

Press release
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Discover quality ahead of its time – with Miele at the IFA 2022

- ▶ The German premium brand will present its new products and features from September 2-6 in Building 2.1
- ▶ Sustainability and climate protection are key topics

Gütersloh/Berlin, August 18, 2022. – Sustainability and climate protection will dominate the presentation of the world's leading manufacturer of premium domestic appliances at the IFA in Berlin. A keen focus will be on the new technologies and features with which Miele aims to protect the environment and support users in acting more responsibly. These will feature alongside clever innovations for creative cooking and lifestyle which are only available from Miele. The family-owned company will present more than 400 appliances at a 3000 m² booth in Building 2.1, accompanied by inspirational live events and starred chefs-de-cuisine offering food to sample. Trade fair motto: 'Discover quality ahead of its time. For a better tomorrow'.

A contribution towards reducing food waste comes for example in the form of new free-standing refrigerators from the K 4000 series with their innovative PerfectFresh Active system in which the combination of a temperature of around zero degrees with humidity and a fine mist of water keeps vegetables and fruit crisp and attractive for up to five times longer. In addition, further improved smart cooking assistants and recipe apps as well as intelligent energy management, ensure more sustainability in the household. And more new products at the IFA trade fair mainly focus on the kitchen, starting with a well-known, particularly tasty, nutritious, and healthy preparation method: steam cooking.

In this field, Miele is expanding a model range which is already more than impressive by adding further models both at the top and the bottom ends of the lineup. In concrete terms, these are combi steam ovens which combine an oven or wall oven with first-class specifications with a fully-fledged steam cooker. Firstly, Miele will be presenting new models with top features, such as improved cleaning convenience. Secondly, there will be a new entry-line model series which will reduce the starting price in this sought-after product category by around one-third, making cooking with steam more accessible to a larger target audience. Miele will also be presenting a new entry-level series of ovens, with a new design, significantly more features and offering better value for money. And, in the booming market for induction hobs with an integrated downdraught extractor, there will be new models at IFA

which guarantee more efficient extraction than their predecessors – whilst at the same time being noticeably quieter. The four new model series originate at Miele's Arnsberg, Bünde and Oelde production plants. All models have been tested to last 20 years. For that reason alone, a decision for Miele is a contribution towards everyday sustainability.

Miele's interactive 'Sustainability Alley' brings sustainability to life

The aim of the interactive Sustainability Alley at the very heart of the Miele booth is to demonstrate the effort the company is putting into expanding environmental and climate protection, at all locations, in Sales, Service and Logistics. This clearly demonstrates in how many ways Miele is supporting customers in living a more sustainable life whilst saving money at the same time. Even the exhibition stand itself is designed to be sustainable: Booth sections are placed into storage for re-use, furniture and decorative furnishings are rented, all paper used is 100% recycled. Bags and goodies have been banished from the stand, as have printed tickets and vouchers – to name just a few examples.

Live cooking with delectable samples rounds off the programme – and, as always, trade visitors are welcome to enjoy refreshments in the Miele Café after a busy day at the fair. 'It is fantastic for Miele to be able to welcome guests from Germany and the rest of the world once again after an enforced break of two years', says Frank Jüttner, Senior Vice President of the DACH region and, simultaneously, Managing Director of Miele Germany. 'IFA remains the most important family gathering attended by our sales subsidiaries and their trading partners, an event our entire IFA team has been looking forward to for months'.

New trade fair products, features, and more will be presented by the two Executive Directors and Co-Proprietors Dr. Markus Miele and Dr. Reinhard Zinkann as well as Dr. Axel Kniehl, Executive Director Marketing & Sales, at the company's traditional IFA press conference. This is due to be held on August 31 at 11 a.m. at the Miele exhibition stand. Journalists and other interested parties unable to be present for the event can follow the press conference live on LinkedIn.

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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, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. 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 2021 business year amounted to around €4.84 bn. 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 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: Among the booming induction hobs with an integrated downdraft extractor, there are new models from Miele that extract even better and work more quietly than their predecessors. (Photo: Miele)



Photo 2: Innovative freshness system for less food waste: PerfectFresh Active in K 4000 refrigerators from Miele (Photo: Miele)



Photo 3: Frank Jüttner, Senior Vice President of the DACH sales region and head of Miele Germany, is looking forward to this year's IFA. (Photo: Miele)

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