting concept.

Several gardens and parks, as well as Shiroyama Green Road, invite people to wile away their time and relax in the areas around the building. Lots of embassies and hotels are situated in the ARK Hills Area. In the heart of this multicultural location, the 243 units of the new Sengokuyama Tower are planned as residences, shops and offices. The apartments, which are between 33.9 and 416.55 square metres in size, have either been sold or rented out. Miele supplied dishwashers and ovens for the kitchens, as well as laundry care appliances. In total, over 450 appliances were supplied for the project.

## Opus, Hong Kong

The first residential building designed by star architect Frank Gehry in Asia houses the most expensive apartment on the continent: The luxury project "Opus" by the developer Swire Properties Ltd in the best location at the Peak is unique for a variety of reasons. It features just one apartment on each storey, and each of these apartments is between 4,800 and 5,400 square feet in size. The apartment on the ninth floor was sold for over 455 million Hong Kong dollars – the highest price ever paid for a residential unit in Asia.

With his latest project, the Pritzker prize-winner Gehry wanted to create individual apartments with lots of character in the city. As such, the two two-storey garden apartments, and the ten additional residential units above, are unique in terms of both fixtures and fittings and layout. From the outside, the building almost solely consists of large window panels. The gracefully curved columns of the façade, which are surrounded by glass, look like giant shoots of bamboo, swaying in the wind.

Nature has provided inspiration throughout the building: From above, Opus is reminiscent of an oversized flower. The floor-to-ceiling windows offer fascinating views of the tree-covered hills around the building and of the pulsing city and Victoria Harbour beyond. In addition, each apartment features several balconies, which allow residents to enjoy the inimitable panoramic views from outside too.





*Rendering of a kitchen with Miele appliances in The Austin*

The residents, who are moving in to the building over the course of the year, can look forward to all kinds of luxury; from swimming pools on the roof to first-rate interior fittings to the domestic appliances: Miele has supplied the built-in appliances, including steam cookers with ovens, hobs, dishwashers, coffee makers, microwaves, warmer drawers and refrigerators. Miele washing machines and tumble dryers are also included in the apartments.



*Opus stands on the Peak in Hong Kong and was built in line with the plans drawn up by Frank Gehry.*

## The Austin, Hong Kong

Miele Hong Kong has secured the largest single order in the history of the subsidiary with the project "The Austin". The company supplied over 9,300 appliances to fit out the exclusive kitchens and for the laundry care. "The value of this contract is comparable to two-thirds of our annual turnover in the project business", said Kenny Lam, Managing Director of Miele Hong Kong. The project is due to be completed in 2015.

The building has been developed as a joint venture between Wheelock Properties Limited, New World Development Company Limited and MTR Corporation Limited. Wong and Ouyang (HK) Ltd are responsible for the architec-

minutes. Nearby you can also find the luxury shopping mall "Elements" which covers more than one million square feet of shopping, dining, art and entertainment.

The renowned architect and designer Peter Remedios created the "Club Austin", which forms part of the development and provides residents with a diverse range of entertainment and leisure facilities, including a banquet room, a theatre, an indoor and outdoor swimming pool, a sauna, a yoga studio, a billiards room and a games room. The grounds also feature a garden and playground.

The eight towers of the building are home to a total of over 1,200 apartments. The



*The model of The Austin*

ture. The Austin is located in the very convenient upmarket location of West Kowloon. It is not far from Austin Station, a transport hub from the fast Mass Transit Railway connections and the main roads of the city, as well as the Airport Express Station. This express service brings travellers through the hustle and bustle of the capital city to the airport in less than twenty

size of the apartments varies from 356 to 3,306 square feet. The residential units are fitted with up to ten different Miele products: Miele Hong Kong has supplied ovens, hobs, steam cookers, extractor hoods and microwaves, dishwashers, cooling appliances and wine storage units. Washer-dryers, washing machines and tumble dryers were also provided.

## Madonna vacuums

Madonna apparently has her own method of warming up before big appearances. The superstar posted a photo of herself vacuuming with an S4 on Instagram. On the photograph, the Miele vacuum cleaner presents a wonderful contrast to Madonna's outfit of black nylon tights and a checkered blazer. A short time later she was seen wearing the outfit at the New Yorker Met Ball. The item allegedly reached six million followers and even made it into the British tabloids. Miele Great Britain experienced massive interest in vacuum cleaners over subsequent days. Those wishing to view the photo should enter "Madonna Instagram Miele" into the Google search engine.

## Supplier of the Year for Euronics

The general assembly for the specialist retail chain Euronics in Tallinn, Estonia, saw Miele crowned as "Supplier of the Year" in the large domestic appliance category. The most important criteria were innovation, quality and special service to customers. The award from Euronics is especially pres-



tigious as the chain is represented by over 5,000 independent retailers in 32 countries, generating a total turnover of over 17 billion euro. Miele Executive Director Dr Reinhard Zinkann made a much-noticed speech on the invitation of Euronics at the general assembly. He pointed to Miele's shop-in-shop system, which had led to substantial increases in sales already being achieved with a number of specialist retail partners. In view of the increasing importance of online shopping in many countries in Europe, Zinkann believes that brick-and-mortar stores are well-advised to not leave this field in the hands of specialised online platforms. Instead, he stated that brick-and-mortar stores must also use the internet to better present their own strengths and services. He advocates a multi-channel strategy, which Miele can support with a tailor-made sales concept.

