

**Press Release
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Taking cooking, washing and dishwashing flexibility to new heights / Even greater enjoyment for coffee connoisseurs / Trade show motto: #LifeBeyondOrdinary

Miele world first at IFA – Dishwasher with PowerDisk dispenses automatically

Gütersloh/Berlin, August 29, 2018. – Miele's IFA press conference today culminated in the unveiling of the new G 7000 dishwasher generation with AutoDos and PowerDisk: This comprehensive solution, unique on the market, dispenses detergent automatically, using a specially designed and highly efficient powder granulate. Further highlights include new flagship washing machine, hob unit and coffee machine models – as well as a unique gourmet service called MChef, unparalleled worldwide. New IFA products and features were presented by the two Executive Directors and Co-Proprietors Dr. Markus Miele and Dr. Reinhard Zinkann as well as by Dr. Axel Kniehl, Executive Director Marketing and Sales with the Miele Group.

Making the seemingly impossible happen – that is what Miele promises its guests at IFA 2018, reflecting the trade show motto of #LifeBeyondOrdinary. 'This applies in a very special way to the new and virtually autonomous dishwashers from the 7000 generation', claimed Markus Miele at a press conference which traditionally marks the start of the IFA show. Thanks to automatic dispensing and a comprehensive set of mobile programming options, the user only needs to load and unload the dishwasher and, about once a month, fit a new PowerDisk containing enough detergent for around 20 cycles. Miele: 'You can sit back and leave the rest to the machine'.

Reinhard Zinkann described the virtues of the new SingleWash function which allows even single garments to be washed both environmentally friendly and efficiently: 'No pangs of conscience any more at running a programme just for your favourite pullover, and no more tedious waiting for enough laundry to come together for a full load'. A new flagship model from the CM7 range of countertop coffee machines offers discerning coffee connoisseurs even greater flexibility as it is the only machine of its kind with three on-board coffee blends. Last but not least, Zinkann presented the new full-surface induction hob on which up to six pots and pans can be moved around at will, smoothly and almost noiselessly, taking their power settings with them. Likewise, the power indicator also travels with the pot or pan.

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Miele is also treading new ground in another area – with the new MChef gourmet service which brings top-class restaurant fare to your home. MChef is available from the eponymous Bielefeld-based startup in which Miele has taken out a majority stake. In more specific terms, this enterprising company delivers exquisite dishes for preparation in customers' own dialog ovens. The dialog oven itself was unveiled at the IFA trade show only last year. Several weeks ago, this revolutionary new cooking product, which combines conventional cooking with gentle electro-magnetic waves, got off to a successful sales start.

'With its ingenious recipes, fine ingredients, food appetisingly arranged on fine porcelain and its clever logistics, MChef is without precedent throughout the world', says Axel Kniehl. Up to six plated dishes can be prepared at the same time in the dialog oven, with cooking times of on average 20 minutes. MChef founder and CEO Martin Eilerts disclosed when the launch will take place: 'Sales will start in September in North Rhine/Westphalia, followed by a nationwide launch early next year'.

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Professional Business Unit). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2017/18 turnover amounted to approx. EUR 4.1 bn with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 20,100, 11,200 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

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Photo 1: Untold freedom thanks to AutoDos and PowerDisk: At the Miele press conference at the IFA show, Executive Directors Dr. Markus Miele, Dr. Axel Kniehl and Dr. Reinhard Zinkann (left to right) presented the first Miele dishwasher to start and dispense autonomously. (Photo: Miele)

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