

THE MAGAZINE

**Miele** 2013

Exclusive residences with Miele

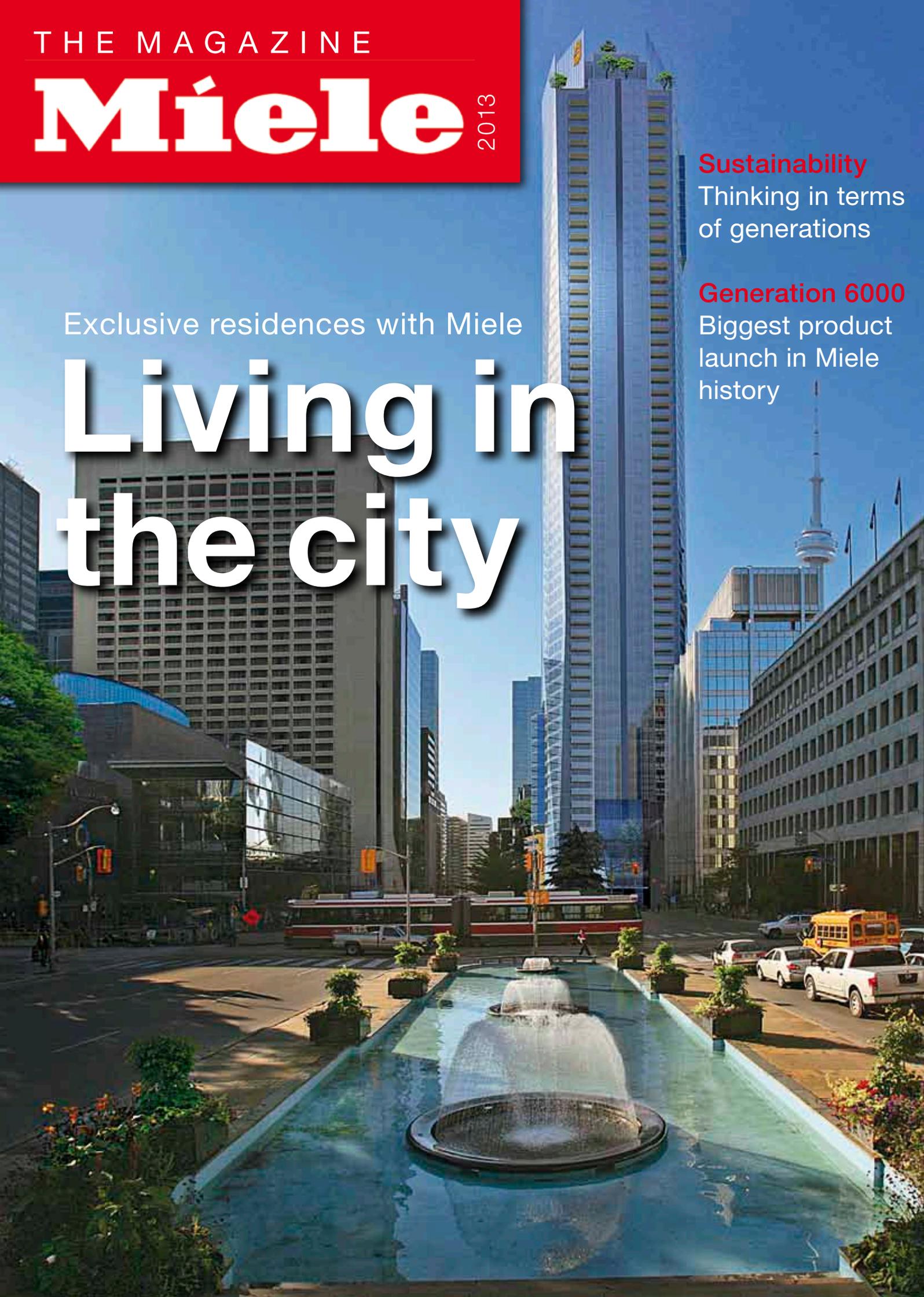
# Living in the city

**Sustainability**

Thinking in terms  
of generations

**Generation 6000**

Biggest product  
launch in Miele  
history





**Design for life.**  
Generation 6000



## Dear reader,

2013 is set to be an exciting year for both our sales partners and consumers, as well as for those working for the Miele Group. The year began with the "LivingKitchen" exhibition in Cologne in January, the world premiere of the new Generation 6000 built-in appliances. Unmistakeable elegance for all interior designs, innovative user interfaces as well as numerous technical unique selling propositions for an even greater range of benefits and quality of experience – these are the distinguishing features of our new ovens, steam cookers, coffee makers, cooker hoods and refrigeration appliances; all in line with our "Forever better" quality motto. The trade show circuit continues in September when Generation 6000 dishwashers and a range of spectacular new products and features from the laundry-care sector are due to follow at the IFA exhibition. You are cordially invited to be our guest in Berlin!

The forecasts for the 2012/13 financial year, which is due to end on June 30, 2013, indicate the degree to which Miele continues to fascinate its customers with tried-and-tested appliances from current model ranges: Despite adverse economic conditions, such as the debt crisis in southern Europe, we are once again expecting growth

in sales in the middle single digit range. At the same time, Miele is making large gains in market shares, and not just in Germany. We are experiencing sustainable growth in many of our neighbouring countries, as well as in Russia, Australia, the USA and in key Asian markets too. In Germany and abroad, we owe this success above all else to the expertise and dedication of our staff and our retail partners.

Meanwhile, project business has developed into a further strong pillar of the company. The turnkey contract business involves fitting out exclusive apartment complexes with hundreds or even thousands of high-quality appliances. By choosing Miele, more and more project developers are living up to the premium demands of their wealthy and discerning clientele by promising them distinctiveness, stability of value and prestige. In this edition, we are proud to present more exciting examples from this line of business from Canada and the USA.

As you leaf through your printed copy, you may also notice that we have given our magazine a more elegant and fresher look this year. Forever better in action!

We hope you enjoy reading this edition of the magazine.

*Markus Miele* *Reinhold Zwiemann*

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## Fair

Miele attracted over 11,000 trade visitors to LivingKitchen in Cologne. The company presented the new Generation 6000 built-in appliances under the motto "Design for life."



## Brand fascination

Miele is wowing customer groups and business partners with cooking events in Beijing and Shanghai.

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Testing ensures quality: The new Sustainability Report has a whole chapter dedicated to quality management at Miele.



## Best in seven of nine categories

Who makes the best household appliances? – Miele, according to Britain's biggest consumer group "Which?"

The research saw 14,770 Which? members fill out an online survey in September 2012 about the kitchen appliances they own that are up to six years old. The results: Miele was rated the best in seven of nine categories for which it could be judged: upright vacuum cleaners; cylinder vacuum cleaners; washing machines; tumble driers; washer dryers; built-in ovens; and fridge-freezers. The January 2013 edition of Which? freely acknowledged the high price of Miele products but it reckoned the additional expense was worthwhile: "A good kitchen appliance should give you years of faithful service – but buy a poor machine and you risk expensive repair bills and a lot of mess or fuss."

Altogether the verdicts were based on three assessment categories. The most heavily weighted was the 'Reliability Score'. This results from the percentage of domestic appliances of a brand which, according to owners' claims, have worked perfectly since purchased. Satisfaction of customers with a brand and the likelihood of recommending a make to a friend is

merged by Which? into a further criterion, the 'Customer Score'.

The third factor is elicited from test results from Which? tests over the past year and the percentage of models of a given brand that were voted 'Best Buys' in consumer tests. In Miele's case, this involved 27 out of 35 machines which included all washing machines (5 models) and tumble driers (7 models) tested by 'Which?'. These two products, like vacuum cleaners, topped the list in all three assessment categories. Britain's largest newspaper, 'The Independent' ran the headline: "Wunderbar! Miele rated best for kitchen appliances". According to Which? it was their biggest survey of domestic appliances for ten years.



*Upright vacuum cleaners are popular in Great Britain. According to Which? Miele produces the most reliable uprights.*

## "best brand ever" goes to Miele

No other product brand has enjoyed as high a standing amongst German consumers over the last decade as Miele has. This is the bottom line of the all-time leaderboard for the German brand ranking "best brands". On the occasion of the ten-year anniversary of this initiative, the Gütersloh domestic appliance pioneer was presented with the special "best brand ever" award.

The positioning in the best brands ranking is based on a GfK study of the market success of the best-known brands from 40 different industries. In addition,

around 5,000 selected representative consumers rated the most successful product and company brands, for example in view of trust in the brand, quality, reputation and internationality. This ranking, which has been running each year since 2004, is the only one in Germany that evaluates brands both by their market success and by their popularity with consumers.

The "best brand ever" award was presented based on the accumulative total of all the rankings since the initiative began. The result was the exceptional position of the family business from Gütersloh: Miele has been represented in the top ten best product brands every year since

2005, and even achieved first place in 2009. Since 2007, the manufacturer of domestic appliances has also been in the top ten company brands and was number one in this ranking in 2007. Miele currently occupies fourth place in both categories.

"This prize recognises the many years of trust in a brand and its sustainable success; after all, it is chosen by the customers and goes to all members of staff". stated Dr Reinhard Zinkann, Managing Director of the Miele Group at the best brands gala in the Bayerischer Hof Hotel in Munich. He continued that it was perhaps the most worthy compliment that a manufacturer of branded goods can ever achieve.

## Golden FashionMaster

It is not often that an ironing system wins a design prize. The fact that the B1847 FashionMaster from Miele won the "Focus in Gold" demonstrates that there is more to this appliance than meets the eye: "The FashionMaster combines an ironing board, an iron and a steam generator in one functional and visual unit", emphasised the jury of the "Baden Württemberg International Design Prize" in their explanation. It is clear that many customers agree, as the Fashion-

Master has far exceeded the original sales forecasts since it was first brought to market. The Focus in Gold is the highest award that is presented by the design experts from Baden Württemberg each year. The Miele ironing system was crowned in the "Living" category. This prize is particularly valued amongst designers due to its non-commercial nature.

*The FashionMaster has the ideal solution for every textile fibre: Steam and the active ironing board gently shape even the finest garments.*



## Serial winners with Stiftung Warentest

The W 5821 WPS and W 627 F WPM from Miele have been voted unchallenged test winners in their respective categories in a washing machine test conducted by Germany's consumer watchdog Stiftung Warentest (StiWa).

The test included both front- and toploaders. The two Miele machines achieved top overall marks of 1.7. The W 5821 WPS frontloader lead the field in virtually all the categories tested. In particular, product testers were convinced by Miele's performance in the categories deemed most important by consumers, namely 'washing', 'rinsing' and 'spinning'. The user convenience offered by Miele was also compelling. Their verdict: 'Best handling of all'.

The W 627 F WPM was also 'best in class' in almost all respects. 'Best wash performance' and 'Good at spinning' were the comments passed by the watchdog. The mark of 1.4 given for protection against flooding was particularly pleasing, given the fact that toploaders are often installed in bathrooms.

Over recent months, Miele gained test wins in the three domestic appliance groups tested; washer-dryers, ovens and vacuum cleaners. In October 2012, Miele's WT 2780 WPM washer-dryer was given the best mark of 1.9 awarded in this test. Convincing factors in this case were good rinse performance, high spin speeds and



*The Miele washing machine convinced testers above all by virtue of its washing, rinsing and spinning performance and its ease of handling.*

short programme cycles, all aspects of high relevance to consumers.

An oven test was published in the September edition of Stiftung Warentest. In that review, Miele's H 4810 B wall oven gained first place with a mark of 2.1. The consumer test organisation's verdict was as follows: 'Best but expensive choice is Miele's good H 4810 B for around EUR 920. It is the only built-in oven tested to have telescopic runners as a standard feature. Its excellent cleanability also impresses.'

The current test-win series was opened in April 2012 by the S 5381 EcoLine, the unchallenged winner in the vacuum cleaner test with an overall mark of 1.9. With 6 million units sold and 16 test wins to its name in Europe alone, Miele's S5 counts among the most successful vacuum cleaners of the past decades. With Stiftung Warentest alone, S5 models have been pronounced test winner no less than five times since the product was first launched in autumn 2005.

# The dawning of a new gen

LivingKitchen (Germany, 14th to 20th January 2013) was an exhibition of superlatives for Miele: With the Generation 6000, the company presented over 150 new products under the motto "Design for life." – more than ever before at a single exhibition. In Cologne, over 11,000 trade visitors discovered that the new generation of built-in appliances is setting new standards when it comes to design, operation and features.



# eration



*A large Miele poster welcomed visitors to the south entrance of the Cologne exhibition.*

*The stylish entrance to the Miele booth*



**M**iele marked the opening of the exhibition with a press conference in the 1,000 square-metre exhibition stand's café. Around 130 international media representatives had travelled to the event. And those who had arrived in Cologne a day early were in luck: Snowfall arrived just as the exhibition started, causing hundreds of kilometres of traffic jams on the region's motorways. Miele Managing Directors Dr Markus Miele and Dr Reinhard Zinkann found themselves right in the heart of the jams, but they managed to make it to the exhibition halls on time.

"The Generation 6000 is the most comprehensive and most ambitious development and market launch project in the history of the company", Dr Reinhard Zinkann told the journalists. Miele Head of Design Andreas Enslin and Christian Gerwens, Director of the Germany subsidiary, then explained what this means in detail. Accompanied by large-scale images on a screen, Andreas Enslin presented the two new design lines: "PureLine" and "ContourLine": PureLine has been created with a minimalist design, above all for open-plan living and kitchen areas, and is available in four colour worlds. In contrast, ContourLine is richer in detail and has

*The café at the Miele exhibition stand was packed to capacity for the press conference.*



been created with classical, separate kitchens in mind. "With this, we are offering the right solution for every style of living", stated Enslin. One of the greatest strengths of the new generation of appliances is its design homogeneity. This means that completely different products can be combined from within one design line to create a visually harmonious ensemble of appliances. This begins with the gourmet warmer drawer, which creates a coherent combination when paired with the oven, steam cooker or coffee maker, and finishes with the microwave. Miele has even transferred the Generation 6000 design elements to an extractor hood. This means that if you arrange several Miele built-in appliances next to or on top of each other, you will always create a homogeneous appliance design.

Christian Gerwens entitled his presentation "Technical Perfection for Connoisseurs". Here the real challenge was to present the feature highlights that make Miele appliances so unique from the abundance of product novelties in such a short space of time. Example: The new "M Touch" display. M Touch stands for a high-resolution TFT touch display (thin film transistor display) on the top class models, which makes operating the appliances more elegant and simpler than ever before. The user can leaf through the appliance menu by swiping and scrolling with their fingertips; an action that is strongly reminiscent of the intuitive user operation of a smartphone or tablet PC. The new search function, which can be used to find the correct automatic programme from a choice of over 150, represents a particularly fine detail.

"MultiSteam" technology is a new feature for the steam cookers. It is featured on the appliances for 45 cm recesses, whose cabinet have been increased from 33 to 38 litres. Benefit for the customer: The heating-up phase is faster and the steam is more evenly distributed within the cooking cavity. When it comes to coffee makers, Miele caused a stir with a "CupSensor" on the high-end model. This feature identifies the size of the cup placed in the machine and helps to prevent splashes of coffee.

Meanwhile, FlexiLight offers cool staging for the new refrigeration appliances: LEDs have been fitted on the front edge of the glass shelves and bathe the interior of the refrigerator in an even light. Christian Gerwens concluded his presentation as follows: "Our Generation 6000 stands for greater elegance, for a greater range of benefits, and for greater user convenience in the kitchen."

The press conference concluded with Dr Markus Miele giving his outlook on the current financial year, which is due to end on 30th June 2013. Assuming that there is not going to be another sudden fall in the global economy, Miele is expecting to finish the financial year with sales growth with mid-range single-digit growth. Miele: "We are continuing to experience above-average growth within the high-quality built-in kitchen appliance sector."

The press conference represented just the start of a very well-attended exhibition, however. Business partners from over 30 foreign subsidiaries, including larger groups, registered their presence at the exhibition stand. In the café, Miele entertained its guests in the customary manner. The active kitchen was constantly surrounded. Here, the Tafelkünstler, who included the famous star chef Nelson Müller, demonstrated their skills with the help of the new cooking appliances. Many value-added resellers ended their day at the exhibi-

*Dr Markus Miele and Dr Reinhard Zinkann present the new design lines PureLine and ContourLine at the press conference.*

*The M Touch presentation caused a sensation. One laconic title in the media read "The smartphone for ovens".*





*Magic:  
The Ehrlich  
Brothers  
wowed visitors  
to the trainee  
presentation.*

*Looking closely  
with the FlexTouch  
induction hob, which  
fits perfectly with the  
design of the  
Generation 6000.*



*The Miele exhibition  
stand at LivingKitchen  
impressed with its  
architecture.*

tion in the Miele café with some good food and entertaining music. The daily shows by the Ehrlich Brothers were a real highlight. The magical brothers fascinated audiences in several daily shows in the "M Touch cinema". This venue saw Miele product trainers present a cross-section of the latest features, accompanied by breathtaking magic tricks by the duo.



## Expectations of LivingKitchen fully met

The entire kitchen and built-in appliance industry had high expectations for LivingKitchen. Following its première in 2011, the question with regard to this year's event remained: "Can LivingKitchen establish itself alongside Eurocucina?" We can now say that the answer to this question is a resounding "yes!".

"The second version of the LivingKitchen was a real success. Seven outstanding days lie behind us, in which the centre of life, the kitchen, has finally found its home in Cologne". These were the words of Gerald Böse, Chairman of the Board of the Cologne exhibition. The figures back up his statement. A total of 142,000 visitors came to the Rhine metropolis. With 42 percent of visitors to the trade visitor days coming from abroad, the imm cologne (home furnishings exhibition that took place alongside LivingKitchen) and LivingKitchen were once again very international exhibitions. On the one hand, there was a significant increase in the number of buyers coming from Europe;

mainly from the Russian Federation and the traditionally strong countries of Holland, Belgium, Austria, Italy and Switzerland. On the other hand, there was also a clear boom in the number of visitors from Asia, particularly from China, registering their presence. Besides the trade visitors, around 43,000 consumers sought inspiration from the kitchen and furnishing worlds during the exhibition weekend.

After the exhibition had drawn to a close, numerous exhibitors from LivingKitchen were asked for a summary by the Cologne exhibition. The result: Those surveyed gave answers ranging from positive to delighted. In his role as spokesperson for the German domestic appliance industry, Dr Reinhard Zinkann stated: "The expectations of the domestic appliance industry with regard to LivingKitchen 2013 were fully matched. Both in terms of the number and quality of visitors, and in view of the atmosphere in the halls. As such, we are very happy with how things went this year."



"At the end of the day, our customers only need to take three decisions: Which living world, or design line? Which colour scheme? Which set of controls? Rotary selector, sensors or touch controls?"

The new built-in PureLine design line appliances from Miele in Havana brown come into their own in a residential environment defined by warm colours and near-natural materials. The photo shows a combination of oven, oven with microwave, steam cooker and coffee maker. The high proportion of glass on the front of the appliances is characteristic for PureLine.

## Design and inner values of the Generation 6000

PureLine in obsidian black: In modern kitchens with an open transition to the living area, the built-in appliances should ideally form part of the overall concept of the interior design. With two ovens, a steam cooker with oven and a coffee maker, this appliance block leaves nothing to be desired.



"PureLine is always going to be the range of choice when it is a matter of integrating appliances into the cabinetry of open-plan kitchens."