*Hans Carpels, President of the Euronics International board of directors, presents Reinhard Zinkann with the award for Supplier of the Year.*

## Miele with a new website

The new Miele website, which has already been launched by the first subsidiaries, promises greater customer proximity. Austria made the start on 1st July 2013, with Germany and the Netherlands following suit in December. The newly designed brand website better caters to the requirements of consumers and value-added resellers. Product information is displayed more clearly and can be found more quickly and easily by customers. Those looking to delve deeper into a product area can find microsites containing videos, animations and interactive tools. With the new Generation 6000 built-in appliances, for example, customers can get active and can compile

combinations of appliances on their own screens. Miele is accommodating the increasing importance of mobile internet on smartphones and tablet PCs with a new "mobile" site, which is planned to be launched at the end of 2014. A new English-language site – [miele.com](http://miele.com) – is due to go online this summer. The website is currently being adapted for a further seven countries. There have already been lots of positive reactions to the website in Germany. Extract from a customer email: "The new website was a real positive surprise. The company tradition and values are not sold too short, but overall I was given the impression of a young, dynamic company."



*The new Miele website better caters to the requirements of consumers.*

## Change on Miele Board of Directors

◀ New board member for Marketing and Sales at Miele & Cie. KG will be Dr Axel Kniehl, currently Vice President and European Board Member with Whirlpool as well as CEO at Whirlpool's Bauknecht subsidiary. ▶ Dr Heiner Olbrich, Executive Director for Sales and Marketing at Miele & Cie. KG, is due to leave the company with effect from September 30, 2014 for personal reasons.

The new member of the Board of Directors at Miele & Cie. KG has been named as Dr Axel Kniehl, currently member of the European management board with the US domestic goods corporation Whirlpool. The 43-year old business administration graduate is thereby the designated successor to Dr Heiner Olbrich who will be leaving the company on September 30. Axel Kniehl will commence service as Miele Executive Director on August 1 in order to ensure a proper transition.

Heiner Olbrich joined Miele in early 2011 as the successor to Dr Reto Bazzi on the latter's retirement. Under the leadership of Dr Olbrich, Miele has made considerable progress with its world-wide marketing strategy and has gained market shares in many key countries. Last year, Dr Olbrich announced his decision to leave the company for personal reasons by December 31, 2014 at the latest. Dr Olbrich cited inten-

sive travel commitments which accompany the position as the reason for his departure. Heiner Olbrich recently became a father for the third time and his family continues to reside in Munich.

Axel Kniehl is both familiar with the domestic appliance market and with key Miele markets: At Whirlpool, he was responsible for European dishwasher sales and later for the sales regions of Russia/Eastern Europe and China in that order. Since 2013, he has been Vice President and member of the European management board with the Whirlpool Corporation responsible for Northern and Continental Europe and at the same time in charge as CEO of the Stuttgart-based subsidiary Bauknecht Hausgeräte GmbH. In these positions, Axel Kniehl has not only gathered broad international experience but has also demonstrated a keen entrepreneurial mindset.

After a doctorate in the field of motivation research (1997) and an assistant

professorship at the Catholic University of Eichstätt, Kniehl was employed among others by the McKinsey business consultancy and as Head of International Expansion with Fielmann AG. He joined Whirlpool in 2006. Axel Kniehl is married and has two children.

The other members of the Miele & Cie. KG Board of Management, all on an equal footing, are Olaf Bartsch (Finances/Administration), Dr Markus Miele (Executive Director and Co-Proprietor), Dr Eduard Sailer (Technical Affairs) and Dr Reinhard Zinkann (Executive Director and Co-Proprietor). Senior Management and the Miele Family Council are pleased to have been able to engage the services of Axel Kniehl and would at the same time like to thank Dr Heiner Olbrich at this early juncture for his successful commitment to the Miele company whilst reserving a more comprehensive announcement of their appreciation for later.

### Miele The Magazine 2014

#### Publisher:

Miele & Cie. KG  
P.O. Box, D-33325 Gütersloh  
Phone: 0049 (0)5241 89-1951  
to -1959  
Fax: 0049 (0)5241 89-1950  
www.miele.de  
presse@miele.de

#### Overall responsibility:

Carsten Prudent

#### Chief Editor:

Michael Prempert

#### Reporters:

Theresa Feldhans, Claudia Mai,  
Ines Mundhenke, Reinhild Portmann,  
Catharina Saalbach, Anke Schläger,  
Ursula Wilms

#### Photos:

Alineri, Bielesch, Bildschön/Popp, Ebinger,  
Haselhoff, Holm, Hotz, Miele, Ring,  
Schmutz, Struwe, Studio Casa

#### Editorial archive:

Heiko Johannpeter

#### Support subsidiaries:

Julia Cink

#### Editorial secretaries:

Wencke Ellermann, Melanie Wiesbrock

#### Layout/Production:

Büro für Grafische Gestaltung –  
Kerstin Schröder, Christian Ring,  
Frank Rothe

#### Printing:

Druckerei und Verlag  
Hermann Bösmann GmbH, Detmold



#### Follow us on Twitter:

[http://twitter.com/#!/Miele\\_Press](http://twitter.com/#!/Miele_Press)



Cover: The Scout RX1 is the first Miele robovac.  
Photo: Holm

## Art of Living

inner courtyard of the Omotesando Miele Gallery in Tokyo – and to invitation of Miele, the graphic designer Christoph Radl displayed a collage of 280 large-format photographs and posters, which appeared to be reaching to the sky from the building's walls – and to of exhibitions. The "RadlWall" formed part of the "Art of Living" series Find out more on Page 38.

