

Press release
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IFA in Berlin: Miele presents itself as even smarter, more convenient – and more sustainable

- ▶ Sustainability is the central topic – for greater environmental and climate protection within the company and in the home
- ▶ Also: New hob units, combi steam ovens, and smart services for discerning connoisseurs – and much more
- ▶ Executive Director Zinkann: 'Miele on continued course for growth'

Gütersloh/Berlin, August 31, 2022. – 'Discover quality ahead of its time. For a better tomorrow'. – Under this motto, the world's leading manufacturer of premium domestic appliances is reporting back for its first IFA trade show since 2019. What this means in detail was unveiled 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 with the Miele Group, at the company's traditional IFA press conference. From September 2-6, the focus will be on how Miele protects the environment and the climate and assists customers in living better and more sustainably. These issues are joined by exciting new products and features for smart cooking and stylish pleasure which are only available in this form from Miele.

Miele makes the smart home sustainable and hence contributes to further reductions in CO2 emissions and electricity bills. Help is forthcoming for example in the form of a new Consumption Dashboard in the Miele App. This records how much water and electricity was actually used by the dishwasher or the washing machine during a programme once completed – and gives tips on how to use appliances more efficiently. Through intelligent energy management, customers with a rooftop PV array can reduce their CO2 footprint even further. To this end Miele is cooperating with strong partners.

New free-standing refrigeration products from Miele's K 4000 generation, for example models with the innovative freshness system called PerfectFresh Active, where a temperature hovering around freezing point together with a fine mist keeps fruit and vegetables crunchy fresh for up to five times longer, promise greater sustainability in the kitchen. 'Miele is also leading on the subject of energy efficiency with its new refrigeration products', says Axel Kniehl. Particularly high-end yet thin insulation panels with silica (silicic acid) ensure an enduring A energy efficiency rating over many years.

A particular flavoursome, nutritious and healthy method of food preparation is provided by steam cooking – and the combination of this method with a fully featured oven is the ultimate in a modern high-end kitchen. In this segment, Miele is presenting new well-endowed models at IFA which, thanks to their HydroClean function, are now also self-cleaning. And, in the booming market for induction hobs with an integrated downdraught extractor, Miele will be presenting further optimised models at IFA which guarantee more efficient extraction than their predecessors – whilst at the same time being noticeably quieter. 'All the models mentioned are tested to last 20 years', says Markus Miele, who presented the company's plans and goals to further reduce CO2 emissions at Miele's various locations.

At the beginning of the press conference, Reinhard Zinkann announced positive news on the business situation at the Gütersloh-based family-run company. Admittedly, the special business cycle brought about by Covid-19 has noticeably cooled down on the domestic appliance front and the general consumer climate has also collapsed in key markets. Nevertheless, Miele is still firmly on a growth course – after sales increases of 7.5% and 6.5% in 2021 and 2020 respectively. 'Demand for high-value domestic appliances, in particular built-in units, is still high', according to Zinkann's interpretation. 'Apparently, many consumers are buying more circumspectly, looking for longevity and energy efficiency when it comes to home appliances'. As the leading premium brand in the branch, Miele is profiting disproportionately from this trend.

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. Even the exhibition stand itself is designed to be sustainable: Booth sections are put into storage for re-use, furniture and decorative furnishings are rented and carpets and all paper used is 100% recycled. Bags and goodies have been banished from the stand, as have printed tickets and vouchers – to name but a few examples. The Miele stand at the trade show is, as always, located in Hall 2.1 next to its long-standing neighbours Jura and Liebherr, and has more than 400 products on display on an area covering 3,000 m².

*The connectivity applications described are additional digital offers from Miele & Cie. KG or from partner companies. All smart applications are facilitated by the Miele@home system. The scope of functions may vary according to models and markets.

[All Miele IFA press releases can be found here.](#)

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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 is one photograph with this text



Photo 1: How Miele protects the environment and the climate and supports its customers in living a more sustainable life: Dr. Markus Miele and Dr. Reinhard Zinkann (Executive Directors and Co-Proprietors) as well as Dr. Axel Kniehl (Executive Director Marketing & Sales) presented on the subject at the company's IFA press conference. (Photo: Miele)

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