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LivingKitchen 2015 press conference

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SPOKEN TEXT APPLIES

Many thanks, Dr. Zinkann.

Ladies and Gentlemen!

Welcome on behalf of Miele's German subsidiary which is hosting Miele's appearance at the LivingKitchen on behalf of the Miele Group.

'A new World of Cooking' – What do we understand by this pretty self-confident claim, and what are the underlying details behind the three topics which Dr Zinkann just announced? And, above all, what does that new two-in-one solution refer to?

Dear guests, I am delighted to be able to present our steam oven with microwave, the DGM 6800, a built-in appliance for a kitchen recess with a height of 45 cm which naturally also sports a design which perfectly matches that of our our current Generation 6000 range of kitchen appliances.

A very valid question is what makes this appliance unique? Aren't there combination products of this kind on the market already?

The clear answer to that question is 'No!' This appliance is not merely a microwave oven with a steaming function to moisten food which has been thrown in for good measure. Not at all: With the DGM 6800, Miele is offering its customers two fully fledged appliances in one, without entertaining any compromises. Please keep this fine difference in the back of your minds when you leave our booth and wander around the fair, visiting other manufacturers...

In order to illustrate the principle of operation and the features of this new appliance, I would ask for your attention for a brief animation. Lights, camera, action!

As you saw in the animation, our DGM 6800 features the M Touch display which Dr Zinkann already mentioned. In terms of the other details, this appliance corresponds to our flagship steam oven, including a powerful 3.3 kW rated load. With a capacity of 40 l, the inner cabinet is even larger than on a 'pure-play' steam oven and offers a larger rack surface for bigger portions.

Let me talk you through three technical details:

- In order to ensure compliance with Miele's quality promise of 20 years of use, the DGM, like all Miele steam ovens, has been given a stainless-steel inner cabinet. After all, we know from our own laboratory tests that only stainless steel is able to withstand an atmosphere of 100% steam without damage.
- On the other hand, though, it is no secret that metallic surfaces and objects in the cabinet result in sparks flying during microwave cooking. We have avoided this by using special silicone joints to decouple the side racks from the walls of the cabinet.
- The machine door, too, has undergone a complete redesign as it must both prevent microwave leakage AND provide a good steam-proof seal – both permanently and reliably – hence the need to combine two metal gasket systems. Here, too, less sophisticated solutions were conceivable – but not at Miele.

And we are convinced that our DGM 6800 will cater for a considerable market gap and will thrill many customers. A brief excursion into the world of market research will show you why:

- Firstly, microwave ovens are extremely popular and are used in three out of four German households, usually as countertop units.

- Secondly: Steam ovens – alongside induction hobs – represent the fastest growing segment among built-in appliances.
- And thirdly: Nine out of ten Miele customers would like to own a second built-in cooking product alongside their oven, but there is seldom room for a third one. Hence, they are faced with having to decide between a microwave and a steam oven.

So now our DGM 6800 helps our customers get around this great dilemma: not in the form of a foul compromise which puts prices under pressure and rather shoddily combines all sorts of cooking methods in a single product, but – and I repeat myself – as a combination consisting of a top-featured Miele steam oven and a first-class Miele microwave, without any trade-off in terms of quality, results, convenience, dependability or product longevity.

Nothing more, but nothing less either!

We look forward to receiving the first feedback from the retail trade and our end-users.

Dear guests, in the broadest sense, the next topic on today's agenda also has to do with steam, or more precisely with the steam and vapours creating during cooking.

I am, of course, referring to cooker hoods, and, in particular, to the newly introduced energy labelling scheme which became mandatory throughout the EU, including Norway, Iceland and Liechtenstein, at the beginning of this month.

The focus is on a label rating with an energy efficiency class between A and G, as well as further mandatory fields covering annual energy consumption, fan power and lighting, grease retention and sound emissions.

Here, too, Miele is very well prepared. We have even gone as far as availing ourselves of the option of labelling our cooker hoods according to the stricter A+ to F scale, although this is only officially to be introduced in 2016. This being the case, we currently have 22 models with either an A+ or A rating.

The drops in consumption necessary to achieve this are in particular the result of the introduction of highly efficient DC motors and LED lights. These already feature on around 70% of all Miele cooker hoods, and about a quarter are fitted with the more expensive DC motor. Miele intends to convert more and more models as time progresses.

