Miele at the IFA: ‘Simply magic’

New milestones mark progress on laundry care, vacuum cleaner and smart house fronts

Gütersloh, July 23, 2014. – Miele is due to upgrade its current W1/T1 range of washing machines and tumble dryers by adding new USPs. With a view to energy labelling on vacuum cleaners, the family-owned Miele company will be launching a completely new range – in keeping with its motto of being ‘forever better’. The Miele showcase covering an area of 3000 m² can be found by dealers, end-users and journalists at the usual location in Hall 2.1 (Booth 101).

‘Pure Innovation – Simply magic’ is the banner headline under which Miele will be welcoming its guests to its stand. What the domestic appliances on show offer their users in terms of the quality of results, user convenience and energy efficiency is - in keeping with this motto - designed to enthrall and enchant. The portfolio of new products and features will focus on laundry care, floor care and smart-house networking. ‘There will be new products and unique features in each of three fields aimed at growing turnover, increasing market shares and winning over new consumers in collaboration with specialist retailers’, says Frank Jüttner, Managing Director of Miele's German sales subsidiary. This applies in particular to both our new high-end and high-volume washing machine and tumble dryer models which’ - Jüttner continues - ‘complete the biggest product offensive in Miele's history’.

To coincide with the introduction of energy labelling to vacuum cleaners, which will be mandatory throughout the EU from September 1 onwards, Miele will be presenting new best-of-class technology and a completely new range of products. 'In doing so, we will both be complying with EU regulations and doing justice to differences in consumer needs', promises Jüttner. At the same time, he announced ‘substantial new developments’ relating to the smart home trend. And, finally, Miele will be making a bold statement on offering good value for money at this year’s IFA show with a series of well-endowed campaign models.

The main colour used at the stand will be white in combination with anthracite, silver and light-coloured natural wood, resulting in a light-infused ambience with a warm and modern appeal. A continuous ceiling band in typical Miele red
will create an architectural antithesis and provide orientation. What the new appliances are capable of and how they can enrich the lives of their owners will be presented in a magic way in shows lasting 45 minutes. Product demonstration will be interspersed with the art of illusion: Intriguing acts by the Berlin magician Peter Valance, the youngest person ever to be conferred with the coveted Merlin Award by the International Magicians' Society, will take turns with high-tech promising superb quality and user convenience 'made by Miele'—without tricks and props!

As in previous years, the booth will subdivide into two areas: An area open to the general public characterised by adventure-driven product presentations on a multi-purpose event stage with a mobile 8 x 4 m video screen, culinary titbits freshly cooked and served by Miele's Table Artists and live demonstrations of the principle of detergents in Miele's chemistry laboratory. An additional area will be set aside for trade visitors, geared even more to factual content and product information, for example in the form of additional training events. This area will also house the Miele Café, offering a venue for business meetings during the day and bringing things to a pleasant close in the evenings with good food and live music. Frank Jüttner: 'We are very much looking forward to this year's IFA and will, as usual, go to great lengths to be the perfect host to dealers and consumers alike.'

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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 (Miele Professional). The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2012/13 turnover amounted to approx. EUR 3.15 bn with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the company, now in fourth-generation ownership, employs a workforce of 17,250, including around two-thirds in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

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