"Maximum individuality combined with minimum complexity – That is Generation 6000 from Miele."



Here a modern country house style and the ContourLine built-in appliances in stainless CleanSteel create a harmonious kitchen design. The image shows an oven and steam cooker with knob operation, as well as a coffee maker. A gourmet warmer drawer has also been built under each appliance.

The following pages show some of the highlights of the new Generation 6000, which represents the best and most sophisticated optical and technical concept for built-in appliances available on the market. Quotes from Head of Design at Miele, Andreas Enslin, offer an insight into the development of the design of the new product line.



"ContourLine has a more technical appeal underlined by greater wealth of detail as expressed by the striking stainless-steel frame."

The oven in ContourLine design has a succinct appearance. The oven door is framed by a stainless steel frame with a solid handle. This striking design automatically directs the gaze of the viewer to the appliance, which becomes a key fixture in the kitchen.



"Design is used by the manufacturers of branded goods to give expression to their self-image and values."

The new coffee maker with CupSensor is an eye-catcher. Astonishment abounds as the coffee dispenser automatically adjusts to the height of the cup being used. The CupSensor is far more than a mere gimmick, however; it helps to prevent splashes of coffee and means that the speciality coffee does not suffer from a fall in temperature.



The new M Touch display on Miele's luxury class appliances is reminiscent of the operating philosophy of smartphones and tablet PCs. Operation by scrolling and swiping the display is extremely intuitive. Besides the pin-sharp resolution, M Touch impresses with a search function for automatic programmes.

"Touch controls meet calls for a simple and intuitive user interface. Simpler is simply better."



"Nothing superfluous and certainly no gimmicks have gone into our machines."

FlexiLight stages refrigeration appliances in a brand new way: LEDs are fitted to the front of the glass shelves. These LEDs provide effective and even illumination of the refrigerator interior. As contacts have been fitted on every shelf level, the glass shelves can be placed anywhere within the appliance.



The cooking cavity has been increased to 38 litres on the new steam cookers for 45 cm recesses. Miele has developed MultiSteam technology for the rapid generation of steam and the even distribution of the steam throughout the cabinet. The MultiSteam module, with up to eight steam inlets, is prominently placed on the rear panel of the interior.



## "Demanding criteria for Internet retail too"

Miele is also anticipating positive turnover for the current financial year. Miele Managing Director Dr Heiner Olbrich explains the marketing and sales strategy that is facilitating this positive development.

Dr Heiner Olbrich, 48, has been Managing Director of Marketing and Sales since 2011. He has a doctorate in economics, and is married, with two children.

Dr Olbrich, with its foreign subsidiaries and importers, Miele has a presence in almost 100 countries. How do you gauge the global economic situation and what does this mean for Miele?

**Heiner Olbrich:** Unfortunately there is a whole range of factors that are not necessarily beneficial to our business; above all the high level of national debt in Southern Europe and the USA, and the uncertainty in the Arab world. Despite this we have, however, been able to continue on our course for growth and to consolidate this growth. It is most likely that the Miele Group will conclude the 2012/13 financial year, which ends on 30th June, with a positive turnover growth in mid-range single digits.

How is growth distributed amongst the individual product groups?

At present, all product groups are developing positively or even very positively in some cases. It is above all the high-quality built-in kitchen appliances that are currently showing above-average growth, however.

How do you explain this?

When it comes to cooking, preparing coffee and caring for crockery, Miele not only stands for its classic strengths of longevity and reliability, but also for a range of benefits, elegance and lifestyle. The outstanding brand prestige further complements this. People who appreciate quality and are conscious of status love our brand and our products.

What can you say about your new Generation 6000 built-in appliances, which celebrated their world première at the trade fair in Cologne?

I am convinced that the Generation 6000 will see Miele gain additional shares of the market. We are setting new benchmarks with the new fleet design and diversity with the two lines and four colour worlds. The same applies to our "M Touch" user concept; the principle of which is inspired by smart phone philosophy. In addition, there is a whole range of technical unique selling propositions for even more convenience, diversity of preparation methods and quality of experience.

What special sales measures are you using to support the latest product launches?

Our sales partners consider it to be important that the retail prices remain practically the same, despite the fact that the new appliances offer a lot more. There are exceptions to this; mainly with luxury class models that are equipped with new, sophisticated features, such as the "M Touch" operation. At the same time, Miele is offering its customers new, attractively priced entry level models with the introduction of the Generation 6000 appliances.

The classic success factors for Miele include a focus on partnerships with specialist retailers who can advise customers. At the same time, the Internet is gaining an ever-greater market share when it comes to home appliances. What does this mean for Miele?

We cannot ignore this obvious customer requirement, especially as the online sale of Miele appliances would not be completely eliminated by us doing so anyway.

As such, we will also be actively accompanying sales of our appliances over the Internet in a way that suits the brand in the future; however, whilst at the same time ensuring that the legitimate interests of our classic sales partners are protected. The aim is to achieve online sales "on top", without jeopardising trade through brick-and-mortar stores.

And how will this be achieved?

We are following a multi-level strategy here. Firstly, we are selling our appliances via authorised sales partners only in more and more countries, which significantly hinders uncontrolled internet sales. Secondly, we have also developed very demanding criteria for the authorised marketing of Miele appliances online, for example with regard to presentation, availability, order and delivery convenience and call centre support. And thirdly, our new system of prices, terms and conditions ensures that the specific costs of running brick-and-mortar stores that do justice to the brand will continue to be worthwhile in the future too. In addition, classic retailers will be able to score points with their customers in the future through attractive, additional service packages, which an online retailer would not typically be able to offer.

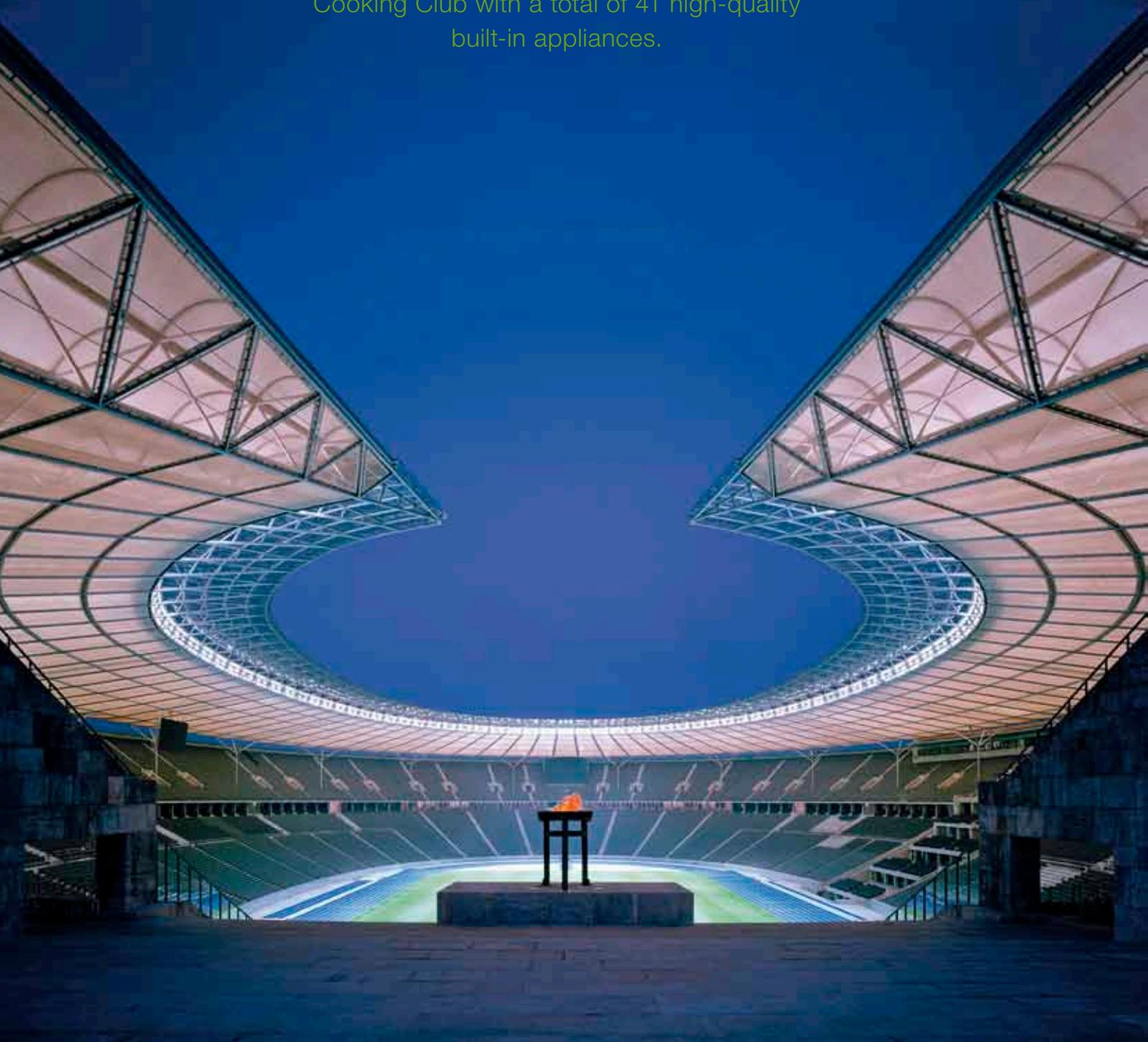
Are there going to be more spectacular product launches this year?

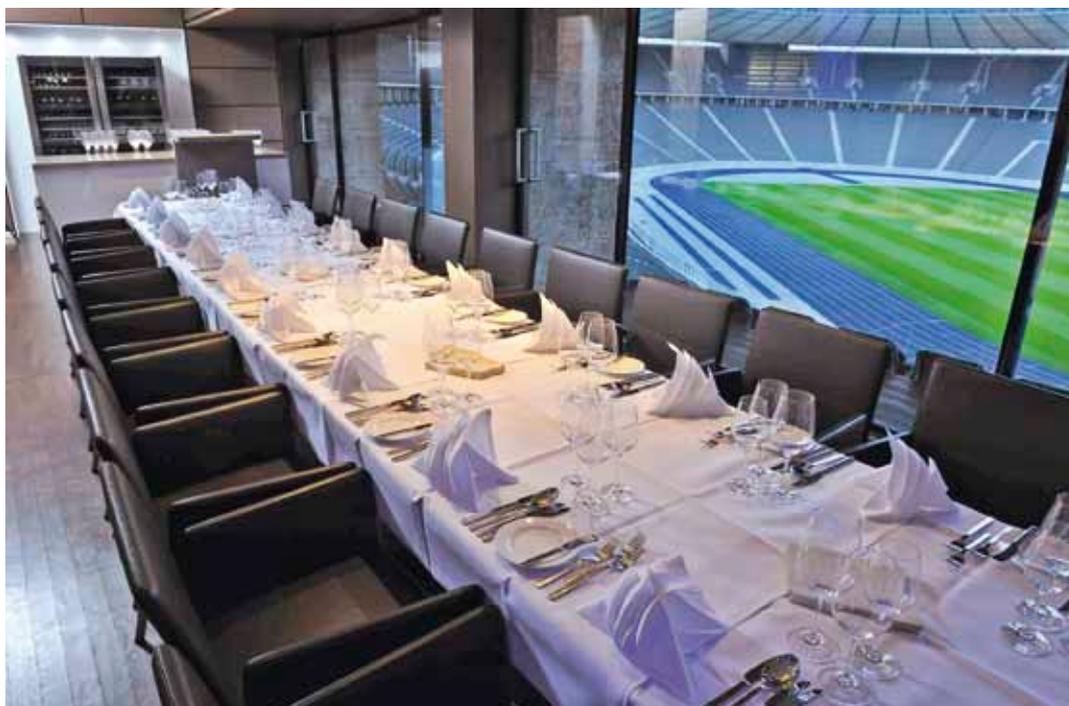
The IFA trade show in September in Berlin will see the launch of built-in dishwashers from the Generation 6000, as well as some extremely exciting new products and features in the field of laundry care. All I can say at the moment is that even sales partners who have to come from far afield will not be disappointed by the Miele exhibition stand at IFA 2013.

# Culinary Olympic Stadium

Now, whenever the ball rolls, rock stars excite their fans or companies invite people to events at the Berlin Olympic Stadium, there will also be a culinary element on the bill.

This is created in the "Cooking Club": a large active kitchen with a direct view of the stadium. Miele has equipped the Cooking Club with a total of 41 high-quality built-in appliances.





A set table with views of the stadium: Over 100 guests can follow the action in the stadium from the Cooking Lounge.

Miele built-in appliances and Häcker kitchen fittings are perfectly combined in brilliant white for the Cooking Lounge in the Berlin Olympic Stadium.



Up to 40 guests can cook and then enjoy the food with views of the stadium in the Cooking Lounge at the Olympic Stadium in Berlin.



The Cooking Club is owned by Olympiastadion Berlin GmbH, which also runs events within the stadium. For the Cooking Club, this means up to 40 people can cook; whilst the lounge provides enough space for up to 100 participants in a show cooking event. The furnishings are exclusive and, in terms of size and design, unique in Germany. The kitchen furniture from Häcker (model: AV 5090 in brilliant white) is ideally suited to the Miele built-in appliances with glass fronts in brilliant white. In addition, identical handles have been used for the furniture and appliances. The operating company first came into contact with Miele during a visit by Joachim E. Thomas, Managing Director of the Olympia Stadion Berlin GmbH, to the Berlin Gallery.

"We are thrilled with this cooperation with the Olympic Stadium in Berlin. The stadium is a crowd puller and has established itself as a supraregional events centre thanks to its range of



**COOKINGCLUB**  
BY OLYMPIASTADION BERLIN

offerings", said Udo Horsmann, Marketing and Sales Director for Miele built-in appliances in Germany. "It is also the only stadium in Ger-

many to have been awarded five stars by UEFA. The Berlin Olympic Stadium and Miele – they go well together. I am sure that the Cooking Club will be used with great enthusiasm by many people", continued Horsmann. Besides supplying the appliances, Miele also provides the Olympiastadion Berlin GmbH with the "Miele Tafelkünstler" (Table Artists). The Tafelkünstler are a union of over 40 professionally managed cookery schools.

The Cooking Club fittings include five ceiling extractors, three dishwashers, ten refrigeration appliances, two coffee makers, various induction hobs, a range of CombiSet modules, warmer drawers and two wine coolers.

Find out more about the Cooking Club at [www.olympiastadion-berlin.de](http://www.olympiastadion-berlin.de)



Reinhard Zinkann welcomed the bike troupe in Gütersloh.

## Cycling for an assistance dog

Last summer saw 40 members of staff from the Dutch subsidiary cycle from the Netherlands to Gütersloh for a good cause. The aim of the over 300 km bike ride was to raise money for the "Hulphond Nederland" organisation, which trains assistance dogs. Olympian mountain-biker Bart Brentjens and friends of the company also joined the "Miele Cycle Team".

The team was received in Gütersloh by Dr Reinhard Zinkann, who welcomed the bike troupe on a historic Miele bike.

The event raised a total of 3,000 euro, which is being donated to Hulphond Nederland. The organisation trains dogs to become assistance dogs, which provide vital assistance to people with physical disabilities and epilepsy: Assistance dogs

open doors, drawers and cupboards, unload the washing machine and help their owners to get dressed and undressed. Training for an assistance dog is long and costs up to 43,000 euro. The Dutch subsidiary regularly organises sponsored events. The aim is to provide long-term support to local and national non-profit-making organisations.

## Health awareness amidst blooming nature

The world gardening exhibition "Floriade" attracted around two million people to the Dutch town of Venlo. The largest flower show in the world was also dedicated to sustainable issues like healthy nutrition. Miele was there in the "House of Refined Taste".

The Floriade only takes place every ten years in the Netherlands. Forty countries presented horticultural surprises on a 66-hectare site between April and October 2012. The show was a success, and not least due to the integrated theme worlds: "Green Engine" was dedicated to the economic effect of gardening, whilst "Relax & Heal" put the focus on physical relaxation. The House of Refined Taste was a central venue in the "Education & Innovation" theme world. Local fruit and vegetables were presented here, from their farming to their tasty preparation. Miele worked together with "The Kids University for Cooking" to bring this topic home to visitors in a playful and experimental way. The highlight was always preparing the dishes with a Miele chef.

The Kids University for Cooking is aimed at children and youngsters aged between 6 and 16. In the Netherlands it represents a platform which allows state authorities, research institutes, schools and private companies to get involved in healthy eating. Needless to say, steam cooking played a key role at the Miele stand: This method of preparation is particularly gentle, retaining vitamins, minerals and nutrients.



Healthy and delicious – a big issue at the Floriade in the House of Refined Taste

# "Gusto Divino" and "Best Wash" in Milan

In a series of events, Miele Italy has been revealing new flavours and some secrets about laundry care.

Can the shape of a glass influence the taste of wine? Miele Italy has been revealing this and many other curiosities in a series of exclusive "Gusto Divino" events in the Milan Gallery. These events are driving participants to discover new frontiers of flavour. Thanks to the partnership with Riedel, Gusto Divino takes a small group of people on a journey that allows them to experience how the taste and the fragrance of the same wine can completely change depending on the type of glass used. The wines are provided by Kettmeir, a premium brand from South Tyrol that delights even the most sophisticated palate with its selection of vibrant and robust wines.

This innovative sensorial experience culminates in a four-course dinner prepared entirely using the Miele steam oven, and thus demonstrating simple, healthy and tasty flavours. The result is a series of exclusive evenings that are dedicated to a curious and sophisticated public, with guests able to discover a new way of tasting good wine and food in a convivial atmosphere – just like enjoying dinner with close friends.

And once the wine tasting is over? The Riedel glasses are cleaned in the Miele dishwasher – the only dishwasher recommended by Riedel, thanks to the patented Perfect GlassCare function that keeps glasses clean and shiny. At the end of the event, each guest receives the set of Riedel glasses that were used for the wine tasting: a great souvenir from an unforgettable experience.

Besides Gusto Divino, Miele Italy has also organised the washing and drying course "Best Wash", which has been taking place in the Miele Gallery in Milan for two years now. At first sight laundry seems an easy task, but little things often go wrong. How can daily errors be avoided? And what is the proper way to use washing machines and tumble dryers?

Francesca Ferrari, Miele Gallery Manager, and Stefano Liverani, Miele Training Manager for Freestanding Household Appliances, explain how to handle differ-

ent fabrics and stains using the specific programmes provided with Miele appliances. The participants showed a great degree of interest and concentration to learn all the tricks revealed by the two experts. A question and answer session followed, giving participants the opportunity to ask both specific and general questions about laundry care.

There was great enthusiasm with regards to the results that can be obtained with Miele appliances and detergents. The excitement peaked when a shirt that had been stained with eggs and coke was washed at 40°C and came out of the washing machine perfectly clean. The Best Wash format has been a great success, leading Miele Italy to schedule monthly courses throughout 2013. Even trade partners are requesting that the event be held in their retail shops.



*Experience taste and fragrance: the "Gusto Divino" wine tasting*



*Francesca Ferrari and Stefano Liverani show the laundry results.*



## Cooking culture at its very best

With an inimitable cooking laboratory, Spanish star chef Paco Roncero is stepping into the uncharted waters of upmarket gastronomy.

The star chef, who has two Michelin stars to his name, has created a multi-sensory world which combines the art of cooking, pedagogy and the very best in technology in his cooking laboratory. Roncero aims to use this philosophy to address all five senses. When it came to fitting the laboratory, he chose Miele: from steam cookers to cooling appliances.

