

Press release  
No. 029/2021

## New Miele refrigerators win iF Design Award

- ▶ K 7000 convinces international jury representing reputable design label
- ▶ PerfectFresh Active renders enduring freshness visible

**Gütersloh, May 4, 2021. – Convinced by innovative concept for freshness and excellent user convenience: Even before its launch, the new K 7000 generation of built-in refrigerators has received the iF Design Award. The new models met all criteria in full and excelled in terms of form and function.**

And functionality is not just a matter of cooling or freezing food. Refrigerators from the K 7000 series sport a very special feature which, so to speak, makes freshness visible: PerfectFresh Active is a development on Miele's tried-and-tested freshness system in which a fine aerosol gives additional protection to quality and vitamins.

It is a well-known fact that fruit and vegetables require humidity to remain crisp and fresh. At temperatures between 0°C and 3°C, Miele's proven PerfectFresh Pro system keeps produce fresh for up to five times longer than is possible in a conventional vegetable drawer. This retains the moisture in the food inside the sealed compartment. On the new K 7000 generation, PerfectFresh Active comes into play: A fine aerosol envelops the contents of the drawer and ensures a higher level of humidity – for additional freshness. This is otherwise only available in commercial applications, for example in high-end grocery stores.

The K 7000 generation also sets new standards of user convenience – for example with its FlexiTray glass shelf which covers the entire rack level but can still be turned by 180°. With this feature, only available from Miele, searching for items and sliding jars and glasses around is a thing of the past.

A further highlight and USP on the new built-in units is the effective ambient lighting using LEDs integrated into shelving (FlexiLight 2.0). Versatile door racks, which are height-adjustable even when fully loaded, and the intuitive touch display are further special features which, of course, also include WiFi connectivity (depending on the model).

The new refrigerators and fridge-freezer combinations from the K 7000 series will be launched on markets in Europe from June 2021 onwards.

For further information and K 7000 photographs, see Press release No. 026/2021:

['Miele's new built-in refrigerators ensure longer-lasting freshness with active humidification'](#)

Free for  
editorial use

Please submit  
copies to  
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

**Media contact:**

Ursula Wilms

Phone: +49 5241 89-1958

Email: ursula.wilms@miele.com

**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 four photos with this text**

**Photo 1:** iF Design Award 2021 for new built-in refrigerators from K 7000 generation. (Photo: Miele)



**Photo 2:** Innovative system for freshness: PerfectFresh Active in K 7000 refrigerators from Miele. (Photo: Miele)



**Photo 3:** FlexiTray: Glass shelves on the K 7000 generation refrigerators rotate by 180°. (Photo: Miele)



**Photo 4:** Bright and noble: FlexiLight 2.0 in built-in refrigerators from Miele's K 7000 series. (Photo: Miele)

Text and photo download: [www.miele-press.com](http://www.miele-press.com)

Follow us on:

 @Miele\_Press

 @Miele

 @Miele\_com

 Miele