Please allow me a brief excursion: We recommend our customers not to base their purchasing decisions on energy consumption alone – not least because cooker hoods are hardly the energy guzzlers in the home anyway.

In reality, a cooker hood rated A+ according to the EU standard costs less than € 1 per month to run. Two grades lower, i.e. a B-rated product, costs € 1.50 per month. Hence it is relatively simple to ensure top-class energy consumption by reducing the power of the fan and using more flimsy grease filters but this is always at the expense of SIGNIFICANTLY poorer results.

I am sure you believe me when I say this would not in any way be in keeping with Miele's philosophy. Instead, I promise you that Miele will always combine energy efficiency and performance on each and every product. As a result, our customers can rely 100% on Miele extractors being not only economical but also effective and quiet, easy to clean, and to brightly illuminate the hob below.

It is worth adding at this point that we will also be presenting new formats and designs at this trade show. This applies to the increasingly popular headroom hoods with their sloping canopies which allow even tall persons to demonstrate their cooking skills without inconvenience. You will also find new extractor units sporting sophisticated technology and discreet elegance on display which are designed for installation in wall units or custom-built canopies. Further details on this and other topics are provided by our press kits.

And now to our third topic: the new range cookers from Miele, essentially XXL-format freestanding cookers originally designed for the North American market and offering an untold range of food preparation methods. We will be showing our top HR 1956 model for the first time in Europe at this show:

- This allows you to view the world over the rim of your cup at a kitchen show of international format.
- But, more importantly, this LivingKitchen is for us a seismograph providing an indication as to the market potential of these appliances in Germany and in Europe.

So whether individual models from this series which comprises various sizes and feature sets will ever hit the market in Germany is still, as things stand, undecided.

What consumers in North America expect of a proper cooker was once summarised by a Canadian dealer as 'heavy-duty look and feel', or, in other terms, resilient professional quality which leaves no doubt as to its intended use. I would like to invite you to compare these expectations with our HR 1956 range cooker which has been set up for you behind this wall.

The new HR 1956 range cooker from Miele is a 122 cm or 49" wide freestanding unit. It includes a large 92-litre oven in addition to a second, smaller cavity with additional microwave. The unit also comes replete with a warmer drawer which can also be used for low-temperature cooking. Six large gas rings are available for cooking and roasting, as well as a griddle, a stainless-steel surface for contact grilling. If you have been counting, you will realise we are offering no less than five functions in one unit. With these and further features such as our M Touch display, the patented wireless food probe and pyrolytic cleaning, this range cooker raises the benchmark both in this product category and by American standards. To sum things up, this range cooker combines the American Way of Life & Cooking with the quality, high-end technology and consumer pleasure of the Miele world.

Will this product soon be available in Europe? Let's wait and see ...!

Dear guests, you may be wondering why Miele is presenting a washing machine and a tumble dryer at a kitchen fair:

Let me close with a trendy subject which not only caused heads to turn last week but one in Las Vegas but also a theme which will provide a central thread across all Miele product groups at this exhibition, too: networked domestic appliances.

Miele's worldwide range now includes 400 networked appliances. At the IFA in September 2014, we presented new washing machines and tumble dryers which were remote-controllable via an app, allowing programmes to be selected and other settings changed. The matching machines are already on sale; the flagship models from the W1 and T1 ranges are in fact on display here at the show.

We are now on tenterhooks, awaiting the release of the matching Miele@mobile app, with which your Miele domestic appliances can be remotely monitored and controlled, in Google and Apple stores.

A fully networked kitchen including everything which Miele offers in the 'Smart Home' category, is on display here in Brilliant White.

(Points in the relevant direction).

Another part of this concept are the new flagship W1 washing machines and T1 tumble dryers as well as the high-end ComfortPanel provided by our cooperation partner Busch-Jaeger and our contribution towards the Qivicon, Telekom's networking platform, of which we are a founding member.

For our customers, using their Miele domestic appliances will always be just that little bit more convenient. We will keep you posted!

In closing I would like to thank you for your attention and wish you an exciting time full of new impressions. And now back to Carsten Prudent.