Guests to this new cooking laboratory communicate via multimedia elements: Smart boards; a central table that reacts to the cold, heat and movement and creates holograms; or audiovisual screens that display images from this world of experience whilst guests are eating all belong to the fixtures and fittings. In this new cooking laboratory, guests experience how the latest technologies are being fused together with the extraordinary inspiration of one of the best chefs in Spain.

His almost avant garde demands drew Paco Roncero to Miele; and not for the first time.

Roncero combines creativity and passion, expertise and audaciousness in his cuisine. As such, the requirements he places on his built-in appliances are high. Beginning with the provisioning with "Fresh Guarantee" from the MasterCool refrigerator, to the precise adherence to temperature and cooking time by the ovens, to the innovative preparation options, such as gentle steam cooking. The top priority is that every dish works perfectly in terms of taste, consistency and vitamin retention.

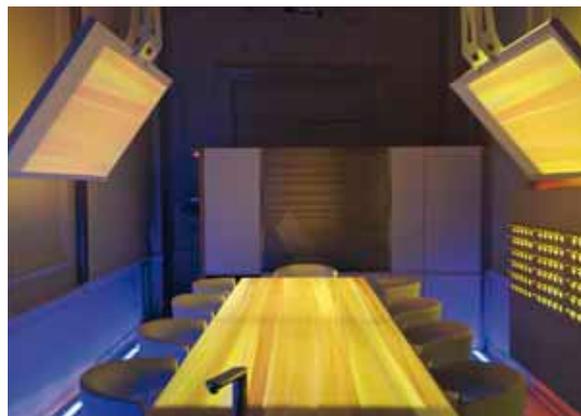
Paco Roncero utilises the following Miele built-in appliances in his cooking laboratory:

- DGC 5080 XL steam cooker with oven
- KM 5956 ICE induction hob
- 90 cm H 5981 BP luxury class oven
- H 5040 BM oven with microwave
- ESW 5080-29 food and plate warmer
- MasterCool KF 1901 Vi combi refrigerator
- KWT 4154 UG-1 wine storage unit
- G 5520 SC dishwasher



*Avant garde – Paco Roncero's cooking laboratory*

*Paco Roncero brings cooking culture and multimedia inspiration together as one.*



# Bürmoos celebrates 50 years

The factory in Austria once started as a producer of spin dryers and developed to a centre of excellence for sterilisation technology.



*Peter Eder, Mayor of Bürmoos, star chef Andreas Kaiblinger and Works Manager Manfred Neuhauser (from the left) at the factory open day*



*Guests were invited to visit the production halls in Bürmoos.*

**W**hat began in 1962 as a small production site with 50 employees is now a fixed star in the galaxy of Miele factories – the factory in the Austrian town of Bürmoos. Last October saw Bürmoos and its 280 members of staff celebrate its 50th anniversary together with guests by way of an open day.

Both employees and the local population were invited to the event. Guests were able to visit the production halls, and the Bürmoos staff also organised a wide-ranging programme of events; ranging from the bouncy castle to show cooking with star chef Andreas Kaiblinger from the "Esszimmer" restaurant. Works Manager Manfred Neuhauser welcomed Miele Managing Director Dr Eduard Sailer and Martin Melzer, Director of the Austrian subsidiary, to the celebrations alongside other guests.

There is an economic and political reason as to why Miele opened a factory in Austria at the beginning of the 1960s: Besides the factories in Germany, which was a member of the Common Market (later the EU), it made sense to establish a production site within the competing economic union: EFTA (European Free



*The staff in Bürmoos organised a wide-ranging programme of events.*

Trade Association). Austria was chosen as the EFTA member state in which to establish a factory, with the town of Bürmoos in the region of Salzburg being selected. Initially Miele produced spin dryers, irons and washing machines at the location. Over the subsequent decades, production at Bürmoos was switched to stainless steel components, which were then further processed in other Miele factories.

2010 represents a milestone in the history of the factory: It saw a new production hall opened. Since its opening, this hall has been used for the manufacturing of large and small sterilisers as well as container and trolley washers. This step has also seen Bürmoos complete the path to becoming a centre of excellence for Miele sterilisation technology. Strategically speaking, Bürmoos is a key pillar for the Professional business sector: It is required for Miele to be able to market itself as a systems provider with products and services for hospitals and doctors' surgeries. Besides the sterilisation products, the factory continues to specialise in stainless steel components such as panels and cladding for domestic appliances.

# The ultimate kitchen experience in London and Birmingham

Miele once again returned to the "Grand Designs Live" fairs in London and Birmingham as the proud sponsor of "Grand Kitchens".

Perfect for homeowners and home-builders looking to choose and create an inspirational kitchen space, 2012 offered new and exciting opportunities for visitors to the show with an interactive Miele kitchen experience. Miele's presence at Grand Designs Live celebrated its authority in cooking and helped extend its commitment to giving customers the opportunity to road-test its high-quality appliances through its demonstration showrooms in Abingdon and London.

Grand Designs Live featured four Miele areas which showcased innovative kitchen appliances and included live cookery demonstrations. The "Live Kitchen" allowed visitors to see the capabilities of Miele's newest kitchen technologies first-hand, through daily cookery demonstrations from a host of celebrity chefs and culinary experts, including Daniel Galmiche and Martin Blunos, who provided useful cookery hints and tips, whilst also revealing some tricks of the trade.



*Chefs and culinary experts revealed some tricks of the trade in the Live Kitchen.*

"Kitchen Inspiration" offered visitors the chance to learn about and book a place on Miele's "Creative Living" programme; a range of exciting events, demonstrations and courses. Miele Creative Living has been designed to offer inspiration and expert advice for a wide range of culinary topics. There were separate events which focused on either appliances or the food that they can produce, each presented by an expert chef, a trained specialist or a Miele partner. The events were held at various Miele locations around the UK. Expert chefs Mark Lloyd and Nigel Smith created a menu of

stunning recipes for Grand Designs Live, which specifically highlighted some of the unique ways that Miele can enhance the way people cook at home.

Miele's "Product Showcases" celebrated Miele's 113 years of appliance expertise by displaying the exclusive products from the Generation 5000 range of cooking appliances, including Design Worlds – white, black and cool metallic coloured appliances.

The ultimate day of luxury at Grand Designs Live could be experienced by "VIP Experience brought to you by Miele". Tickets included fast-track entry to the show, a glass of bubbly upon arrival, complimentary Miele coffee and light snacks, as well as a copy of the latest issue of Grand Designs Magazine and a show guide.



*Customers were invited to relax in the VIP Lounge at Grand Designs Live.*

# Close partnership with Media Markt in Russia

The MCA system contributes to increasing brand awareness in the big Russian cities, especially in the Media Markt chain of stores.

**T**he Media Markt chain of stores expanded to Russia in 2006. Thanks to the unconditional customer orientation, as well as its credo of "always offering the best deal", the German consumer electronics superstore has become one of the Russian market leaders in the retail segment and, as such, the Russian subsidiary was especially interested in establishing a partnership with it.

"Vacuum cleaners have been the only Miele product to be purchased by the customers of the Media Markt stores in Russia over the years. Since our company established the MCA (Miele Chartered Agency) system in Russia and CIS countries (Ukraine, Kazakhstan), we have been particularly motivated to expand the partnership with chain stores. This kind of cooperation is more advantageous to us because it contributes to increasing brand awareness and is definitely more convenient to our consumers: it gives them an opportunity to



*Miele in a Media Markt store in Moscow*

purchase any of Miele's household appliances, not just those on display in the store", explained Managing Director Sergey Kim.

The negotiations with Media Markt were successfully completed and autumn 2012 saw Miele restart its partnership within the MCA system. Miele products – from cooking appliances and washing machines to vacuum cleaners and accessories – are now available in the Media Markt stores in the largest shopping centres in Moscow, Saint Petersburg and other cities. Miele appliances are represented in a separate

area designed in accordance with the Miele brand style.

Miele came to Russia in 1998 and ever since one of the top priorities has been to raise awareness of Miele products amongst Russian consumers. The Russian market is considered to be both promising and to hold a great deal of potential, with buying power constantly on the rise. As a result of this, raising awareness of the products and providing consumers with an opportunity to purchase these products in all regions and cities via chain stores is of extreme importance.

## À la carte in Warsaw

**L**ast autumn saw the Miele Gallery in Warsaw open the "Miele à la carte" cooking workshop. The workshop provides inspiring culinary classes and demonstrations for lovers of good food, hosted by Miele master chefs as well as top celebrity chefs.

A website dedicated to the project has been launched at [miele-alacarte.pl](http://miele-alacarte.pl).

Miele à la carte is designed for people who care about what and how they eat. The sessions are divided into two streams: The "Good Taste Academy" is designed for those interested in the rich world of diverse

flavours and cooking techniques; those who want to try and learn how to make both simple and sophisticated dishes, as well as those striving to master the tricks and secrets of day-to-day cooking. Meanwhile, an innovative programme entitled "Get ready for Miele" invites prospective owners to enjoy expert assistance in an in-depth study of the advantages that top-quality Miele appliances have to offer, while providing attractive bonuses in the process. Every meeting finishes with a delicious lunch served by one of the Miele master chefs.



*Sometimes good taste starts with an egg.*



*Miele home economist Mary Moulds demonstrates induction cooking to trade fair guests at the Architectural Digest Home Design Show in New York City.*

*Cooking from coast to coast with a 1,000 square foot exhibition space.*

## "Better Living" from coast to coast

Demonstrating both culinary and design competence, Miele USA created a 1,000 square foot exhibition space for use at various shows in 2012.

**T**he concept was designed to be open and welcoming, inviting visitors in to engage with Miele products. The clean, crisp environment was centred on a culinary demonstration hub, where select chefs and partners demonstrated the real life "Better Living" benefits of Miele's built-in appliances.

"Our space for 2012 exhibitions incorporated design trends featuring clean, bright spaces," said Skyler Stevenson, Public Relations Manager, Miele. "We focused on an open floor plan, designed to engage and invite in those passing by in a loft-like setting. With the addition of chefs and partners doing demonstrations, visitors were treated to a full sensory experience and were able to touch, taste, smell and see the difference that only Miele appliances can provide. "From the moment you walked into the hall, you were greeted with these amazing smells that led you straight to the Miele space," said one visitor.

To launch its "Better Living" campaign on the East Coast, Miele exhibited at the 11th annual Architectural Digest Home Design Show in New York City, where a world of design inspiration was featured in March 2012. Consumers, architects, designers and media explored the latest products for the home.

Miele celebrated "Better Living" with Miele Table Artist chef Adam Schop, who demonstrated the Miele steam oven by creating dishes like Corned Beef and Kimchi, a fresh take on a St. Patrick's Day staple in New York City. Miele also welcomed a group of architects, designers and bloggers into its Manhattan Gallery for a "Better Living" dinner with chef Adam Schop. His local Lavender-infused Lamb, prepared with Miele MasterChef technology, was the star of the menu.

"The dinner Miele hosted was certainly one of the highlights of our trip," said Veronika Miller, Founder and CEO of Modenus.com, the organiser of the group.

"In addition to enjoying a delicious dinner, several members of our team cooked alongside chef Schop, which proved to be one of the most memorable moments of the evening for everyone.

Moving into the summer, Miele exhibited at the 2012 DWELL on Design Show in Los Angeles, California. This time, local chef Lindsay Smith-Rosales was named as Miele Table Artist and prepared Southern Californian favourites. Drawing inspiration from the availability of fresh, local seafood and produce, with a touch of Latin American cuisine, she prepared Fresh Fish Tacos in the Miele steam oven.

Demonstrations by Whole Foods Market, an organic United States food purveyor, also helped to demonstrate the culinary capability of Miele's built-in appliances. Staglin Family Vineyards, a well-known winery local to California was on the scene to demonstrate the Miele ProfiLine dishwasher as a choice for wine glass care and Miele wine storage.

# Engaging culinary creativity with Table Artists

The "Better Living" campaign was also presented through a series of intimate media salons in Miele Galleries across the United States.



The events were geared specifically to media, design professionals and influencers," said Skyler Stevenson, Manager Public Relations, Miele. "By inviting the top local influencers to Galleries around the country to enjoy an evening only Miele could provide, we were able to communicate the true spirit of Immer Besser and Better Living."

Four-course, five-star dinners were prepared by local chefs, called "Miele Table Artists". Each Miele Table Artist was selected based on their reputation for using innovative food preparation techniques, the best local ingredients available and Miele appliances, most notably the Miele steam oven. Guests were wowed at the results.

"My husband and I had a wonderful time at the Miele dinner in New York City," said DJ Carey, editorial director, CT&G. "The food was delicious and everyone at Miele was so wonderful and informative about cooking with steam."

"As a fan of Miele kitchen appliances – I have several in my own kitchen – I was thrilled to be invited to the Better Living dinner at the beautiful Miele showroom in Wellesley, Massachusetts," exclaimed

*New York City  
Table Artist chef  
Peter Berley  
demonstrating a  
chocolate dessert  
for special guests.*

*San Francisco  
Table Artist chef  
Emily Hansen  
preparing for  
the event.*



Leslie Fine, Leslie Fine Interiors, Inc. Boston. "What could be better than enjoying a relaxing evening and experiencing, first hand, the latest and greatest from this luxury German manufacturer of appliances along with a phenomenal dinner prepared by chef Will Gilson."

Boston-based Miele Table Artist, chef Will Gilson, recently opened his highly anticipated new restaurant Puritan & Co. His menu for the Table Artist event included: Beet Tartare with Local Apples,

Horseradish and Chervil; Steamed Chicken Sausage with Pickled Mustard Seeds and Rosemary; Steamed Lobster and Corn Dumplings with Mushroom Puree and Crispy Potatoes; a Cauliflower "Latte" with Brown Butter, Lemon and Fried Sage; "Sous Vide" Buttermilk Poached Organic Chicken with Barley Risotto, Heirloom Carrots and Charred Cipollini Onion; and finally, Corn Flan with Maple, Cornbread Pain Perdu and Crème Fraiche.

# Have a try in Beijing

With a brand new VIP Lounge and flagship store, customers are being invited to explore the brand in the Chinese capital.



*Chinese movie star Dongjie explores a washing machine in the new flagship store.*

Imperial, historical, cultural" are words that may spring to mind when the city of "Beijing" is mentioned; however, these three words can also be associated with Miele. Situated in the centre of Beijing's central business district, the Miele Beijing VIP Lounge made its spectacular public debut with a wonderful combination of historical ambiance and modern commercial prosperity. The VIP Lounge is over 300 square metres in size and comprises six main areas: Connoisseur Area, Cooling Area, Future Kitchen, Fine Dining, China Selection, Exclusive Laundry, plus Professional appliances, which are being presented in a Chinese showroom for the first time.

The VIP lounge design is based on the original concept of "Try before you buy". This is reflected in the perfect integration of high-end Miele appliances, clever lighting and an exquisite décor, which all combine to create a luxurious and welcoming atmosphere.



*Jennifer Bao, Managing Director of the Chinese subsidiary, welcomed Michael Brugesser (left), new Head of Miele Human Resources, and his predecessor Gerhard Verch.*

*The VIP Lounge opening ceremony featured traditional Chinese opera.*



Unlike the traditional method of simply welcoming visitors, Beijing VIP Lounge aims to familiarise visitors with the functioning of Miele appliances, whilst also giving them a chance to test the features by themselves: They can, for example, make a cup of Latte Macchiato from a Miele coffee machine, explore laundry care and even enjoy cooking experiences. This concept doesn't confront visitors with theoretical introductions; instead it impresses with practical test experiences.

Following the opening of the VIP Lounge, a brand new Miele flagship store was launched with a grand ceremony in Beijing Shinkong-Place in April 2012. The excellent location in Shinkong-Place – the most luxurious business community – meant that the grand opening could not hide its splendour and, as such, attracted a lot of attention from the Beijing media. The store presents world-class domestic appliances and conveys a unique life experience.

# Places to go for inspiration in Shanghai

Wang Xiao Hui is a contemporary Chinese photography artist. Twenty years ago she travelled to Germany as an artist engaging in photography and art, and in 2003 she founded the "Wang Xiao Hui Art Center" in Shanghai. She uses Miele products in her art gallery, which embodies Miele more as a work of art than as an appliance.

"Kitchen M" is the most popular high-end cooking studio in Shanghai with the core values of "Cooking, Entertaining, Quality life, Healthy living". A range of cooking classes are on offer, including bakery, steaming, roasting and Chinese desserts, and these classes are all supported by Miele appliances, which are used to

present great masterpieces to students. "Citysuper" is a high-end supermarket located in the IFC shopping mall in the financial centre of Lujiazui; one of the greatest landmarks in Shanghai. Miele products play the leading role in its "Super-life Culture Club", which sees a live cooking area stage cooking classes for women.

With only ten seats, "Ultraviolet" is the first restaurant of its kind attempting to unite food with multi-sensorial technology in order to create an all-encompassing dining experience. Miele appliances match the ideas of its chef, Paul Pairet: They help to offer a healthy and exclusive way of new dining that engages all the senses to create the ultimate luxury.



*The Ultraviolet restaurant invokes all the senses.*

## High-class and booked out

Since its opening at the end of 2010, the Miele House has become a new landmark in Shanghai. With its popular location and fabulous exterior, comprising a breathtaking golden roof and ancient Chinese palace style, it has become more and

more attractive to many international brands and artists.

A glimpse at the event list from September to November 2012: Chanel internal staff "life" photography exhibition, private dinner for Ferrari owners, Danish Minister cooking show and

"The Ambush Series" art exhibition by German artist Martin Raabenstein. These events attracted many guests and helped to generate strong interest in Miele products.

The highlight was an event focusing on the speciality "Hairy

Crab", which is one of the most featured foods in Shanghai. The Miele Kitchen Dealer Department invited luxury interior designers from Shanghai enjoy a delicious "Hairy Crab Dinner" delivered in different ways – steamed and cooked on CombiSet modules. The fresh taste and the perfect performance of the Miele appliances deeply impressed the guests.



*Ferrari owners are welcomed to the Miele House in Shanghai.*

# A red Miele tent for gourmets

For the second year in a row, the Miele Cookery School was voted as the most attractive and popular attraction and activity by the visitors of the "Taste of Dubai" food festival.

**T**aste of Dubai – the favourite festival of foodies in the region – brings together the Emirate's highly-acclaimed restaurants, prestigious hotels, international celebrity chefs and an incredible line up of entertainment.

The exclusive Miele Cookery School Master Class Series comprised a total of 28 sessions featuring 18 world-renowned names from the culinary world, giving Taste of Dubai visitors the opportunity to attend and participate in an intense, fun and interactive 40-minute up-close and personal cooking lesson with a celebrity chef.

With just 24 complimentary places on offer for each master class, long queues were the order of the day as eager visitors sought to bag their place on the 28 'sold out' sessions. The red Miele tent was kept busy, as food lovers and aspiring chefs



*Cooking skills make men more attractive.*

lined up to book a sought-after place on cooking stations fully equipped with the latest Miele luxury cooking appliances where they could cook alongside some of the world's most

famous celebrity chefs and the most renowned chefs from the region's five-star hotels.

