

Press release
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Naturally stylish: New Pearlbeige colour for Miele built-in appliances

- ▶ Handleless ArtLine models get another variant
- ▶ Neutral, warm shade is a mixture of grey and beige

Gütersloh/Milan, April 16, 2024. – For the first time, Miele is presenting its handleless built-in appliances from the ArtLine design line in the new Pearlbeige colour at Eurocucina in Milan. Thanks to their smooth surfaces, appliances such as ovens, steam cookers and fully automatic coffee machines can be integrated flush into furniture fronts. In addition to graphite grey, brilliant white, obsidian black matt or gloss, the warm, neutral beige shade is another elegant nuance for even more design options.

Beige - this calm and restrained shade has established itself as one of the favourites in the world of high-quality interiors. Just like black, beige blends elegantly and timelessly with different environments and furnishing styles. Regardless of whether the furnishings are designed in a modern, understated style or are more traditional, beige in its many shades integrates seamlessly and creates a harmonious overall look.

The new Miele Pearlbeige colour of the ArtLine built-in appliances therefore also looks elegant and stylish. The neutral, warm shade is a mixture of grey and beige. With their discreetly perceptible grey component and high-gloss glass surface, the models go equally well with light and darker colours and materials. Together with white or pastel shades, Pearlbeige creates a delicate and airy living atmosphere. The combination of the soft earth tone with dark woods or black accents gives kitchens a striking yet warm look.

In technical terms, the ArtLine models are based on Miele's Generation 7000 built-in appliances. With their full-surface glass fronts and integrated displays, they enable a consistently handleless kitchen. Their striking feature: the lack of handles. Instead, they can be opened at the touch of a finger. This is made possible by a sensor button integrated into the control panel (Touch2Open). This unlocks the door using a motor, which then slides down with a soft-close action.

The portfolio includes ovens, steam ovens (each for the 45 and 60 cm niches) and ovens with microwave. These appliances are complemented by built-in fully automatic coffee

machines and warming and vacuum drawers. There are also built-in wine cabinets with heights of 45 and 88 centimetres.

The appliances will be launched in November 2024.

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Company profile: Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care in the increasingly networked home. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was around 5 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There is one photograph with this text



Photo 1: The combination of the soft earth tone with dark woods or black accents gives kitchens a striking yet warm look. Pearlbeige creates a delicate and airy atmosphere when paired with white or pastel colours. (Photo: Miele)

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