

Press release  
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## **Miele at the IFA kick-off: “Imagine the Future” – Innovative solutions for greater convenience in the home**

- ▶ The Living Tomorrow project offers a glimpse into the kitchen of the future
- ▶ Getting started with wet cleaning – using the Triflex HX3 Plus Aqua cordless stick vacuum cleaner
- ▶ Miele heralds “Next Level Cooking” with new downdraft extractor hood
- ▶ The modular trade fair concept will be more sustainable than ever before at IFA 2025

**Gütersloh/Berlin, July 1, 2025 – What will life be like tomorrow? And what role will the home play in it? Christian Gerwens, Senior Vice President Region DACH and Global Key Account + Export at Miele, answered these questions at the IFA kick-off in Berlin. Using the slogan “Imagine the Future”, the premium manufacturer presented its vision of the smart home – and how Miele is actively shaping this future. Gerwens also provided a first glimpse of the product innovations to be unveiled at IFA, which will make life even more convenient, smarter and more intelligent in the future.**

“When we think about the future, at Miele we talk about a home that thinks for itself – and makes our customers’ everyday lives noticeably easier,” says Gerwens. In a current sample project called “Living Tomorrow” in Brussels, the home appliance manufacturer is working with over 80 partner companies to present what life could look like in the future. At the food lab set up as part of the project, Miele is demonstrating its vision for the kitchen of the future. This includes the Nutrition Assistant, which creates personalised meal plans based on individual preferences and fitness data, and the Cooking Companion, which guides users interactively through the cooking process. All applications demonstrated in the food lab are prototypes.

“What we learn from such projects,” says Christian Gerwens, “is that home appliances need to adapt to people – not the other way around.” Multimodal operating concepts, intelligent software and artificial intelligence are the keys to making technology intuitive, accessible and personally relevant. Smart services are already an integral part of everyday life, providing assistance with cooking, helping to save energy, and offering personalised solutions. One example of this is Miele’s Smart Food ID feature, which uses a camera in the oven to

recognise dishes and prepare them automatically – for more success in the kitchen and less effort.

### **Miele heralds “Next Level Cooking” with new downdraft extractor hood**

In order to give further impetus to “Imagine the Future”, Miele is kicking off the event by presenting its first product innovations, which will see their trade fair debut in 2025. “I can't reveal too much yet, but we will be heralding the next level of cooking at the IFA,” said Gerwens. These include a new powerful and energy-efficient downdraft extractor fan, which creates atmospheric accents thanks to AmbientLight – whether you are cooking or not. Customers can set their individual preferences and control them via the app.

The product innovations feature another highlight, namely the new Triflex HX3 Plus Aqua. This marks the company's entry into wet cleaning and is also the next generation of the current test winner in the cordless vacuum cleaner category at Stiftung Warentest (10/2024). Thanks to its innovative Aqua Twister Pro floor nozzle with integrated water tank, when required, this powerful cordless vacuum cleaner can be transformed into a wet cleaner in no time. “The Triflex HX3 Plus Aqua is the logical next step in the development of our popular multi-talented HX2, which is even more user-friendly than its predecessor,” says Christian Gerwens.

Another innovation to be presented at the IFA kick-off includes new MasterCool refrigerators with integrated cameras (FoodView). The FoodView solution allows you to see inside your refrigerator at any time and from anywhere – for a better overview and less food waste in everyday life. A contribution to greater sustainability.

### **New trade fair concept sets high standards**

The new booth concept is also sustainable. Miele presents a trade fair and event concept featuring recycled materials, CO2-positive carpeting (also recyclable without leaving any residue) and a modular lightweight design. By using aluminium frames and lightweight, recycled fabric material (PET bottles), Miele reduces transport and storage costs by around 50 percent.

As usual, Miele will be presenting a comprehensive range of innovations in the premium hall 2.1. Two-Michelin-starred chef Alexander Herrmann will be serving up delightful gourmet delicacies to sample at the booth.

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**About Miele:** For more than 125 years, Miele has lived up to its brand promise of “Immer Besser” in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

## There are four photographs with this text



**Photo 1:** Christian Gerwens, Senior Vice President Region DACH and Global Key Account + Export at Miele, presented a glimpse into the future of the intelligent home in keeping with the IFA motto “Imagine the Future” – and how Miele is actively shaping it. (Photo: Miele)



**Photo 2:** In a current project example, “Living Tomorrow in Brussels”, Miele is working with over 80 partner companies to present what life could look like tomorrow and the kitchen of the future. (Photo: Living Tomorrow)



**Photo 3:** One of the product innovations: The Triflex HX3 Plus Aqua combines vacuuming and mopping in one appliance and ensures spotlessly clean floors. Thanks to the innovative Aqua Twister Pro floor nozzle with integrated water tank, the powerful cordless vacuum cleaner can be converted into a wet cleaner in no time at all when needed. (Photo: Miele)



**Photo 4:** Christian Gerwens, Senior Vice President Region DACH and Global Key Account + Export at Miele, presented a glimpse into the future of the intelligent home in keeping with the IFA motto “Imagine the Future” – and how Miele is actively shaping it. (Photo: Miele)

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