

Press release
No. 026/2021

Miele's new built-in refrigerators ensure longer-lasting freshness with active humidification

- ▶ Generation K 7000 offers even more convenience and flexibility
- ▶ Atmospheric lighting concept with FlexiLight 2.0
- ▶ iF Design Award 2021 for the new series

Gütersloh, April 21, 2021. – An unimaginable 1.3 billion tonnes of food are thrown away every year. Germany alone contributes 12 million tonnes of that, with more than half attributable to households. To combat this, we need a more conscious approach to how we handle food – and an ultra-effective freshness system in our fridges. Thanks to its PerfectFresh Active technology, Miele's new Generation K 7000 refrigeration appliances are heralding a future with superior food storage conditions. Not only that, but the appliances are also setting new standards in user convenience and lighting.

Fruit and vegetables need moisture in order to stay fresh and crisp. At temperatures between 0 and 3 °C, Miele's proven PerfectFresh Pro system ensures food stays fresh for up to five times longer than it would in a conventional vegetable compartment. The natural moisture of the food is kept in the closed compartment. PerfectFresh Active, on the other hand, provides long-lasting freshness in a visible way by spraying a fine mist onto the contents of the crisper drawer, preserving the quality of the food and its vitamins. This is well-known in professional applications, for example in delicatessens. Moisture is therefore supplied extra – for even more freshness. The mist is sprayed from the water container above directly into the drawer every 90 minutes and every time the door is opened. Compact and easy to clean, the water container has a capacity of just 120 ml to hold the small amount of water required for this. The low temperatures keep any nasty contamination at bay, meaning that the container only has to be refilled every two to three months. A great success: even before the market launch, the new K 7000 generation received the iF Design Award.

Generation K 7000 appliances are also taking user convenience to the next level. Among the real highlights of these new built-in appliances is FlexiTray – a glass shelf that is full-sized but can also be pivoted 180 degrees, so users can say goodbye to rummaging around for storage boxes, jars and small food containers. This is a Miele-exclusive feature. The upper door shelves can also be adjusted to the perfect height without the need to remove them, which means that even extra-large bottles of juice will fit easily in the bottle holder. The touch

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displays are intuitive to use and their colour and design are perfectly matched to Generation 7000 built-in appliances.

Yet another standout feature of Miele's new refrigeration appliances is their effective, atmospheric lighting. The current appliances already have LEDs integrated into their glass shelves to create bright, glare-free lighting throughout the interior – and the lighting even adjusts itself if a shelf is moved. In the future, the FlexiLight 2.0 concept will use “Ambilight” technology to bathe the interior in light that is bright, pleasant and more even. To achieve this, the LED light strips will cover the entire width of the glass shelves. This feature has been specially developed for Miele and is therefore a unique selling point. The lighting will also be applied to the IceMaker if one is present, elegantly illuminating it and the many large ice cubes it is able to hold. Some appliance models will also include dedicated LED lighting for the DynaCool dynamic cooling system, which establishes consistent cooling conditions throughout the interior. Additionally, the interior rear wall of some models will feature an elegant, sturdy CleanSteel finish to help ensure that cooling is distributed evenly within the appliance.

With the exception of the entry-level models, WiFi networking (WiFiConn@ct) will be available for all the appliances. This will include the option of sending service notifications to the user's smartphone or tablet if, for example, the appliance door has been left open inadvertently.

The new Generation K 7000 refrigerators and fridge/freezer combinations will be launched in Europe from June 2021.

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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. Their product portfolio also includes 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). Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around

20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: PerfectFresh Active from Miele for extra freshness: A fine, cool mist is distributed evenly within the crisper drawer. This keeps fruit and vegetables fresh for up to five times longer. (Photo: Miele)



Photo 2: The FlexiLight 2.0 ambient lighting technology elegantly illuminates the entire interior of the new Miele K 7000 refrigeration appliances. If a glass shelf is moved to a different position, the lighting automatically shifts with it. (Photo: Miele)

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