

Press release  
No. 091/2022

## **New refrigerators from Miele are convenient, versatile and more economical than ever before**

- ▶ More convenient and flexible than ever before: K 4000 free-standing generation
- ▶ Consistently sustainable thanks to top A energy efficiency class
- ▶ Acclaimed design awards for premium features

**Gütersloh/Rödinghausen, September 16, 2022. – The lettuce looks limp, carrots are like rubber and even apples, carefully selected at the market stall, are no longer crunchy. So throw them away? All too often, the answer is 'yes'! In order to avoid this set of circumstances, your refrigerator needs the right type of freshness system. Miele is presenting a new generation of free-standing refrigerators which will make precisely that contribution towards avoiding food wastage whilst at the same time offering the ultimate in convenience in the form of a freezer zone, an innovative highlight which can also be used for refrigeration.**

The new K 4000 generation with its PerfectFresh Active offers excellent storage conditions. Fruit and vegetables stay fresh in this environment for five times longer than in a conventional vegetable drawer. Extended freshness is guaranteed by the perfect combination of a temperature hovering around the freezing point and humidity. Freshness is communicated through the active moisturising system which produces a fine mist of water which settles on food in the fresher drawer and thereby further protects quality and vitamins. This active system is familiar from commercial applications such as in cooling vegetables in the supermarket. PerfectFresh Active, the latest new feature on board built-in refrigerators from the K 7000 generation since last year, is now also available on popular free-standing units from Miele.

The fine aerosol is sprayed directly into the drawer every 90 minutes from the tank above and every time the door is opened. As water consumption for this feature is very low, the small, easy-to-clean tank requires a capacity of only 120 ml and takes up very little space. Thanks to the low temperatures, there is no bacterial growth and hence the tank only needs to be refilled every two to three months.

### **Best insulation throughout long life cycle**

The Generation K 4000 also plays in the super league when it comes to efficiency: The new fridge-freezer combinations achieve an A rating on the energy label and are hence in the top

energy efficiency class. Miele relies on particularly high-end insulation with a core made from silica (silicic acid), a substance of organic origin with good environmental credentials. Thanks to the use of this high-quality insulation material, Miele is guaranteeing high-level energy efficiency throughout the products' life cycle ([cf. Press release No. 090/2022](#)).

## **Freezing or cooling – according to demand**

While summer often finds you pushed for space in the refrigerator for all the fresh food for the next barbecue, in winter there is little space for provisions for the festive season. With the new Freeze&Cool top feature, the fridge-freezer combination is highly flexible and allows the use of the freezer as a refrigerator compartment. The temperature can either be set to between -25°C and -15°C for freezing food or, as an extension of the refrigerator compartment, to -2°C to +14°C. Particularly practical for fans of fish and seafood: Optimum storage conditions at -2°C to 0°C. The show-stopper: Even foods not normally refrigerated, such as potatoes, citrus fruits and cucumbers, can now be accommodated thanks to flexible temperature settings (either directly at the machine or via the Miele App).

Versatility comes into play elsewhere on the K 4000, too: For example with FlexiBoard, a sectioned shelf. The front part of the glass shelf slides effortlessly under the rear section and therefore does not need to be stored outside the unit when not in use. This allows large items such as pans and bottles to be stored in the refrigerator in a flash. Additionally, the shelf surfaces in the tank are infinitely and, above all, smoothly adjustable – without the contents toppling over or having to be removed before adjustments are made.

## **Design prizes even prior to market launch**

The new generation also sets standards in terms of design. High-quality machine fronts made from stainless steel and glass join forces with the unique FlexiLight 2.0, which provides uniform, glare-free lighting thanks to adjustable modules. This premium outfit also convinced the juries presiding over the Red Dot and the iF design awards who have namely commended the products even before their launch.

The broad range of colours combined with a variety of feature sets and diverse models with and without handles makes for an attractive proposition: Alongside classic white (Brilliant White), these include above all the Blackboard Edition and Graphite Grey. The latter, a new version, ensures seamless integration with other Miele built-in appliances in graphite grey. With stainless steel and the BlackSteel version as well as models in stainless look in the entry-line range, the lineup is now complete, offering the perfect refrigerator for any interior design.

Depending on the model, the new free-standing units are available with heights of 125 to 200 cm. In the case of combination units, the entry price point is €579 (RRP). The K 4000 series is due to go on sale in September.

**Media contact:**

Ursula Wilms

Phone: +49 5241 89-1958

Email: [ursula.wilms@miele.com](mailto: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, 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 four photographs with this text**

**Photo 1:** New trend colour in the kitchen: Generation K 4000 fridge-freezers in graphite grey. (Photo: Miele)



**Photo 2:** K 4000 fridge-freezer combination in graphite grey from Miele: With active spray technology in the fresher compartment and a variable Freeze&Cool freezer compartment. (Photo: Miele)



**Photo 3:** Ready for the next big garden party: Thanks to the Freeze&Cool feature, the freezer section can alternatively be used as a refrigerator compartment. (Photo: Miele)



**Photo 4:** Active moisturising: A fine mist sprayed into the fresher zone ensures that fruit and vegetables stay crunchy fresh for longer.  
(Photo: Miele)

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

Follow us on:

 @Miele\_Press

 @Miele

 @Miele\_com

 Miele