Some of the world's top chefs took part, including television star and Michelin-starred

Italian restaurateur Giorgio Locatelli; Aldo Zilli, legendary proponent of modern Mexican cuisine; Toro Toro owner, Richard Sandoval; Atul Kochhar, the first UK-based Indian chef to receive a Michelin star; contemporary Arabic food guru and author Suzanne Husseini; and Food Network personality, Aarti Sequeira; as well as chefs from renowned restaurants and hotels in Dubai, such as the Armani Hotel, Atlantis and Rhodes Twenty10.

Taste of Dubai visitors to the Miele Cookery School cooked some of the revered gastronomes' signature dishes on their stations and received a recipe postcard as well as a red Miele embroidered apron to recreate the experience at home.

Each participant also walked away with a "certificate of excellence" signed by the starring master chefs.

## Seminar for pros

Miele hosted a design seminar in Dubai, in partnership with the Association of Professional Interior Designers. The seminar was conducted by Alexander Mayer, Head of the Department of International Communication and Standards and Quality and Environmental Management, from Knauf AMF GmbH & Co. The audience, consisting of leading designer firms and prominent architects from the region, enjoyed the various topics covered during the seminar, which focused on "sound absorption and attenuation". The new trends in ceiling production, which incorporate a designer touch, were also discussed. The seminar was followed by a live cooking demonstration and a cocktail reception, giving the attendees an opportunity to see the Miele appliances in action.

## Agreement signed with leading Saudi Arabian distributor

Miele has signed a new distribution agreement with Awad Badi Nahas to promote its luxury domestic appliance range in the Kingdom of Saudi Arabia.

With the major domestic appliance market in the Middle East registering double-digit growth in 2011 according to a report from international research company GfK, Miele has identified Saudi Arabia as a key growth market. "Our distribution agreement with leading local company, Awad Badi Nahas, represents a strong foothold for the brand in Saudi Arabia. Miele's reputation for

quality and expert craftsmanship means that we are perfectly placed to fill a gap in this huge market with our innovative, high-quality collection of luxury domestic appliances," said Gaby Koupsi, Managing Director for Miele in the Gulf Cooperation Council (GCC).

With a reputation for high-end product distribution that spans over 30 years and a quality after-sales service record, Awad Badi Nahas' employs over 100 members of staff across modern showrooms and service centres, which are located throughout Saudi Arabia.



Star chef Dominique Corby cooking with children in the Miele Gallery in Omotesando.

## French food for Japan

In order to promote the diversity of food culture and to do something positive, over 500 chefs in French restaurants across Japan organised the "French Restaurant Week". These chefs included renowned figures from the world of food in France and Japan, such as Alain Ducasse, Kiyomi Mikuni, Hiroyuki Hiramitsu, Tateru Yoshino, Dominique Corby and Koji Shimomura. Each of the participating restaurants served one lunchtime and one evening menu at a discounted price. The campaign was especially targeted at families with children; to give them the opportunity to enjoy French cuisine. Other partners, including Miele, supported the French Restaurant Week as sponsors.

A gala dinner held at the Grand Hyatt Hotel in Tokyo opened the 14-day event. The organisation donated the proceeds to children from the catastrophe region that was hit by earthquakes, tsunami flooding and nuclear reactor incidents in March 2011. The chefs also offered cookery courses for the children, in which they were introduced to the secrets of French cuisine. Ten children also learned how to cook French dishes at home by themselves in the Miele Gallery in Omotesando. Under the instruction of star chef Dominique Corby, they really enjoyed cooking with Miele appliances.

# Excellence Award for product safety



Hideki Matsubara accepts the prize for Miele Japan from the Chairman of the Awards Committee, Masao Mukaidono.

Miele is amongst the companies in Japan that are making an outstanding contribution to product safety.

This was confirmed by the "Excellence Award", which the subsidiary was presented with by the Japanese Ministry for Economy, Trade and Industry (METI). The prize-giving ceremony took place in November in the Shibuya Cultural Centre, Owada. The explanation for the award cited the product selection and product testing in line with legal requirements and Japanese usage habits; the fast and reliable after sales' service; and the use of an international customer service platform for the exchange of product-related information as reasons.

The Product Safety Award has been presented each year since 2007. It sees the jury not just investigate the products themselves, but also the entire product safety activities undertaken by manufacturers, retailers and importers. The aim is to increase the awareness for product safety and to anchor it in society over the long term. Besides Miele Japan, in 2012 the award was also presented to the toy manufacturer Bandai Co., LTD, the manufacturer of PCs and consumer electronics Toshiba, the clothes manufacturer Triumph, as well as Pana Home, the housing company of the Panasonic Group.



*New country: German food culture for the Indian guests in the Berlin Gallery*

## Establishing the brand in a large country

Miele is currently doing everything it can to increase brand awareness in India, and, in doing so, is experiencing great interest from the media. Although the company has only been in the market on the Indian sub-continent since 2009, the brand has a charisma that provides journalists with plenty of content for their reports. A delegation of journalists, accompanied by two Indian Miele colleagues, travelled to Germany last year to do some research on location. The trip began in Berlin; after all, it was designed to give the guests an insight into German culture too. Following a tour of the capital city, a visit to the Miele Gallery in Berlin including a cooking demonstration represented a successful end to the day.

A full programme of events then awaited the media representatives in Gütersloh:

Washing machine production, test laboratories, the historical company museum and a look inside the high-bay distribution warehouse represented the highlights of the two-day visit. Dr Markus Miele took time for the guests on the final evening. No questions were left unanswered at the dinner event.

The Indian population then found out all about the first Miele product, a cream separator from 1899, via the following media outlets: *Elle Décor*, *The Economic Times New Delhi*, *The Hindu Business Line New Delhi* and *Robb Report*. Other aspects that were presented by the media included how Miele positions itself on the global market, which targets the company has in India and what makes a family company so special.

## A Parisian evening in New Delhi

Last spring saw a hint of Paris waft through the Miele Experience Center in New Delhi. The Indian subsidiary initiated this intercultural exchange for its guests – a number of notable architects. The "Evening in Paris" naturally featured food and wine alongside good music. The leading Indian home décor magazine "*Elle Décor*" was present at the proceedings and published an in-depth report about the social event.



*A "Parisian Evening" wowed guests at Miele in New Delhi.*

## The extra something for customers

Unconditional customer orientation is increasingly becoming a success factor for Miele in India. One result of this strategy: The foreign subsidiary was able to double the number of service certificates (extended warranties) sold within one year. Miele appliances may be famous for requiring very few repairs; however, despite this, many customers like to utilise the complete care package from Miele. The company doesn't have to do a lot of promotion for the extended warranties; customers generally express their desire for a service certificate themselves.



*Service Engineer Ashish Nijhawan at a visit to a customer*

The only secret: Miele maintains contact with its customers. This includes festive greetings, preventative maintenance trips or even the Miele anniversary card, which is sent one year after the product was bought. Customers are happy and willing to trust a brand that cares, as the following customer opinions demonstrate: "I am delighted to see the kind of initiatives being carried out by companies like Miele in India." (Mr Hritik Singh) or "This is the first time that a company has celebrated Consumer Day with us." (Ms Betty Jassawala).



*In the Miele cookery school the head chef of the speciality restaurant "Tarragon" introduces his pupils to the secrets of gourmet cooking.*

*A dream on the blue waves: The EUROPA 2 is due to make its maiden voyage from Hamburg to Lisbon in Spring 2013.*

## Pure luxury on the high seas

The EUROPA 2, which will make its maiden voyage in May 2013, is setting new standards when it comes to luxury holidays.

**T**he new cruise ship indulges its guests with large suites with private verandas, an exclusive entertainment programme and a fascinating range of culinary delights, which even includes a Miele cookery school.

MS EUROPA 2 has an itinerary that includes 26 routes in the western and eastern Mediterranean, to the Arab Peninsula and to South East Asia, encompassing 123 different ports as it travels. Passengers can book holidays between seven and 20 days in length, and can make the most of the numerous different combinations on offer. Once you have "moved in", you are unlikely to

want to leave your suite again. For each individual suite is at least 28 square metres in size and comes with its own private veranda. The higher category suites feature jacuzzis with sea views, jacuzzi baths, rain showers and steam rooms to create your own personal spa. But those who really want to stay within the four walls of their cabin will miss out on lots of other highlights.

These most certainly include the range of culinary delights available on board: Eight restaurants, including the main restaurant The Seven Seas, three speciality restaurants with Mediterranean, French and Asian cuisine, and a sushi

bar await friends of gourmet cooking.

Guests can indulge in perfectly prepared delicacies, and also have the opportunity to try their own hand and roll their sleeves up. And what can better complement such a luxurious ambiance than a cookery school fitted out with high-quality Miele cooking appliances. Head chef of the "Tarragon" restaurant, which specialises in French cuisine, provides expert tuition as he introduces his pupils to the culinary arts of their destination countries.

Passengers are also well-catered for when it comes to sports and relaxation. Over 1,000 square metres of the ship

are dedicated to relaxation and fitness. Besides treatments, a range of saunas and a gym, there is also a personal spa. It is also possible to book sports activities on land from here. Thanks to twelve Zodiac boats, smaller landing stages that cannot normally be reached by cruise ships can be accessed alongside the large harbours. As such, guests can enjoy fascinating beaches, such as Atuwayan Beach in the Philippines, or the Thai islands of Phi Phi.

World heritage sites and unique natural paradises are also on the menu. The land programme features active and experience tours by boat or helicopter, as well as classic day trips.

# Living in the



## One 57 – USA, New York City, Manhattan

**T**owering 1,000 feet above Midtown Manhattan is One 57: the soon-to-be completed billion-dollar condominium tower by Extell Devel-

opment Company and designed by Pritzker-Prize winning architect, Christian de Porzamparc. The skyscraper includes a full range of Miele appliances, which serve as the cornerstone of the gourmet kitchens in the building's 95 ultra-luxurious condominiums. Residents of

# City

High-quality apartment complexes are appearing in metropolises around the globe. Projects from the USA and Canada demonstrate what Miele is doing to enable their residents to enjoy an extraordinary quality of life. Above everything, this requires a special expertise, as extractor hood expert Bernd Rohn explains. Meanwhile, Olaf Bartsch states why project developers like to work together with Miele. And, of course, the Miele Magazine also takes a look at the city life of tomorrow.

One 57 will have the opportunity to customise their kitchen by choosing between two pre-designed layouts and then selecting the Miele appliances that best suit their lifestyle. Appliances available within the pre-designed layouts include Miele's 36" bottom-mount

fully integrated fridge-freezer, 36" linear-designed gas cooktop, CombiSets, ventilation, 30" stainless steel wall oven, speed oven and microwave, steam oven, warming drawer, built-in whole bean coffee system, and the Futura Diamond fully integrated dishwasher.

*Rendering of the interiors of One 57, overlooking central park in New York City. Interior designs by Thomas Juul-Hansen.*



The building itself, designed by Pritzker Prize-winning architect Christian de Portzamparc, is an artistic sculpture unto itself and draws inspiration from modernist towers. Billowing upward in a cloud-like formation, the tower remains elegant to flow towards the earth like a cascading waterfall.

## Voices of the contracting parties

"Extell Development Company is pleased to collaborate with Miele to furnish our newest building, One 57," said Gary Barnett, President, Extell Development Company. "It is a pleasure to work with a partner who truly understands the needs of the discerning customer."

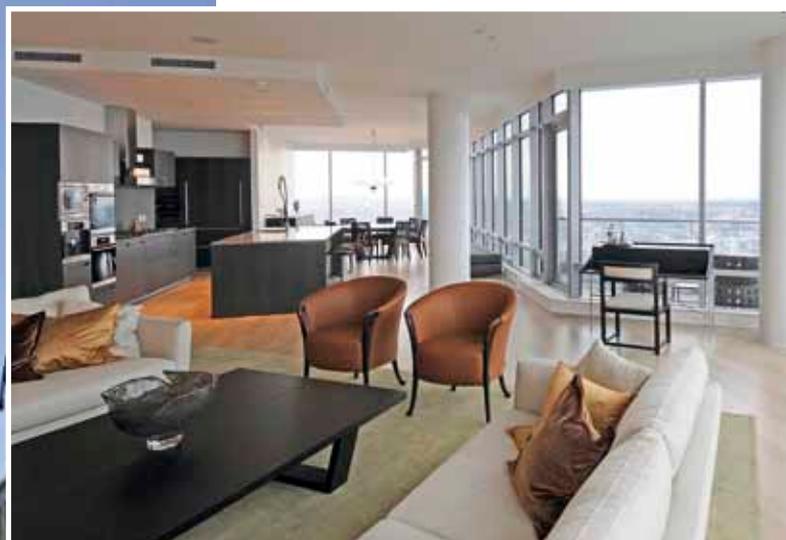
"The appetite of high-end buyers is quite strong and has already made One 57 a huge success", explained Mike Icovino, Miele US. "One 57 will be one of the most prominent and prestigious addresses, making it extremely desirable. This opportunity to outfit a landmark project is a testament to Miele's expertise."

*Rendering of the exterior structure of One 57, designed by Pritzker Prize-winning architect Christian de Portzamparc.*

## Shangri-La – Canada, Toronto

**S**hangri-La Toronto is a hotel and condominium tower located in downtown Toronto, Canada. It was designed by Vancouver-based architect James Cheng. Shangri-La Toronto was com-

pleted in July 2012 and, at 214 metres tall, is one of the ten tallest buildings in Toronto. The hotel component is run by Shangri-La Hotels and Resorts and has 220 guest rooms. The condominium portion occupies the upper floors of the building and consists of 353 units, varying in size from 800 square feet to over 6,000 square feet.

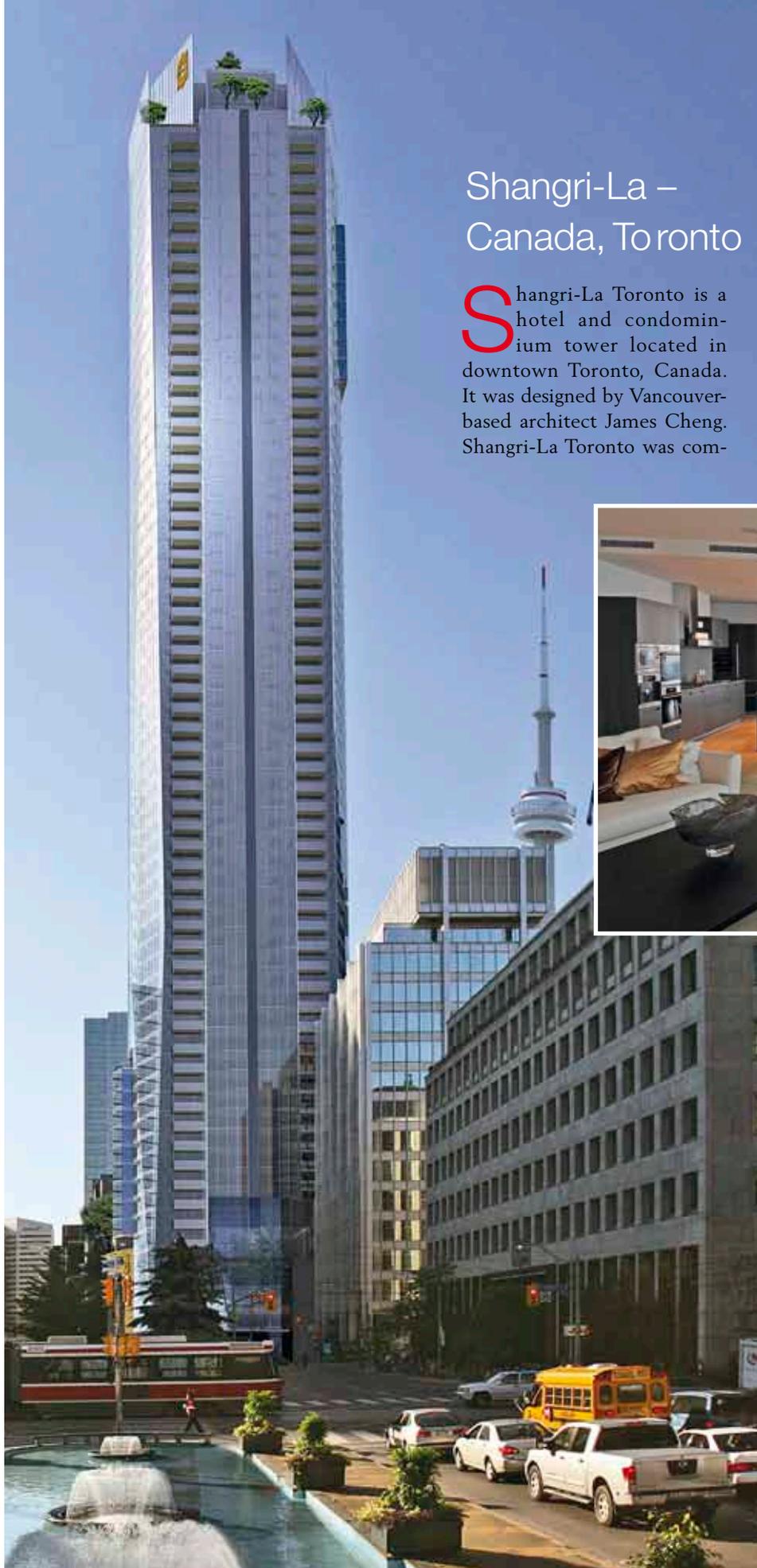


*A generous open space kitchen inside Shangri-La*

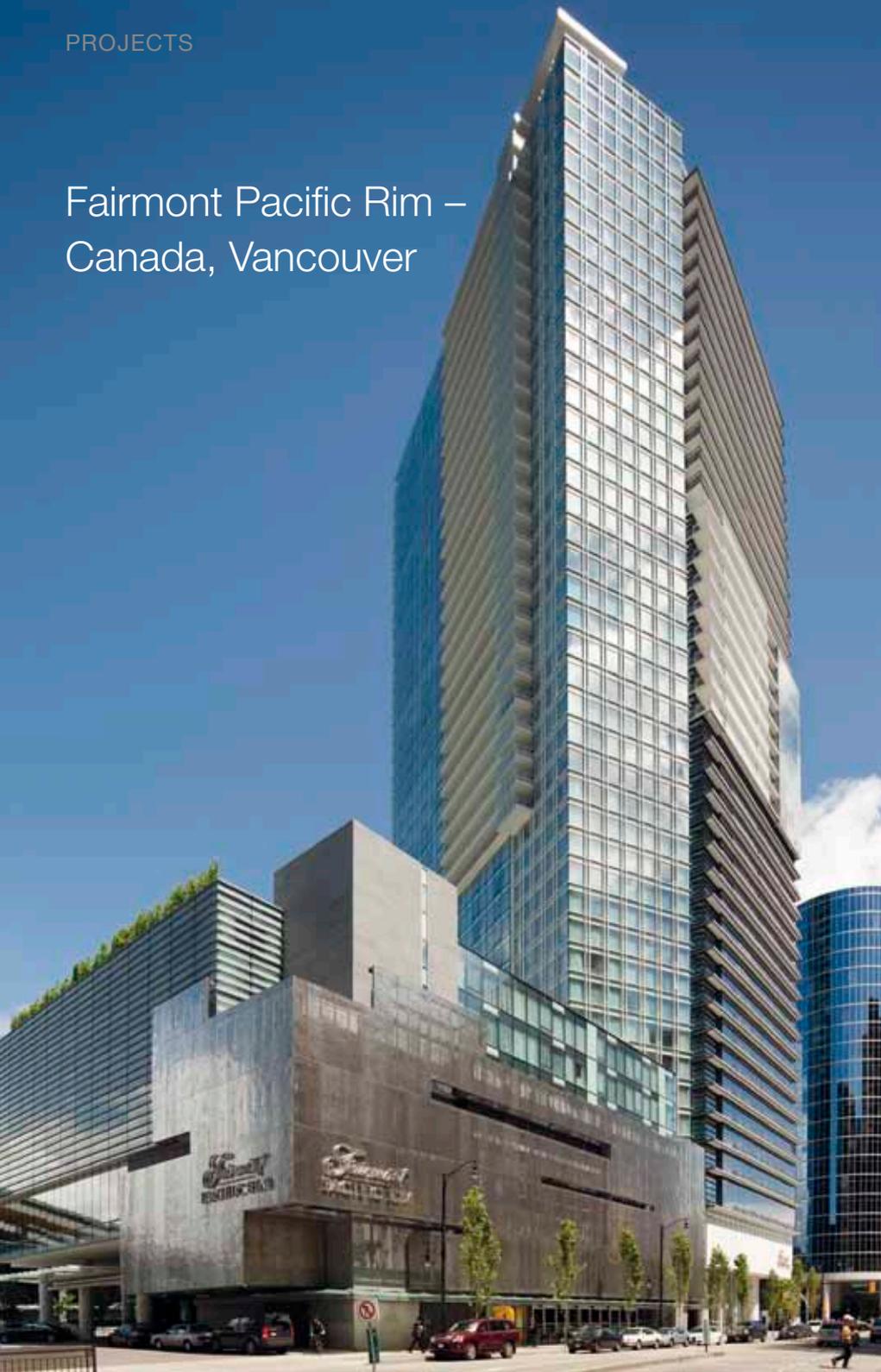
Excavation of the site started in 2008, and work on the parking garage began in early 2009.

