

**Press Release  
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## Lavish praise for the new Miele design

- ▶ Jury presents two iF Gold Awards
- ▶ 7000 series of built-in appliances commended even before market launch

**Gütersloh, March 19, 2019.** – Miele machines came out with flying colours at this year's iF Product Design Awards. The G 7965 SCVi dishwasher and MasterCool refrigeration products – MasterCool is due to hit the European market in September of this year – were even awarded the iF Gold Award 2019 by the jury for their design excellence.

The regular iF Product Design Award 2019 was also awarded to the G 7915 SCi dishwasher, the CVA 7845 built-in coffee machine and the ArtLine, ContourLine and VitroLine design lines. These products all belong to the new 7000 generation of built-in appliances, recipients of awards even ahead of their market launch in May (dishwashers are already on the market).

The jury issued the following statement in relation to the dishwasher awarded 'Gold': 'The G 7965 SCVi is characterised above all by its excellent overall quality which includes robust and clearly structured baskets with colour highlights, high-quality materials and a robust touch panel made from glass. The product's particularly innovative charm manifests itself in attractive and clever details – the machine door opens after a double-knock on the front and the dishwasher features the world's first automatic dispensing system which is good for on average 20 cycles a time.'

The special quality and design language of the MasterCool series was assessed by the jury as follows: 'The MasterCool series excels in terms of its exceptional and impressive implementation! You can marvel at the dedication to detail, including the versatile and adjustable wooden slats of the wine shelf. The lighting concept and the perfect illumination of the entire interior results in a wonderful and puristic overall impression.'

The iF Product Design Awards count among the world's most important distinctions. This year's competition included 6,375 submissions from 50 countries. In all, the Gold Award has only been allocated 66 times.

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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. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. 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. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,100, whereof 11,200 are employed in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are three photographs with this text**

**Photo 1:** iF Gold Award 2019 for Miele's G 7965 SCVi dishwasher. The jury was impressed by the product's 'excellent overall quality' and the unique AutoDos dispensing system with PowerDisk. (Photo: Miele)




**Photo 2:** iF Gold Award 2019 for the MasterCool series from Miele. The jury showed itself impressed by Miele's dedication to detail. (Photo: Miele)



**Photo 3:** Logo (iF graphics)

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