

Press release  
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## Cooling big time: MasterCool from Miele

- ▶ New generation of refrigeration giants on show at IFA
- ▶ Convenient and elegant: Side-hinged doors which open as if by magic

**Gütersloh/Berlin, September 4, 2019. – Large, spacious and highly representative: Refrigeration products from Miele's MasterCool built-in series. European design quality paired with American dimensions, now further enhanced. The new generation offers even greater convenience, a broader range of models and perfect integration into handleless kitchen. New lighting and contemporary controls, even linking up to an app, are features common to all models.**

With refrigerators, freezers, fridge-freezers and wine units, the new MasterCool generation offers a whole gamut of large-cabinet refrigeration products. All models lend themselves to flexible combinations. This allows personal preferences to be met and maximum storage capacities to be created. MasterCool trumps with a broad model range which will completely supersede the existing lineup. All models stand at least 212 cm tall; widths vary between 60 cm and 90 cm. Fridge-freezer models with French doors represent a very special feature. Not only do French doors appear extremely elegant, they also offer a clear practical benefit: When open, the slender door sections take up less space. This is of particular advantage when the space between the unit and, say, a cooking island opposite is limited.

Push2open, already successfully established on warmer and vacuum-sealing drawers as well as wine units from Miele, now even opens the solid doors on large-cabinet refrigeration products. All that is required is a brief push on the door to activate the integrated mechanism. The 'wow' effect on opening the door is further enhanced by the new BrilliantLight feature which immerses the interior in bright light thanks to narrow LED light strips on the side walls.

Customers preferring handles on their cabinetry or stainless-steel fronts should not have to invest any more effort than those who opt for a handleless version. This is achieved by a new MasterCool feature. A door opening aid (Pull2open), activated via the display, allows the heavy doors to be opened much easier by hand. The machine detects when an attempt is made to open the door and automatically releases an internal pusher to ensure that less manual force is needed to open the door.

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Miele & Cie. KG  
Public Relations

Postal address  
P.O.B.  
33325 Gütersloh  
Germany

Phone  
+49 5241 89-1953  
Fax  
+49 5241 89-1950

www.miele.de  
presse@miele.de

## **Inner grandeur through convenient features**

A glance inside reveals premium features which characterise these very special refrigeration products and further enhance their credentials. Copious amounts of glass, aluminium profiles, heavy-duty hinges and racks as well as a high-quality, modern and, above all, intuitive user interface meet the eye. Another eyecatcher on several freezer models is the IceMaker which provides welcome relief in hot weather with its ability to make ice cubes fast. But also invisible features put these machines squarely in the flagship class. These include for instance NoFrost (dispensing with the need for manual defrosting), separate refrigeration circuits for precise temperature control, or dynamic cooling, ensuring more uniform temperature distribution throughout the entire cabinet. New: MasterCool units are now linked to the Miele@mobile app. Calling up status indicators and the activation of selected functions is thus also possible 'on the fly'.

Thanks to the MasterFresh system, large quantities of fruit and vegetables, but also meat, fish and dairy products, stay fresh for up to three times longer. The large drawers provide the ideal micro-climate by guaranteeing adapted temperature and humidity levels.

Pungent odours often occur in refrigerators, in particular when storing a wide range of different foodstuffs. To prevent these from becoming a cocktail of unpleasant smells or to stop odours spreading and impairing other food items, all refrigerator compartments on the new MasterCool generation feature an Active AirClean filter. Thanks to a combination of active ingredients consisting of active charcoal and chitosan, virtually all odours are filtered out.

## **Large-capacity wine units**

The new wine units from the MasterCool series are equipped with an Active AirClean filter. Not only have external dimensions and capacities been upgraded to match the new dimensions, so, too, has the elegant and practical SommelierSet for the professional decanting, conditioning and presentation of fine wines. The adjustable wooden racks (FlexiFrame) made from resilient beech allow wine and champagne to be stored in three different temperature zones.

### **Media contact:**

Ursula Wilms

Phone: +49 5241 89-1958

Email: [ursula.wilms@miele.de](mailto:ursula.wilms@miele.de)

**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, washing machines 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 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. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. 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 20,200, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

## There are four photographs with this text



**Photo 1:** Offering above all ample space: Refrigeration units from the new MasterCool generation from Miele. Here a refrigerator and freezer stand side by side, adjacent to a wine unit from the same series. (Photo: Miele)



**Photo 2:** Elegant and practical: Large fridge-freezer combination with space-saving French doors from the new Miele MasterCool generation. (Photo: Miele)



**Photo 3:** Leading the field not only in terms of capacity: The new MasterCool refrigerators and freezers from Miele with premium features. (Photo: Miele)



**Photo 4:** BrilliantLight is the name of the new lighting system on the most recent generation of MasterCool refrigeration products. LED strip lighting for the dazzlingly bright yet glare-free illumination of the interiors of refrigeration products. (Photo: Miele)

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