The Toronto Shangri-La is located on University Avenue and Adelaide Street, in an area just west of the Financial District that has seen rapid growth in recent years. Shangri-La was the second deepest excavation for a building in Canada's history at 102 ft (31 m), with only Scotia Plaza being deeper. This was done to create an eight-level below-ground parking garage.

Condominiums are equipped with the following Miele appliances: cooktops, extractors, dishwashers, convection ovens, speed ovens, coffee systems, appliances for laundry care (selected suites).



## Fairmont Pacific Rim – Canada, Vancouver



This downtown Vancouver property combines the best of the Pacific Rim in its plan, décor, and culinary offerings. Designed with five-star standards and amenities, this 45-storey tower comprises 200 exclusive residences and 377 hotel guestrooms with lavish appointments, naturally inspired materials, comfortable furnishings and state-of-the-art technology. It also includes a variety of the most luxurious suites in Vancouver. The building features the exclusive Fairmont Hotel from the first to 22nd floors, with the Estate homes situated on the 23rd floor and above. Homes feature stunning kitchens by Boffi of Italy and an amazing appliance package which includes the following Miele products: cook-tops, extractors, convection ovens, speed ovens, steam ovens, dishwashers, coffee systems, appliances for laundry care.



*The Fairmont Pacific Rim offers recreation at the pool.*

## Westbank Corporation signs large project agreement

July 2012 saw Miele Canada sign off on an exclusive arrangement with the Vancouver-based Westbank Corporation. Miele is now the exclusive appliance brand in all Westbank project developments in Canada.

"This exclusive alliance marks the largest agreement of this nature with Miele in Canada" explained Miele Canada President Jan Heck. "Our team has worked diligently to solidify this partnership and we are ex-

tremely excited by Westbank's commitment to Miele". "The decision to partner with Miele is a natural fit for Westbank" explained Ian Gillespie, President of Westbank, "Miele is a premium brand for domestic appliances that is represented internationally. With an increasingly cosmopolitan and well-travelled client base, the importance of a globally recognised brand in any development cannot be underestimated. Not only

## Living Shangri-La – Canada, Vancouver



Living Shangri-La is a mixed-use skyscraper in Downtown Vancouver, British Columbia, and is the tallest building in both Metro Vancouver and British Columbia. The 62-storey Shangri-La tower contains a five-star hotel, with condominium apartment units occupying the rest of the tower. The building's podium complex also includes a spa, an Urban Fare specialty grocery store, a Vancouver Art Gallery public display, and a curated public sculpture garden. The high-rise stands 201 metres (659 ft) tall and there is a private roof garden on floor 61.

It is a member of the Shangri-La Hotels and Resorts chain, and is Shangri-La's first North American property. The hotel spans from the ground floor to the 15th storey, comprising a total of 119 rooms (including a Presidential Suite on the 15th floor). Living Shangri-La also contains 307 residential units, consisting of 234 general live-work homes on floors 16 to 43, and 63 private access residential units, with three penthouses. Residential units are equipped with cook-tops, extractors, dishwashers, convection ovens, speed ovens, coffee systems, appliances for laundry care (selected suites) from Miele.

can it be an important factor in our customers' purchase decision but an important one in projecting a strong message of quality and performance in our projects."

Established in 1992 and with over \$10 billion of projects completed or under development, Westbank is active across Canada in a range of product types; from luxury condominiums, rental apartment offices and retail outlets, to hotels, non-

market housing and industrial buildings. The main focus is on large mixed-use projects involving highly complex entitlement processes.

Westbank is best known for being the leading luxury residential developer in Canada, along with being the owner/developer of the finest hotels in Canada.



*Pictured at the signing is Olaf Bartsch, Managing Director of Finance and Administration at Miele (left), Ian Gillespie, President of Westbank (centre) and Jan Heck, President of Miele Canada.*



# A pleasant climate for luxury apartments

A cooker hood is an absolute must for the kitchen: it combats unpleasant smells and extracts grease particles from the vapours produced during cooking. Choosing the correct ventilation technology is also decisive for the room climate, and as such for the well-being of residents. This is of particular importance in buildings that contain several apartments. Miele explains what planners and architects need to take into account.

**C**entralised or decentralised ventilation systems are often used for supplying and removing air in multi-storey residential buildings. Both types of system guarantee a replacement of air, however they need to be complemented with a cooker hood, as the hood is the only way to extract fatty particles from the moisture expelled during cooking, which otherwise deposits a greasy film on everything in the room.

## Centralised ventilation

In the case of centralised ventilation, the apartments are connected to a ventilation shaft, which removes the air via a central fan. This ensures a steady replenishment of air throughout the living quarters. In most cases, an individual kitchen ventilation system is installed alongside this bigger system. This also involves a central fan to generate an even flow of air, which expels the cooking vapours outside via a chimney or flue. Residents cannot regulate this air flow, which can be a drawback in cases where a lot of vapour is generated during cooking. Miele offers special extractor hoods that can be used to achieve satisfactory air removal in the kitchen in these cases. These models do not feature their own fan, which is not permitted when centralised ventilation systems are present. Instead, they feature an electronic module which simply opens or closes a baffle at the entrance to the ventilation shaft. As such, it is not possible to regulate the level of ventilation on the hood; however closing the baffle after cooking prevents smells from neighbouring apartments from seeping into the kitchen.

As far as the type of construction is concerned, extractor hoods with a large vapour catchment area, which capture the majority of cooking vapours even in the case of a weak air flow, are recommended.

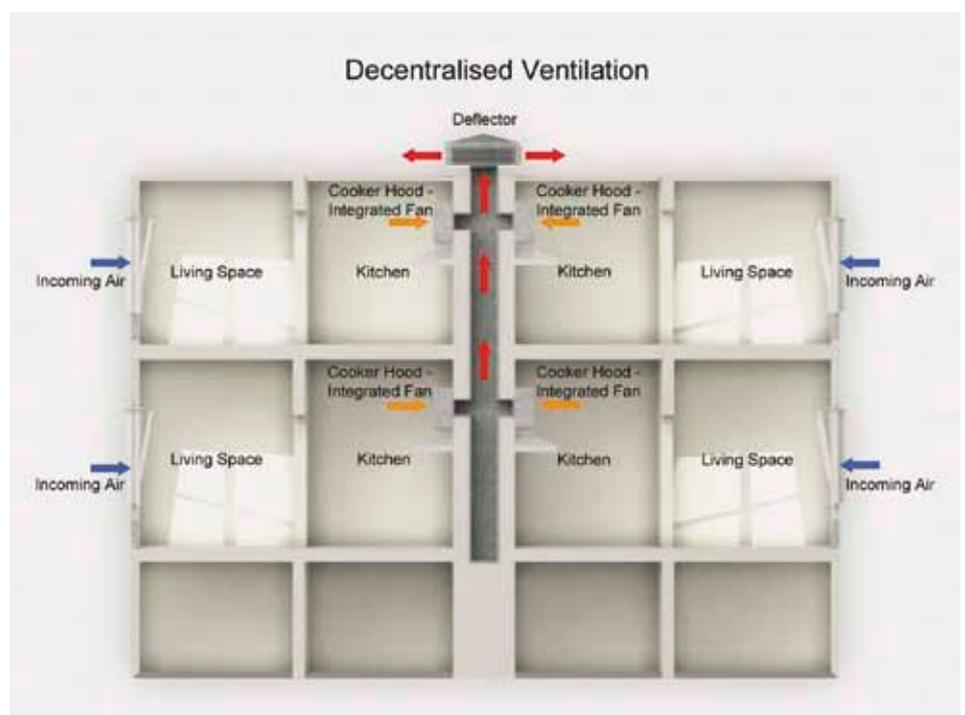
## Decentralised ventilation

Decentralised ventilation systems involve all residential units being fitted with individual fans which direct expelled air into one or more shafts. This means that standard vented cooker hoods with integrated fans can generally be used with decentralised ventilation systems. Advantage: The user can adjust

air throughput in line with the volume of vapours created during cooking. Hoods with an integrated fan remove significantly greater volumes of air than centralised systems.

## Displaced air must be replenished

Vented systems – and this applies to both centralised and decentralised ventilation systems – require an intake of air fresh air to compensate for air removed, as otherwise a partial vacuum would develop in the room. A vented system without a sufficient supply of fresh incoming air can even be dangerous in cases where heating systems that





## "Considering ventilation technology at the planning stage"

are dependent on oxygen from room air for combustion, for example a wood-burning stove or a gas boiler, are in operation. This is because the partial vacuum leads to incomplete combustion, which in turn produces poisonous carbon monoxide. Fresh air can be provided via sufficiently dimensioned air vents. Alternatively, a window can be left slightly open to provide air in the kitchen. There are regulations pertaining to this in many countries to protect the safety of residents. For example, in Germany, extractor hoods need to be linked to a window contact switch if a wood-burning stove is used in the apartment. This means that the extractor hood can only function when the window is open.

### The alternative is air recirculation

As vented systems remove energy from buildings in the form of heated ambient air, depending on building standards and climatic regions, they are not suitable for maintaining pure air in the kitchen. This is particularly relevant for extremely well insulated buildings in parts of the world where the heating needs to be on regularly. A Miele recirculation hood represents a good alternative here. The recirculation principle sees (as in the case of extraction) the fatty particles being filtered out by ten-ply metal grease filters, which can be simply cleaned in the dishwasher. Odours are absorbed by the AirClean active-charcoal filters which are installed behind the metal grease filters. The purified air is then returned to the room without any loss of heat. Most Miele cooker hoods can be adapted for recirculation, resulting in an exceptional method for ensuring clean air in the kitchen. The DA 7000 from Miele offers outstanding results in this respect. The elliptical model was designed for recirculation and, as such, does not feature the classic chimney. As special, large-sized AirClean active-charcoal filters are used with this model, the odour absorption (and the grease separation) is excellent in comparison with other models on the market. The DA 7000 is available in two versions that can be mounted on a wall or suspended above an island cooking area. In general, the installation of recirculation hoods is comparatively easy, as no vent ducting is required.

Bernd Rohn, Product Manager for cooker hoods, tells the Miele Magazine what needs to be taken into account with regards ventilation technology.

**Mr Rohn, what type of ventilation technology is best suited to buildings containing several apartments?**

**Bernd Rohn:** There is no general recommendation here: it always depends on the individual circumstances of the building. What is important is that ventilation technology for a vented cooker hood is taken into account when the building is being planned; as, at the end of the day, it is the correct fitting and dimensioning of the ventilation technology that is decisive for whether or not residents feel comfortable in their apartments.

**Does this also apply to detached houses?**

Definitely, particularly as private home builders have a much greater influence than people buying apartments in a residential complex. I recommend that every private home owner considers the later installation of a cooker hood at the planning stage.

**How strong does a cooker hood need to be?**

Miele vented cooker hoods offer air flow rates of between 300 and 1800 m<sup>3</sup>/h. This is more than sufficient for almost all conceivable uses. 144 m<sup>3</sup>/h is equivalent to a six-fold air replacement rate per hour combined with low sound emissions in a 12 m<sup>2</sup> kitchen with a standard ceiling height. Well-thought-out planning, which also takes the interplay of the hob and the cooker hood into account, as well as professional installation, is more important than maximum output. Reducing the diameter of the vent connection,



Bernd Rohn trains value-added resellers, as well as architects and builders, in the installation of cooker hoods for Miele. Contact: [bernd.rohn@miele.de](mailto:bernd.rohn@miele.de)

for example from 150 mm to 125 mm, can significantly reduce performance and increase noise levels, as with every other obstruction to air flow. As such, in the case of vented hoods, the following applies: short routes, as few bends as possible and suitable vent ducting.

**What is the current trend – vented or recirculation?**

In the case of existing buildings vented hoods are often used, particularly as it is now possible to use modern wall vents to minimise the loss of heat via vent ducting. As far as new-build properties with high-convenience ventilation systems built in line with low-energy and passive building standards are concerned, recirculation models are the most widespread and easy to install option to any prevent loss of heat. Vented hoods are also an option in these buildings; however the planning and installation stages are more difficult.



Olaf Bartsch, 49, joined the company in 1991. The industrial engineer has been Managing Director of Finance and Administration at Miele & Cie. KG since 2009. Olaf Bartsch is married and has one daughter.

## "Partners gain added value and appreciate the process excellence"

Miele is equipping large residential complexes with complete appliance consignments across all continents. The editorial team spoke to Managing Director Olaf Bartsch about the special characteristics of the project business and its significance for Miele.

**Mr Bartsch, what is the value of the project business for Miele?**

**Olaf Bartsch:** Besides the retail business, the project business represents a key pillar for Miele, and one that has very different characteristics for our respective foreign subsidiaries. In some countries the project business represents up to 70 percent of total turnover; in others it makes up just a single-digit proportion of sales.

**In which countries is Miele especially strong when it comes to the project business?**

In China, Hong Kong, Singapore, South Korea, the Gulf region, Canada, the USA, as well as in Australia and Switzerland.

**How do you explain the widely differing strength of the project business in different regions?**

There are several reasons for this. The project business is generally focused on the large metropolises. New buildings are being constructed in 1a locations, and we often fit out dozens or even hundreds of apartments with Miele appliances. We are strong in Switzerland because rented apartments are traditionally equipped with a kitchen and laundry appliances there. In many other countries in Europe it tends to be the refurbishment of existing buildings that leads the way; as such, the projects tend to be smaller. However, the following general rule applies: The project must suit Miele and Miele must suit the project.

**Can you explain what you mean by that?**

Miele is a premium brand with a global reputation. By equipping their high-quality apartments with Miele appliances, a project developer is generating added value and, as such, is attesting to the pre-

mium quality of their property. For Miele, "word of mouth recommendations" are of particular interest for project businesses in this sector, alongside the sales generated. The new residents of the apartments invite friends and acquaintances over, and this may lead to them coming into contact with Miele for the very first time. If the customer satisfaction is then passed on to the visitors, this can contribute to an increased awareness of the Miele brand.

**Does Miele take part in the tendering process or do developers approach Miele?**

It works both ways. Many project developers work across the globe. As we have already been involved in a number of outstanding projects and corresponding partnerships, we are often the first company contacted. Our partners value the Miele process excellence. This means that we bring along our experience of completing the job professionally – from the tendering process to delivery, installation and the commissioning of the appliances, right through to the expert customer service. This in turn means peace of mind for our business partners, because they can completely rely on Miele.

**What is the Miele strategy for the next few years?**

Initially working to establish the project business has proven to be a good strategy in new markets, but it will never be the only pillar of business, as the real estate markets are highly dependent on the economy. As such, we will always work to establish the retail trade as a second pillar of the business. I am very confident that the project business will develop positively over the coming years.

# Living in the future

According to UN data, over 50 percent of the world's population already lives in large cities, and this tendency is on the rise. Together with the international architecture firm Graft, Miele has investigated what the future of living in a large city will look like in the study "Living and Architecture 2020".

*In the future, energy from the power of the sun will play a greater role in the use of household appliances.*

The study reveals prognoses for the areas of "Food & Cooking", "Interior & Design" and "Energy & Sustainability" in particular.

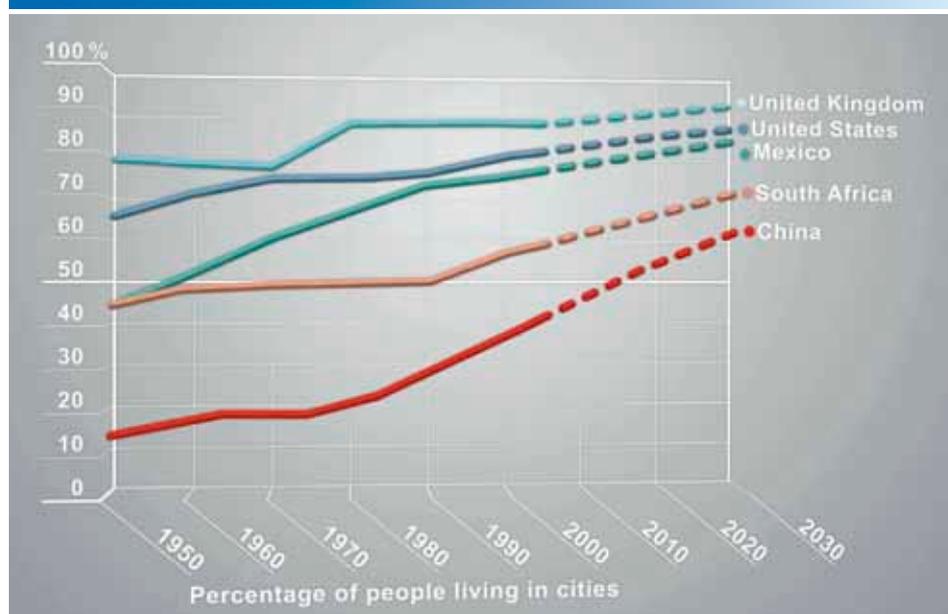
Our cooking and eating habits are undergoing a change: people are using more convenience products; time-consuming cooking only takes place when people have enough time. After all, living in a large city provides lots of opportunities to eat quickly and cost-effectively when on the move. For Miele, the challenge is to simplify the cooking process. This can be achieved with the help of intelligent automatic programmes, which are tailored to suit regional cooking habits and national dishes. Using the Internet to network household appliances offers quite different possibilities: The camera in the refrigerator conducts a stock-take and sends the photographs to the smart phone – you still have tomatoes, pepper and cheese. A further click prompts the Miele recipe database to suggest what delicious dishes you can cook with these ingredients and what you need to buy. Email the shopping to the delivery service round the corner, and head home. At home, the oven downloads the corresponding automatic programme from the Internet; all that is missing for a successful dinner is a wine recommendation – admittedly, this

is still up in the air but is not beyond the realms of possibility.

Future furnishing trends will also depend on the size of the apartment. A single person living in a two-room apartment will value compact, multifunctional cooking appliances. Combination steam cookers already provide an answer to the question

"How can I cook in a healthy and diverse way?" for example. The development of these kinds of multifunctional cooking appliances goes further than this; after all, the future belongs to them. Visually, the trend is heading towards the full integration of built-in appliances: If the transitions between kitchen and living areas are seam-

## Trend urbanization



Source: UN Department of Economic and Social Affairs Population Division

less, kitchen appliances disappear into the background, allowing for a homogeneous design. Colourful appliance surfaces made from glass – impressively on show in the new Generation 6000 models – will be awarded greater significance, as this material is ideal for the individual design of furniture surfaces.

Miele Head Designer Andreas Enslin recently explained his expectations regarding the trends of tomorrow to the leading German home magazine "Schöner Wohnen": "When it comes to the operation of more complex appliances, touch displays will stand at the forefront; conventional rotary knobs will lose their importance. We will see more modern TFT displays on household appliances; like those that we already know from smart phones. The proportion of appliances with fronts and operating panels made of glass will increase. The built-in appliances of tomorrow will look and feel more puristic. They will feature less stainless steel, at least in the superior categories; of that I am pretty certain."

### Joint project in the field of intelligent energy management

Renewable energy will be given a central role in the field of "Energy & Sustainability". Solar energy in particular will significantly increase its proportion in the overall mix of energy. As sun and wind have irregular availability, it will lead to the generated electricity being used when it is created. In the future, consumers will adapt their usage habits when it comes to washing laundry, drying and washing dishes; for electricity will be significantly cheaper in times of lower demand or when there is a particularly large amount of renewable energy available. The Miele Smart Grid ready appliances, which automatically start at times when the tariff is cheaper, will reduce energy costs and contribute to a more sustainable approach to resources.

Miele is already driving the development forward in this sector. In February 2013, the company announced a joint project with the energy management corporation SMA Solar Technology AG. Both companies want to work together more closely in the field of intelligent energy management. The aim is to give owners of photovoltaic plants a more efficient way to use the electricity that they generate. The agreement incorporates the shared marketing of communication-ready Miele household appliances and the energy man-

### Solar dryer technology



*The new solar dryer dries laundry using hot water from the solar thermal plant, and thus reduces costs by up to 80 percent.*

agement system SMA Smart Home, for example within the framework of appearances at trade fairs. With this in mind, both partners are ensuring the full compatibility of their respective components.

The overall concept: Washing machines, dishwashers or tumble dryers start automatically as soon as the house's own photovoltaic plant (PV plant) has sufficient energy available. This has the effect that more of the solar power produced by the household itself is used, thus reducing electricity costs. At the same time, people utilising this technology are making an active contribution to the conservation of natural resources and climate protection.

### A new dryer utilises the power of the sun

Another Miele appliance, which will be launched in May 2013, utilises the power of the sun in a quite different way: The solar dryer utilises solar energy directly – in other words, without first turning it into electricity. The basis for this is a solar-thermal plant on the roof combined with a so-called stratified storage tank. The water in the tank is heated via the solar plant. This water is then available for the vari-

ous uses at a range of different temperatures. The warmest water is used for the solar dryer. The solar dryer is connected to the stratified storage tank via four pipes. The first pipe carries warm water to the dryer, which in turn releases the heat to the dryer air via a heat exchanger, and with it dries the laundry. The water cools and passes through a second pipe back to the stratified storage tank. A third connection carries cool water from the tank to the dryer in order to cool the hot, damp air in the dryer. The moist air is then cooled in a second heat exchanger and the water condensed out of the air. This is redirected back into the stratified storage tank via a fourth pipe. Thanks to this closed circuit between the solar dryer and the tank, the system is virtually loss-free.

The solar dryer enables cost-effective and resource-saving tumble drying: On the one hand it utilises the solar plant to a greater degree, particularly in the summer months. On the other hand, it can also heat the water in the stratified storage tank in the winter when there is little solar energy available, for example through the use of renewable energy like biomass or geothermal energy.

## The perfect solution for hand-blown glasses too

A successful model for two years: The family businesses of Miele and Riedel announced the beginning of their strategic partnership at the Ambiente 2011 – and with positive aspects for both parties. Since then, shared marketing activities, such as wine tastings in the Miele Centres across the world, or in specialist retail shops, have become a key fixture in the strategic partnership. The recommendation to wash Riedel glasses in Miele dishwashers is a confirmation of the quality of the dishwashers. On the occasion of the 40th anniversary of the Riedel "Sommeliers" glass, Riedel is widening the recommendation to include high-quality, hand-blown glasses too.

The gentle cleaning, the programmes and the basket design are also ideally suited for the cream of the crop amongst glassware: Special glass care in the "Fine" programme with patented technology for adapting the water hardness to suit the requirements of sensitive glasses ("Perfect GlassCare"), and AutoOpen drying for the particularly gentle care of sensitive glasses as the hot steam is quickly directed out of the dishwasher, represent the first component. The basket design, which provides a secure



*Laetizia Riedel-Röthlisberger knows all about the perfect cleaning of high-quality Riedel glasses in Miele dishwashers.*

hold for even long-stemmed glasses in both the upper and lower baskets, represents the second component. With this combination of programmes and special features, Miele dishwashers represent the specialist option for glass cleaning and gentle care.

## Distinguished trainee programme to start your career

Post-graduate trainees are making a good decision choosing Miele. The company from Gütersloh has now seen this being certified by a scientifically researched distinction from the "Absolventa" job market for university graduates. In order to assist graduates, the Berlin job market for graduates Absolventa has developed a scientific screening process for trainee programmes together with the Human Resource Management department at the University of Munich. According to this, talented graduates should be given roles with responsibility and should be paid accordingly. They should be assisted by experienced colleagues, and they should be given the opportunity to get to know various different parts of the business. Absolventa presents the award for "career-enhancing & fair trainee programmes" to companies who,

like Miele, fulfil these criteria in an exemplary fashion. Head of Human Resources Development at Miele Sabine Kumlehn and Meike Wacker, who is responsible for recruitment marketing, accepted the award on behalf of Miele. At Miele, talent promotion is individually tailored to the trainee.



*Pleased with the award: Meike Wacker (left) and Sabine Kumlehn from the Miele Human Resources Development department.*

## Britain's first calorie-neutral restaurant

Imagine a restaurant where you can dine on the finest food, created by an award-winning chef, and leave having burnt off every calorie consumed in the sitting... In March 2013 Miele launched Britain's first calorie-neutral restaurant: Steam. Open for one day only in Covent Garden, the pop-up eatery saw diners enjoy healthy, steamed food without compromising on taste, or their waist. 'Calorie-neutral' doesn't mean people were nibbling on lettuce leaves and sipping water. Miele had teamed up with the award-winning Head Chef at The Boundary, Frederick Forster, to ensure that each and every foodie at this exclusive dining experience was served a meal that oozes with flavour.

Whilst dining, customers participated in a number of activities to ensure they offset their calorie footprint. From taking part in stretching classes to aid digestion, to completing dining workouts whilst sitting on vibrating seatpads in order to increase calorie burn, 'steamees' experienced a dining extravaganza like no other. Dishes for the day included scallop and chorizo brouchette with cucumber and ginger dressing; beef fillet with beansprout salad; quail egg cocotte with mushroom and leek fondue; and prawn stuffed lemon sole with herb butter sauce. The dessert: tasty banana cake with confit pineapple and crème chantilly.

# Brand new: Sustainability Report 2013

With the new Sustainability Report, Miele is demonstrating what values the company stands for, and how these values are fulfilled each and every day.

**A** matter of generations" is the title of the sixth Sustainability Report, and signifies the newly formulated sustainability strategy. It summarises and officially puts in writing something that has been being lived at Miele for a long time. After all, sustainability has been a basic element of the company values and the company culture since it was founded. With the further development of the sustainability strategy, sustainability is now even better anchored

in the company strategy, and equipped with measures and objectives that ensure that it is implemented in day-to-day life.

One of the large focal points of the report goes deep into the practice: with regard to sustainable domestic appliances and commercial machines. Here product design is as much in focus as outstanding product features and taking customer requirements into account. Special attention is also paid to the topics of long life span and energy efficiency.



*"A matter of generations": The Miele Sustainability Report and the "Facts & Figures" section*

## "Preserving values and setting an example"

Managing the company in a sustainable way is a key fixture of the Miele company philosophy. In this interview, Managing Director of Technology Dr Eduard Sailer talks about the requirements and aims of sustainability management.

**Dr Sailer, when did you first come across the issue of sustainability?**

**Eduard Sailer:** I worked on the topic of sustainability during the strategic planning of a commercial enterprise in the beginning of the 1990s when I worked for Thyssen Handelsunion AG. However, my research in the field of renewable energies, conducted when I was chair of solid state physics at the University of Munich, saw me come across the topic. That was back in the 1980s.

**What does sustainability mean for you today in terms of your current job?**

Implementing sustainability is necessary and sensible in all areas. However, there are often conflicts of interest: There are the

requirements of sustainability on the one hand, and those of our customers on the other, for example. These requirements are not always congruent; in fact they are often conflicting. For example, the need for particularly fast programme cycles or hygiene requirements, which do not make concessions towards conserving natural resources. Our aim is to drive forward research and development in order to reconcile both sides.

**How do you view the topic from a private perspective?**

As a father I think of the generations, and as a physicist I think in terms of very long periods of time. The energy that we humans

generate is causing the environment to get warmer and warmer. As such, taking a provident approach to energy and utilising renewable energy sources is both reasonable and sustainable.

**Where do Miele's strengths lie in terms of sustainability?**

Our latest Sustainability Report does a very good job of demonstrating the strengths in the field of products and production. But the values that have always distinguished Miele are just as important. These include terms like trustworthiness, integrity and reliability. We should make sure that we keep bringing these values to mind and above all continue to preserve these values and set

In a total of six chapters, the topics of the 2013 Sustainability Report are: The Company, Strategy and Management, Products and Supply Chain, Environmental Protection at the Locations, the Employ-

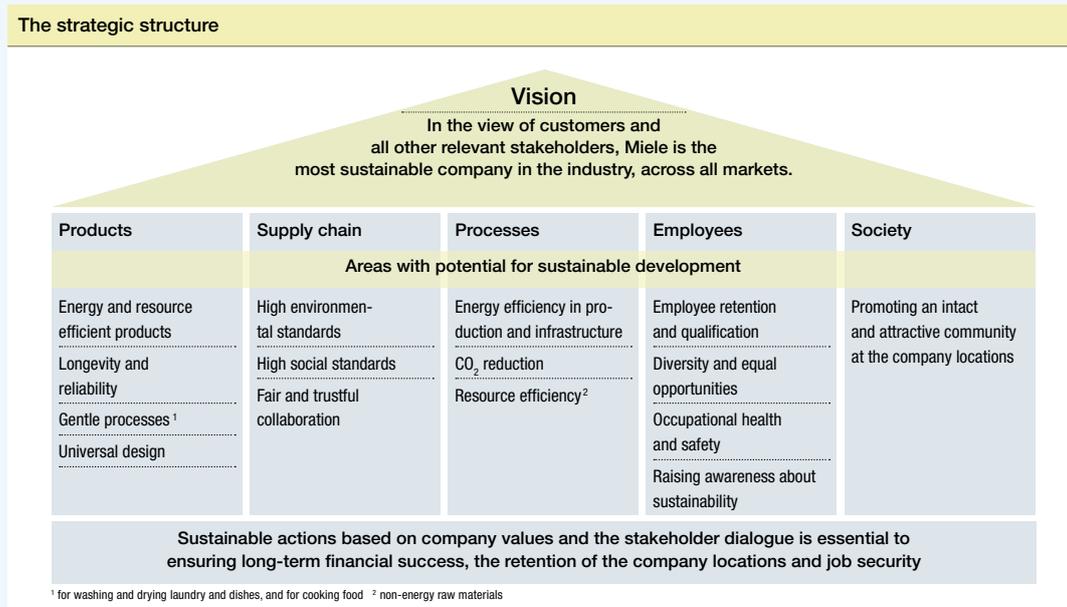
ees, and Social Responsibility. The scope of the report has increased, with 56 pages compared to the last report's 40. Four additional "On Location" reportages are new to the 2013 Sustainability Report: They go

above and beyond the actual report and provide the reader with a deeper insight into the company.

In addition to the printed edition, a more detailed version of the report can be found on

the website [www.miele-sustainability.com](http://www.miele-sustainability.com). It features additional information about the key topics, as well as the "Facts & Figures" section, containing all of the important data. Readers of the Sustainability Report can download the "Facts & Figures" section from this website, or can request a copy be sent by post.

This is the third Miele Sustainability Report to have been created in accordance with the guidelines of the Global Reporting Initiative (GRI) for Sustainability Reporting; however, it is the first time that the report has also been reviewed by the GRI. The report was confirmed the highest level A, which means that the Sustainability Report has been graded as a professional report by the internationally acknowledged authority. The complete report is available from [www.miele-sustainability.com](http://www.miele-sustainability.com) for download.



*Miele sustainability strategy: It is based on five pillars, which reach into all areas of the company.*

an example. Here it is important that we within the company are willing to change structures where it is necessary to do so. We do not survive as a company by clutching to structures. We survive with our values.

**In which areas of sustainability do you see further potential for Miele?**

We can still make lots of small steps. The focus remains on our customers and our products. Smart grid applications are a promising sector; I can also see possibilities in the area of detergent usage. It is certainly possible to achieve more in terms of technology. The important thing for Miele is to stay authentic, and to continue to fulfil our own high demands.

**What are your expectations with regard to the new sustainability strategy?**

The revised and further developed strategy helps us in our operative fine-tuning, for example in view of our partnership with suppliers. Supply chains and value creation

chains are key partial aspects of sustainability, which need to be handled with a suitable sustainability management.

**Who should read the new sustainability report?**

The report contains a wide range of topics and a lot of information. It is a worthwhile read for anyone who wishes to know more about the company, about the development and manufacturing of sustainable products, and about what it means to work for Miele.

Dr Eduard Sailer (57), Managing Director of Technology at Miele & Cie. KG since 1998, presides over the sustainability committee together with Dr Markus Miele. Sailer, who has a doctorate in physics, regularly deals with issues relating to sustainability that concern Miele products as part of his work on the Board of Directors. Eduard Sailer is married and has two adult daughters.



# Outstanding in every way

Sustainable production methods and energy-efficient appliances on the one hand; performance and outstanding customer value on the other – at Miele this isn't a contradiction, as these new products from the IFA 2012 trade fair spectacularly demonstrate.

*Miele dishwashers with the Solar-Save programme save more than 90% electricity.*



## **SolarSave – With the power of the sun**

A special dishwasher programme presented at IFA gives centre stage to the use of solar-thermal energy. This programme runs without any additional heating by using water heated by the sun's rays. Energy savings amount to no less than 90% when compared to conventional technology. All Miele dishwashers can be connected to the hot water system. This alone results in noticeable cuts in energy consumption in virtually all programmes compared to a machine heating its own water. In view of the trend towards using hot water, in particular water heated in solar-thermal rooftop arrays, Miele has now decided to go ahead with its SolarSave programme.

This programme uses tailored process technology, and is able to utilise the hot water provided (minimum temperature 45°C) even more effectively, making top-up heating in the machine superfluous. Compared with the conventional ECO energy-saving programme running on a cold water supply, SolarSave reduces electricity consumption by a whopping 90% – requiring only 0.05 kWh per cycle. Over a period of 20 years, the minimum life expectancy for all Miele appliances, this equates to energy savings of up to 900 euros. On top of this, SolarSave users are making a sterling contribution towards resource conservation and protecting the environment.

## **S8 – For outstanding cleaning performance**

Outstanding cleaning performance, great user convenience and improved energy efficiency – these are the hallmarks of the new S8 cylinder vacuum cleaner. Models with a variety of motors are available within the S8 series. Consumers going for maximum output are likely to opt for the "Power" motor with its 2,200 W rating. Those with a focus on low energy consumption who are unwilling to make trade-offs in terms of cleaning performance will find the "Efficiency" and "Silence" motors (each with 1,200 W) more to their liking. Miele is offering its customers its particularly convenient DynamicDrive swivel castors, patents pending, for the first time. These castors run on small air-filled tyres and also feature shock absorbers. This combination results in perfect suspension and quiet-running properties, particularly on structured hard floors. Further small but smart details: There is no longer any need to stoop or bend to adjust power settings. On all models, suction is now either adjusted via convenient foot-operated +/- switches or – even more conveniently – from the handle. Models with an "Automatic" setting adjust suction to various floor coverings of their own accord. With a weight of only 5.4 kg, the S8 weighs in at 700 g lighter than its predecessor, the S5.



*The LED lighting that is integrated into the side Park System (with certain models) creates pleasant atmospheric lighting during vacuum cleaning.*

*Miele's new A+++ heat-pump dryer is the key to making considerable energy savings.*

### **Triple plus – Economic in the extreme**

The new heat-pump dryer unveiled by Miele at the IFA 2012 trade show is economic in the extreme. Its consumption is a sensational 65% below what is needed to achieve an A rating for energy efficiency according to the European labelling scheme. With a view to the new requirements which come into effect this year, this equates to the top energy-efficiency rating of A+++. This represents consumption which is far below that of today's heat-pump dryers; products which by current standards are already highly energy-efficient. The heart and soul of the new Miele heat-pump dryers is a speed-controlled compressor which draws considerably less power. In fact, consumption for a 7 kg laundry load is less than 1.3 kWh (compared with a regular 1.8 kWh). For consumers wishing to dry their laundry fast yet economically, this dryer allows cycle times to be shortened by using the TurboDry programme. And,



as the name implies, this is a true turbo-charged programme, designed for less-than-full loads right through to a full 7 kg. Miele's heat-pump dryer features a maintenance-free heat pump. A highly effective filtration system ensures that the heat exchanger no longer needs to be cleaned. This,

in turn, guarantees that energy consumption stays low. Alongside numerous drying programmes such as "Outdoor", "Reproofing" and "Hygiene", this heat-pump dryer also features Miele's new entry scenting feature, which envelops laundry in a long-lasting and pleasant fragrance.

### **AutoDos – Save up to 30% detergent**

Three years ago, Miele introduced the world's first automatic dispensing system for both liquid and powder detergents in the form of AutoDos. This system can save up to 30% detergent, as has been confirmed by the Öko Institut in Freiburg, Germany. At IFA 2012 Miele introduced the current model with AutoDos dispensing. The W 5887 WPS AutoDos has a load capacity of 8 kg. In addition to an automatic dispensing unit, this model also sports SteamCare which comprises the "Finish Steam" programme and the "Steam Smoothing" option. This approach allows textiles to be treated with steam after washing in order to reduce their tendency to crease. As a minimum, this simplifies the task of ironing; if not dispensing with the need to iron altogether. Energy use is visualised by the EcoFeedback function, a feature first presented by Miele three years ago, giving users a handle on consumption by selecting

a different programme or a lower temperature. This makes Miele's W 5887 WPS AutoDos the first model to combine AutoDos, SteamCare and EcoFeedback on one and the same model. Alongside regular wash programmes, this machine also features additional cycles such as "Outdoor", "Duvets" and a machine-sanitising programme.

*On the new W 5887 WPS, Miele is offering the AutoDos system for the dispensing of both liquid and powder-type detergents at a new price point.*





*With its five Miele Professional large steam sterilisers, the new central sterilisation unit in the Catharina Hospital in Eindhoven is now perfectly equipped.*



*The Catharina Hospital in Eindhoven from the outside: It features 696 beds and is designated as a treatment centre for hepatitis; it also specialises in heart surgery.*

## "System4Med" – successful in international hospitals

In 2011 Miele Professional had installed the first central sterile supply department (CSSD). Since the most recent project in Eindhoven, the company is fully accepted as a systems provider.

**T**he first CSSD that Miele Professional had installed from scratch as a systems provider was opened back in autumn 2011 in the Salzburg emergency hospital. Since 2012, "System4Med" has also been a success in the central sterile supplies department in the Marienstift Hospital in Brunswick and in Bayreuth Hospital (Germany). The 30th October 2012 saw Dr Markus Miele open a further central sterilisation unit in the Catharina Hospital in Eindhoven (the Netherlands). The Dutch Miele subsidiary was responsible for fitting the equipment.

With an order volume totalling around 1.3 million euro, it represents the largest in the history of "System4Med". The entire expertise of the systems provider was once again required in the Catharina Hospital: First the planning team determined the layout of the premises and the individual phases of the renovations on a step-by-step basis; these steps were then put into practice during ongoing operation.

The hospital, which specialises in heart surgery and has over 696 beds, was equipped with a container and trolley

washer, five large steam sterilisers as well as five large-cabinet decontamination units from the latest generation of products. With a service contract spanning ten years, the Miele subsidiary in the Netherlands guarantees the regular inspection and maintenance of all equipment. The subsidiary also supplied additional accessories, which were required in the new central sterilisation unit – from functional furniture to ultrasound devices.

Around 60,000 sterile supply units are reprocessed each year, thus necessitating efficient work processes: The large-chamber machine, for example, allows awkward-shaped items such as transport trolleys and sterile goods containers to be reprocessed in a short space of time. The large sterilisers are designed to accommodate eight sterile supply units each. "The good drying results and the low operating noise of the Miele large sterilisers have made the everyday processes in our central sterilisation unit much easier" said Ralph van Wezel, pharmacist in the Catharina Hospital and the person responsible for the quality of the reprocessing of sterile supplies. The fact that the prepa-



*Official inauguration: Dr Markus Miele (left) opened the new central sterilisation unit together with Piet Batenburg, Chairman of Catharina Hospital, on 30th October 2012.*

ration takes place in line with the highest standards was of the utmost importance to those responsible at the Catharina Hospital: The hospital is designated as a treatment centre for hepatitis and was distinguished by the "Netherlands Institute for Healthcare Accreditation" for its high quality.



Lots of customers, extensive discussions: The Miele exhibition stand at "Medica 2012" on the Düsseldorf exhibition grounds.

## Innovations for increased safety

With 130,600 trade visitors from over 120 countries, "Medica 2012" once again proved to be the world's leading trade fair for the medical industry. This year saw Miele present its answer to a topical problem under the motto "Innovations for greater safety".

Effective hand hygiene can only be achieved when the insides of dispensers for disinfectants, soaps and hand care preparations are also regularly cleaned. This is why Miele has worked together with the Ophardt Company – a leading manufacturer of these dispensers – and Merz Hygiene – a manufacturer of the corresponding detergents – to develop a special reprocessing system for the mechanical cleaning and disinfection of twelve dispensers per batch. After around 45 minutes, the interior of the dispensers is once again hygienically clean – this prevents bacteria, viruses and fungi from developing in the dispensers during years of use on the walls in hospitals.

Most visitors to the exhibition stand were interested in the new "Cleaner dispensers" campaign; while the "RobotVario" system once again gave visitors something to talk about. This system allows instruments that are used in robot-assisted operations to also be washed in large-cabinet decontamination units for the first time. The system has been approved by the world's leading manufacturer of operating

robots – Intuitive Surgical Inc. in California – for the cleaning and disinfection of its EndoWrist instruments with an eight-millimetre diameter.

The fact that customers are acknowledging the solution expertise typical of Miele Professional hints to the past financial year, explained Professional Director Andreas Barduna during the, now traditional, event evening. "With a turnover of 393 million euro, which represents a growth rate of 5.9 percent, Miele Professional is approaching the 400 million threshold." The field of disinfection technology, whose products bear a great deal of the responsibility, has a particularly large share of this. Barduna: "This is why the issue of "safety" is naturally the focus of all of our efforts."



*Before: The back of a dispenser with a stainless steel pump is heavily contaminated with dried-on soap residue after years of use. After: Mechanically cleaned and disinfected with the innovative system behind the "Cleaner dispensers" campaign.*

# Vienna relies on Miele

In the Austrian capital it's a great step from old disinfection technology to a modern hygiene centre.

In the Austrian capital of Vienna, a modern hygiene centre is taking over from the city's 100-year-old disinfection centre. Two new Miele DGD 8805 steam disinfectors have been installed. The hygiene centre went into operation last autumn.

The new-build facility, which features the latest technical equipment, comprises around 5,000 square metres of space for central rescue services in the case of crises and



*Precision work was required to install the steam disinfectors in Vienna.*

catastrophes and is the 24-hour operations centre for all tasks relating to public health. As the co-ordination centre for healthcare operations, the centre can be reached around the clock. In addition, the medical officers stationed there are responsible for various emergency medical matters, such as investigating infectious illnesses in line with the law on epidemics. The hygiene centre features disinfection teams who disinfect rooms, vehicles and objects by order of the authorities. Private persons can also utilise this service. The most well-known service provided by the hygiene centre is, however, probably delousing.

The hygiene centre has been fitted with two new Miele DGD 8805 steam disinfectors for the disinfection of mattresses and waste. Special features of this system include steam admission in the chamber, as well as the high temperatures (up to 105°C), the time the temperature is held for, and the fractioned vacuum process. The very first DGD 8805 model (5 m<sup>3</sup> chamber size) in the world was built by the Miele factory in Bürmoos especially for this project.

## Large order for Professional in China



*Wu Han University Dental Hospital commissions large-chamber decontamination units.*

Miele Professional is enjoying success in China with the latest large-cabinet decontamination units. The new models were presented for the first time in China at the annual meeting of the Chinese Stomatological Association (CSA), which took place last September in Xi'an. Miele was a VIP sponsor at this exhibition. A few months later, the Chinese subsidiary

reported that they had received a large order: A new sterile supplies department was set up at the Wu Han University Dental Hospital, containing five PG8528 large-cabinet decontamination units. Leading representatives from the Ministry of Health and the Chinese Stomatological Association were present at the official opening.

## The world focused on Osaka

Last November, Osaka, the second-largest city in Japan, was the setting for the World Sterilization Congress. Miele Japan presented the PG 8528 large washer-disinfector for use in the hospital and laboratory, as well as the PG 8536 as an additional washer-disinfector for medical instruments and laboratory glassware. "For people in Japan, cleaning, disinfection and sterilisation in medical faculties and laboratories is a subject of great importance", said Hideki Matsubara, Managing Director of Miele Japan. People value the high level and reliable performance as well as the ease of use of the Miele machines. The fact that they also comply with the standards set by the international norm for washer-disinfectors ISO 15883 is seen as a further benefit.

## Arab Health celebrated in style

The Arab Health Exhibition is the largest healthcare exhibition and medical congress in the Middle East and the second largest in the world. Miele Professional was present to exhibit its distinguished products as part of the German Pavilion. The focus was on the "Made in Germany" high-quality standards as the brand celebrated 50 years of medical technology. The exhibition was a great success with top influencers and trade partners visiting the booth as well as networking with prospects clients.

# Investment in increased customer satisfaction



*The honeycomb drums are created in special machines manufactured especially for this purpose.*

Miele has invested 50 million euro in the Lehrte factory near Hanover since 2006. A big plus for customers: Professional laundry technology is now delivered faster.

**W**ashing machines, dryers and flatwork ironers, which are produced in Lehrte by over 300 employees, are now with customers within five days of their order being placed. In urgent cases, they are even delivered on the very next day. In order to achieve this, the production system has been completely restructured over the past six years, and was presented to the press during a tour for the very first time.

"It does not make sense to store Miele products from Lehrte for a long time as they are available to customers across the globe in over 600 variants", said Works Manager Michael Krimpmann. This is why production begins as soon as the order is received. Each model can be manufactured each day;

for example, it takes ten hours to produce a washing machine. This is ensured by the latest technology, such as the automatic sheet-metal bending machine for example. Fully automatic front and side panels for washing machines and tumble dryers are produced here in just a few minutes – more than twice as fast as before. Another special machine has reduced the time it takes to switch from one dryer size to another from two hours to just three minutes. Machines such as these are unique and can only be found here.

Varying numbers of machines are manufactured based on the level on incoming orders. The number of members of staff required also varies. Over the past years the employees have been trained in multiple

qualifications so that they can work on a range of different work stations. Each member of staff is responsible for one laundry machine – from assembly to quality control. Logistics is systematically separated from this. It provides a regular replenishment of components and in doing so does not impinge upon the production process.

As a result, a lot of space has been created in the Miele factory in Lehrte, as well as in the former warehouse. Two kilometres of shelving has already been removed from the warehouse and more are to be removed in the future, for the developments in the factory are not yet over. The members of staff, who over the past three years have provided and realised over 1,500 ideas regarding the improvement of productivity, quality



The factory from above: Professional laundry technology is produced here in the most modern environment.



Works Manager Michael Krimpmann (right) leads a press tour of the Lehrte factory and presents the different stations of the new production process.

and ergonomics, continue to be involved in the continuous improvement process. Discussions are held each day with regard to what has come up during their work and where things need to be optimised. Boards are placed around the factory for staff to note down their spontaneous ideas. And these ideas do not just relate to the production process. Other topics that are addressed include environmental protection and conserving natural resources. This has led to the recycling quota of waste now lying at almost 98 percent, and this is just one example. "The change process in the factory has been worth it", concludes Frank Jüttner, Director of Professional at Miele Germany. "Commercial laundry care by Miele Professional has been able to counter the recent negative trend in the industry with a clear rise in turnover – achieving a growth rate of almost six percent in the 2011/2012 financial year alone."



Ready to be installed: Panels for Miele machines are shaped automatically before they are fitted by the members of staff.



## Laundry tou

**T**hey make a stop-off at the Gottschalk launderette: Jeans, shirts and towels are washed and dried there in modern Miele machines faster than at home. Regular customers also include hoteliers, restaurant workers and horse-lovers from the area with a radius of 40 kilometres.

"It has been high season for us ever since we opened in May 2008", said Anke Gottschalk, the owner of the launderette. Anke Gottschalk and her husband Torsten offer many customers a collection and delivery service – just like the old days. In addition, a kind of "laundry tourism" has also developed, which reaches all the way to Rostock. Those in urgent need of clean washing keep coming back. The machine features on offer represent another reason; for example the programmes for washing and drying bedding and horse rugs.

A ten-kilogram washing machine is used solely as the so-called "dirty and animal hair machine". "Lots of horse blankets from around the Rostock area are washed here regularly" said owner Gottschalk. The four programmes for washing and waterproofing horse riding accessories are apparently most in demand when the coats change in spring and autumn. Even the jockeys come as the turnaround is so quick here: All wash-



## rism on the Fischland peninsula

The holiday is over, mountains of dirty washing remain and relaxation has all but disappeared into thin air. Lots of tourists to the Baltic Sea spa town of Wustrow (Germany) have found a better solution.

ing machines, dryers and the rotary ironer, which irons up to 30 kilograms of laundry an hour, are heated using a gas boiler. The washing machines are also connected up to the hot water system. "The programme for 60°C cottons takes just 49 minutes on our six 5.5-kilogram washing machines. Jeans dry in 20 minutes – it takes customers at least twice this time at home", said Anke Gottschalk. Those doing their own laundry can also make use of a 13-kilogram capacity

washing machine; there are also eight and 13-kilogram dryers available for laundry. The larger machines are ideal for bedding and pillowcases – and feature special programmes for down and natural-fibre liners.

Many visitors to the launderette are also taken by the cosy reading corner and sofa; while people can meet on the terrace in the summer months. A sandpit and play corner help to pass the time for children, and adults will soon be able to surf the Internet.

*Above: High season in the Gottschalk launderette: Lots of holidaymakers choose to do their washing here.*

*The Miele rotary ironer processes up to 30 kilograms of laundry each hour. The owner of the launderette, Anke Gottschalk, and her husband Torsten also cater for hotels, guesthouses and owners of holiday apartments.*



*Horse blankets from around Rostock find their way to the launderette's Miele washing machines. Torsten Gottschalk knows which programme to use for horse riding accessories.*



## Robust right up to retirement age

It was used for over 65 years; now a Miele rotary ironer has "taken retirement" together with its owner in the Hessian town of Naumburg (Germany). Karin Sprenger (71) opened her ironing shop in 1976 and bought the second-hand "old Miele" then. It had



*Karin Sprenger (left) uses the rotary ironer nowadays rarely.*

been in tireless use every Tuesday and Thursday for five to six hours since then. The heating rods burnt out at the end of 2012 and new rods would have had to have been produced especially – it was time for the appliance to go into a well-deserved retirement. The regular customers had to reorientate, as Karin Sprenger (left on the photograph) decided to continue her work on smaller premises. An emergency repair ensured that the rotary ironer continues to work and can still be used for the family laundry. Husband Wolfgang and daughter-in-law Ulrike Sprenger (right) are delighted, as this makes the farewell a little easier; after all, it isn't easy to separate a good team.

## Discovered: the oldest professional washing machine

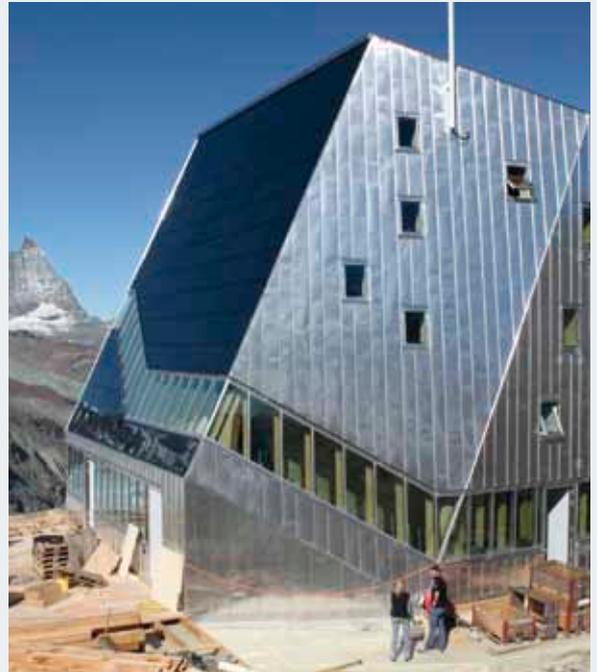
Miele Professional ran an exciting competition in Germany: looking for the oldest professional washing machine. It was found to be owned by innkeeper Gerd Bartels at the "Alpenhof" in Berchtesgaden (Bavaria). The appliance dates back to 1925 and was purchased second-hand by August Bartels in 1938. The Miele machine was in use until well into the 1950s. "Our old washing machine would still work to this day", said the son of the inn's founder and current head chef Gerd Bartels, "but heating it with wood or coal would require a lot of effort." As such, the machine now occupies its place in the inn's own museum. Miele Professional invested in the competition. They offered a prize of a new commercial

washing machine with an eight-kilogram capacity from the latest generation of "octo-plus" machines. This machine will predominantly be charged with washing customers' laundry, as well as the towels from the 30 guest rooms.



*Miele Sales Director Roland Baumann (right) together with the senior and junior bosses and the old washing machine*

## Long-term use in the High Alps



*Washing and drying is done with Miele here – the Monte Rosa Chalet which stands at just less than 2,900 metres above sea level.*

2,883 metres above sea level, the view of the peaks and glaciers of the Swiss Alps is spectacular. Mountain climbers have been finding a comfortable place to stay here since 2010. The new Monte Rosa Chalet, situated above Zermatt, offers 120 beds, and generates over 90 percent of its own energy thanks to the integrated photovoltaic plants and thermal solar collectors. Water does not come from the tap in the high mountains: Instead, melt water, which is only available for a few months of the year, is collected, stored and then used throughout the year for cooking, cleaning and doing the laundry. As such, the laundry care also needs to fit into the energy-saving concept – and Miele technology was the first choice. Today a commercial washing machine with a capacity of 6.5 kilograms and a matching, energy-saving heat-pump tumble dryer are used up to three times a day, above all in the season from March to September.

The washing machine is equipped with professional wash programmes designed for special types of textiles, for example with chemo-thermal disinfection at 40°C and 60°C. Laundry is predominantly washed with hot water, and at a maximum of 80°C due to the extremely high altitude. The washing machine and dryer have been installed as a stack, as on a rocky plateau above a glacier space needs to be used as intelligently as possible. The Chalet can only be accessed on foot or by helicopter. As such, self-proficiency was the utmost aim of the hut's owner.

## Importers' meet in Berlin

Miele appliances are available in almost 100 countries. The company is represented with its own subsidiaries in half of these countries; dedicated contractual partners manage the sales in the rest. Many of these importers travelled to Berlin on the invitation of Miele to the last IFA in order to see the new products and to further develop their professional relationships with their

contact persons from the Miele headquarters. Dr Reinhard Zinkann was on hand to welcome the guests to the exhibition stand. Miele had arranged a programme of events in the capital to complement a tour of the exhibition and business meetings. The programme included a visit to the restaurant in the Reichstag, overlooking the rooftops of Berlin.



*Representing the brand in their country: Miele importers meet Dr Reinhard Zinkann at the IFA in Berlin.*

## Design prize for planning tool

The "people interactive" agency has been awarded the "iF Design award 2013" for innovative design at the point of sale for the Kitchen Appliance Visualizer which they developed on behalf of Miele.

The innovative planning tool allows customers to access information about the various built-in appliances with ease by simply touching a large monitor; to swap items using drag and drop; and as such, to create their ideal individual kitchen. The application is fully rendered in 3D, which results in an overall impression of almost photograph-like quality. The Kitchen Appliance Visualizer is suitable for high-quality presentations to the public; an initial version has already been installed in the Miele Gallery in Berlin.

## Tour de France

Miele delighted consumers in France with a roadshow. This "Tour de France" saw the French subsidiary set up shops in 16 large shopping centres across the country, to inform visitors about laundry care, washing dishes, cooking, cooling and vacuuming with a modular stand. The venues were well-frequented shopping centres in regions in which Miele has identified a particularly large potential for growth.

The roadshow was a success in many different ways: Miele was able to increase its brand awareness, was in constant direct contact with consumers and thus helped to increase customer frequency in the specialist shops. A five-man team of advisers was on hand at each of the events to provide visitors with in-depth information about the products. The team was only there to provide advice however; the Miele appliances could only be purchased from the neighbouring specialist retailers.



*A direct link to the customers: The Miele roadshow stops in Marseille.*



# Explore the brand worldwide

Newly opened Miele Centres in Oslo and Tokyo are impressively illustrating what it is that makes the brand. Successful retail partners from across the globe are increasingly using these brand showcases as inspiration for their own exclusive Miele showrooms. The following pages show where it is worthwhile to take a look under the Miele logo.



1

1 The showroom from the offices on 1st floor

2 The Miele Center in view for the tens of thousands of people who pass by every day.

3 The grand opening ceremony was attended by 300 cheerful business associates and trade partners.

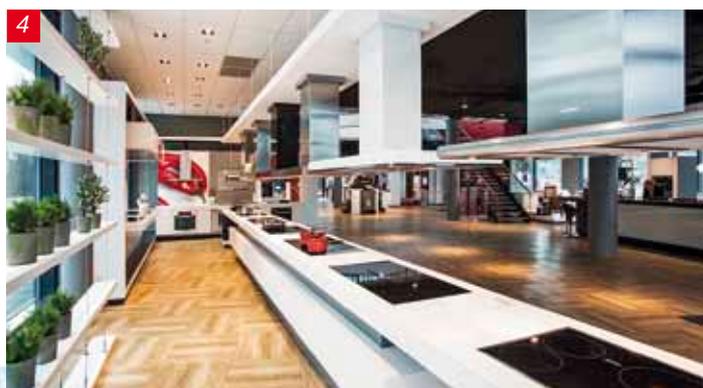
4 Almost 1,000 square metres of inspiration



2



3



4

Norwegians with a high spending power purchase more Miele products than nearly anyone else. "Norway and Miele is a match made in heaven", said Dr Marcus Miele at the opening of Miele's new spectacular building outside Oslo.

The Norwegian economy is very strong, mainly fuelled by the country's substantial oil resources. Quality-conscious Norwegians with high spending power are one of the reasons why Miele Norway has and still is experiencing positive growth, and why the former offices became too small. The Miele Center, the company's new "flagship" store and a source of inspiration to customers, partners and personnel, was opened in November.

The building has a pure, elegant and timeless architecture. This, in combination with high-quality materials and a thoroughly well-thought-out design, give a quality experience in line with the philosophy and products of Miele. The four floors span an area comprising a total of 6,500 square me-

tres and are home to offices, a basement car park for staff, a spare parts and repair shop, as well as the showroom itself, which covers nearly 1,000 square metres. The impressive surroundings provide a setting in which consumers and trade partners can gain inspiration and seek advice on Miele products. The Miele Center is strategically situated next to the main highway west of Oslo. This provides fantastic exposure to the tens of thousands of people passing by every day, as well as easy access for visitors.

The building was officially opened by Dr Markus Miele, Dr Reinhard Zinkann and Miele Norway Managing Director, Dag Steinfeldt-Foss, on 13th November. Three hundred guests attended the grand opening celebration, which saw artists, musicians and impressive lighting and décor contribute to a top-class ambience. The food was prepared by two of the country's best chefs.

"I am convinced that this impressive building will contribute to further growth",

said Dr Markus Miele in his speech to the cheerful guests. He pointed out that Norway was the first Scandinavian country in which Miele established its own subsidiary back in 1969. Affluent Norwegians buy Miele like almost no one else. Only Switzerland and Austria had higher sales of Miele products per capita in 2012.

The Miele Center was introduced to the media on the very next day and the journalists were also impressed. Dr Markus Miele and Dr Reinhard Zinkann gave the journalists a solid insight into the global company and its long and exciting history, while Dag Steinfeldt-Foss emphasised the importance of the building to consumers, partners and employees.

The Miele Center represents a cornerstone of Miele Norway's marketing strategy for 2013, and will host multiple activities, such as events and theme days for both consumers and partners. Planning a trip to Oslo? Drop by and experience the building and the premium-class products that it houses!



For a harmonious and happy future: The sake cask is opened and sake presented to all the guests.



The guests enjoying the "World of Fine Living" in the new Miele Centre in Meguro.

# Tokyo

There were plenty of reasons to celebrate in Japan. The new Miele Centre in the Meguro district of Tokyo opened its doors to coincide with the 20th anniversary of the foreign subsidiary. The offices for the foreign subsidiary are situated in the same building as the showroom. As such, Miele is now represented by a second showroom in Tokyo, after the Miele Gallery in the district of Omotesando began operation in 2011.

The Miele Centre on the ground floor of the building, which – as is standard in Japan – has been built to withstand earthquakes, invites passers-by to enter with its six-metre-tall windows offering a glimpse inside. Visitors find themselves in a clearly structured showroom, with white and brown-coloured furnishings. Miele Japan presents the entire product range across the 325 square metres of space. Dishwashers, vacuum cleaners and laundry care appliances are especially in demand here. The showroom also includes an active kitchen, together with an adjacent preparation kitchen.

The launch event in Meguro comprised two stages in order to ensure that all guests could be received. The first event saw Hideki Matsubara, Managing Director of Miele Japan, welcome around 130 VIPs, business partners and representatives from the press. Later that even-

ing, Japan's business partners experienced the "World of Fine Living", the slogan for the anniversary year, for example with the show cooking demonstration by the renowned star chef Koji Shimomura. The programme also saw Soho Takeda, who comes from a famous calligraphy family, present the traditional art of beautiful writing. The key is to achieve a perfect aesthetic balance whilst making emotions visible.

Later it was time for the "Kagami Biraki" ceremony, which is traditionally held in Japan at celebratory events. The lid of a sake cask is

opened with wooden hammers and the sake then given to everyone present. Dr Markus Miele, Dr Reinhard Zinkann, Mario Miranda, Regional Senior Vice President for the Asia Region, Hideki Matsubara, and Makoto Sakurai, the oldest Miele value-added reseller present, opened the cask together and distributed the sake in wooden drinking vessels. The Kagami, or the lid, is a symbol for harmony thanks to its round shape. As such, the ceremony stands for a harmonious and happy future. With the two showrooms, Miele is ideally equipped for this in Japan.



Managing Director Hideki Matsubara, the visitors from Gütersloh and members of staff form the Miele team in Japan.

## Haifa

**T**ogether with its largest importer Electra, Miele significantly increased its presence in Israel in the summer of 2012: The second exclusive Miele showroom opened its gates in Haifa, the third-largest city in Israel after Jerusalem and Tel Aviv. The successful partnership with Electra has been running since 1995 and was recently crowned with a showroom in Herzeliya, which was opened in 2005 and renovated in 2011. The new exhibition is a key part of the strategy "to reinforce and empower the Miele brand in Israel", as stressed by Electra's CEO Yaki Vadmani during the celebrations. In addition, Vadmani continued, it affords "the residents of the northern area of Israel better accessibility to enjoy Miele in all its power". A look at the sales figures for the 2011/2012 financial year shows optimism, with all investments achieving an increase of just under six percent in comparison with the 2010/2011 financial year. In other words, the best pre-conditions for the next chapter in the success story.

The new premises in Haifa were celebrated in fitting style against this backdrop. Besides representatives from Miele and Electra, journalists and long-term Miele customers also took part – as well as a rabbi, who, together with Yaki Vadmani and Mario Miranda, Miele's Regional Senior Vice President for Asia, mounted a mezuzah on the doorway of the showroom.

A live band provided some musical entertainment, whilst a team of chefs were



on hand to present culinary delights to the guests. The spacious showroom balcony, located on the second floor, provided the setting for the celebrations. Star attraction: The active kitchen, which is located on the balcony, is equipped with Miele appliances and can be moved so that – in combination with the warm, dry weather conditions in Israel – cooking events can be easily staged outdoors.



**1** The new showroom with its central location in Haifa now allows residents of the northern part of the country to experience the Miele world with all their senses.

**2** Flooded with light, inviting and friendly: The entrance area to the new Miele showroom in Haifa welcomes guests.

**3** Ferdinand Mitschke and Mario Miranda (both from Miele) enjoy the successful launch party together with Yaki Vadmani, Ora Lustig and Amir Orenstein (from left to right) from the Israeli importer Electra.

## Tirana



Mr Afrim Yeretjai donated two washing machines to the Albanian Child Foundation represented by Mrs Sali Berisha (centre left).

## Belgrade



The statement wall in the Miele Boutique in Belgrade

Since 19th November, the newly opened Miele boutique in Belgrade, comprising a space of 95 square metres, has been welcoming all those consumers who wish to experience the fascination of Miele quality and everything that Miele can bring into their everyday life for a lifetime!

Located on a corner on the ground floor of an office block in Belgrade's new modern business centre, which is home to all the large multinational companies, Miele is definitely a central attraction and is once again causing a stir

with the presentation of fully functional Miele appliances!

This warm and cosy space, which also hosts an old timer washing machine that takes visitors on a journey back in time, beautifully illustrates the diversity and quality of the Miele product portfolio, featuring Miele laundry care systems, kitchen and refrigeration appliances, dishwashers, vacuum cleaners, accessories, as well as Miele Professional laundry care appliances. The showroom also includes an active hands-on kitchen which hosts prestigious cooking events, wine tastings and other entertaining events.

For many years now, the Greece subsidiary has been successfully supporting smaller markets in Southern Europe; specifically those in Cyprus, Romania, Serbia, Montenegro, Bulgaria, Macedonia and Albania. The roots of the tree may be in Greece, but its branches are becoming stronger and stronger; with constant growth being achieved in the Balkan region.

The development in Albania began five years ago. It is a story that has seen success be achieved with just one trade partner, who recently opened their third shop, thus putting another Miele Boutique on the map.

The Miele Boutique opened officially its doors to the public on a very special date – 12.12.12. The shop is located in Tirana, Albania, and lies in the newly opened TEG (Tirana Easter Gate) shopping centre. In an area spanning approximately 220 square metres, it displays every convenience that Miele has to offer: from built-in appliances in Black and Brilliant White, to a laundry care corner, a vast range of vacuum cleaners, to all kinds of accessories. Visitors can enjoy the very best in coffee using one of Miele's own high-end coffee machines in the cosy lounge area.

The grand opening, which had a German theme with fresh draught beer, pretzels and other German delicacies, attracted around 100 guests, who expressed their enthusiasm, both for the brand and for the event itself. The guests included architects, key account customers, the media and the German Embassy. The Prime Minister's wife Mrs Sali Berisha, who is the President of the Albanian Child Foundation, and the Miele Hellas team comprising Mr Vassilios Georgopoulos, General Manager of Miele Greece, Mr Stavros Politis, Export Manager of the subsidiary, and Mrs Georgia Fotopoulou, Product Manager also attended. Maik Böckmann, Business Development Manager of the Miele headquarters in Germany, was also on hand to present the shop with a special gift: an old-timer vacuum cleaner dating back to 1958.

The occasion not only saw the official opening of the Miele Boutique, but also Miele's 111th anniversary of working in the laundry care sector. This gave our Miele representative in Albania, Mr Afrim Yeretjai, the opportunity to donate two washing machines to two poor families with triplets. Mrs Berisha and the Albanian Child Foundation were in charge of selecting the recipients of the gifts.



The team from Tehran Bouran Co. is proud of having one of the most attractive Miele exhibitions in the Gulf region.



The Experience Center attracted good numbers on the opening night.

I have believed in the success of this partnership since the very beginning, as the mutual trust and passion were clear to see!" Athmane Lakhlifi, Head of Export Sales at Miele, used these words to describe the business relationship with Tehran Bouran Co.; the Miele importer in Iran since 2004. It is the shared values – for example the long-term orientation of the business that has lasted for generations – that connects the two family businesses.

Despite the most difficult conditions, the Tehran Bouran Co. has succeeded in establishing a successful business together with Miele

within just a few years. Despite all of the obstacles, the dedicated team has been able to establish Miele as the most sought-after brand in Iran and to offer customers in the country precisely that which satisfies their high demands. In order to be able to experience the values and quality of the Miele brand with all of the senses, the importer opened its first showroom back in 2006. Just six years later, the opening of the brand new, 400-square-metre Miele Experience Center in the best location in Tehran represents the crowning of the successful development.

Athmane Lakhlifi took part in the celebrations at the launch event on behalf of the company, and thanked all those involved for their superb commitment. He presented a celebratory plaque with the best wishes of the management and a picture of a "98er": The Miele motorbike, which was produced between 1930 and 1960, will soon be gracing the exhibition on the new premises as a historic gift. A star chef, who treated guests to a large range of international specialities – freshly prepared live in the active kitchen – was on hand to provide suitable culinary delights to accompany the celebrations.

## Dubai Gallery scoops award

Miele has added another accolade to its roster of awards with the flagship Miele Gallery being named "Middle East Interior Design of the Year: Retail 2012", at the prestigious annual Commercial Interior Design (CID) Awards, which took place recently in Dubai.

Now in their sixth year, the high-profile awards cel-



The Dubai Gallery was awarded for its original design.

brate originality across the Middle East interior design market, which is continuing to raise the benchmark for innovation and forward-thinking design. More specifically, Miele was awarded for its original design, creative breadth and a willingness to stray from tried and tested formulas.

According to a statement from the panel of judges, which consisted of renowned architects, designers, professors and business leaders from across the region, "The Miele Gallery adapted function with creative solutions for material, lighting and detailing, and encompass-

es a dynamic teaching environment that is enhanced by unique spatial order and material selections."

"The Miele Gallery is a unique facility for brand expression and product awareness, a practical hands-on approach which creates a memorable experience. With the Middle East putting world-class design at the top of its agenda, this award is proof positive that we are pushing the boundaries," said Gaby Koudsi, Managing Director for Miele in the Gulf Cooperation Council (GCC).

## Generous donation for the victims of Sandy

In response to the unprecedented destruction caused to the East Coast by Hurricane Sandy, Miele is donating \$145,000 to the American Red Cross to assist in its continued hurricane relief efforts. The money raised was part of a combined effort with the company's dealer network as part of its "Help Us, Help Our Neighbors" campaign. In the true spirit of partnership and community, a portion from the sale of every vacuum cleaner and dishwasher sold from 19th November to 19th December 2012 was earmarked for the campaign.

"This storm has been a catastrophe that has touched us all. With our U.S. headquarters in Princeton, New Jersey, we have seen, first-hand, the devastating impact of Hurricane Sandy on our employees, friends and neighbours," said Nick Ord, President of Miele USA. "We are committed to helping those impacted by the storm and hope that our assistance will support the incredible relief efforts the American Red Cross continues to provide to the millions of people still recovering from this storm."

Even those not directly impacted by Sandy were quick to lend their support to the initiative. "We were honoured to be a part of this campaign," said Jeff Warner, President of Warners' Stellan, a Miele appliance dealer based in Minnesota. "We truly believe the people who bought Miele dishwashers during the campaign did so because they knew a portion of the sales were helping others. Minnesotans care."

*Samuel Yeung, General Manager of Hotel Lisboa, accepting the award on behalf of Robuchon au Dome and L'Atelier de Joel Robuchon 6000 design*

## 30 years of full steam ahead!

It is quite something when a cooking appliance that has been on the market for 30 years remains almost unchanged: It was 1983 when the first household pressure steam cooker saw the light of day and with it founded a new class of appliances: back then it was the first built-in steam cooker worldwide. Although the finer details have been further developed the basic principle of the pressure cooker remains unchanged to this day: A powerful external steam generator produces the steam, which is fed into the pressure chamber to create temperatures of up to 120°C. Although the "DGD" can also cook without pressure – in principle between 40 and 100°C – professionals value the pressure principle as it cuts cooking times by half.



*A classic for 30 years: the pressure steam cooker from Miele, here in the new Generation 6000 design*

Miele has once again enhanced the pressure steam cooker for the Generation 6000 range of built-in appliances: In the future, the appliance will be available with two different lift-up doors to enable perfect design homogeneity.

The pressure cooker was brought to the market in 1983 by Imperial; a company that would later become a subsidiary of Miele. The appliance continues to be manufactured in the factory in Bünde to this day. This factory also manufactures all other Miele steam cookers, hobs and warmer drawers.

## Dining at its best in Asia

Those searching for the finest restaurants in Asia are in luck if they happen to be in Singapore or Hong Kong: Seven out of ten of the best restaurants are located in these two cities according to "The Miele Guide".

Robuchon au Dome (Macau) and L'Atelier de Joel Robuchon (Hong Kong) were crowned first and third respectively in the top 20 of this year's Miele Guide. Robu-

chon a Galera, as Robuchon au Dome was previously known, has been a constant fixture in the top 20 list since the guide's inception. A recent facelift, which has created a fitting stage for the brilliance of chef Francky Semblat, has propelled this old favourite to the number one spot, proving once more that dining is a holistic experience.

Making its stunning debut in second place is Waku Ghin (Singapore). An amazing feat for any new restaurant, you can understand why when you know that it is a restaurant by Japan-born Australian chef Tetsuya Wakuda.

The restaurants occupying spots fourth to tenth are: Iggy's (Singapore), Mozaic (Bali), Pierre Gagnaire a Seoul (Seoul), Caprice (Hong Kong), Amber (Hong Kong), 8 ½ Otto e Mezzo Bombana (Hong Kong) and Les Amis (Singapore).

The Miele Guide is Asia's first authoritative and independent guide to the region's finest restaurants. Each of the 500 restaurants in the guide, which is now in its fifth year, is selected after a rigorous voting process involving input from food and beverage professionals, food writers, restaurant critics and most importantly, the public. For more information see: [www.themieleguide.com](http://www.themieleguide.com)





A perfect match for Generation 6000 appliances: the M 6260 TC award-winning microwave oven

## reddot 8 times over for Generation 6000

A great tribute to Miele's new Generation 6000 built-in appliances! Just weeks after the world premiere staged at LivingKitchen, Miele's kitchen appliances have raked in no less than 8 design prizes. In the product design category, the 'reddot design award 2013' went to the PureLine and Contour-Line design lines, to a PureLine machine combination in Obsidian Black, to Miele's M 6260 TC microwave oven as well as to the flagships in the new steam oven and coffee machine ranges, the DG 6800 and CVA 6805 respectively.

The jury also praised Miele for bringing its new refrigeration products into line with the family design of the Generation 6000. Consequently, both the K 37472 iD

refrigerator and the KFN 37452 iDE fridge-freezer combination were both awarded a 'Red Dot'. The ninth product in line to receive acclaim was the PWT 6089 washer-dryer stack, a combination product for commercial laundry care.

The 'reddot design award' has now been awarded annually since 1955 and counts among the most coveted of distinctions. In the 'Product Design' category, more than 4600 products were registered for this year's competition. The valid assessment criteria are degree of innovation, functionality, formal quality, ergonomics, durability, symbolic content and emotional appeal, product periphery, self-explanatory qualities and environmental compatibility.

## Austrians treasure Miele

Miele has been awarded "Superbrand Austria 2013" in Austria. The voting procedure for the Superbrands award makes it a really special distinction: First, the consumer research company GfK Austria surveyed Austrian consumers about their favourite brands. The Superbrands Brand Council, an independent panel of experts comprising 15 people, then evaluated the survey and selected the superbrands. "This award gives us extraordinary pleasure and confirms the trust that our customers and business partners have in the brand", explained Martin Melzer, Managing Director of Miele Austria.

## Miele The Magazine online

Print or online – as a reader of the Miele Magazine, the choice is yours. One advantage of the online edition are the links pointing you to greater in-depth coverage of topics such as Miele's current sustainability report. Click here for the online version: <http://www.miele-presse.de/de/presse/1437.htm>

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Cover: The Shangri-La tower in Toronto is equipped with Miele appliances. Photo: Westbank Corporation

# Edition 111 – simply wunderbar!



Everything was just right: A wonderful occasion, fabulously equipped promotional models and an international marketing campaign clearly stimulated the sales of the laundry care appliances. The story behind this can be surmised as follows: 2012 was precisely 111 years since Miele manufactured its very first washing machine. This had to be celebrated, and it was: with "Edition 111" promotional models, which were first presented at the IFA trade fair in Berlin. Gütersloh marketing strategists had put their heads together with colleagues from Great Britain to develop this advertisement prior to the sales start. The campaign was then conducted in 20 countries and was such a great success that it is due to be continued in 2013 with a new range of promotional models.