

Miele

2018

THE MAGAZINE

A new technology inspires worldwide

The Dialog oven is the future of cooking

Medical division

Majority share in Steelco acquired

Brand experience

First digital flagship store in Toronto

NO LIMITS



With the campaign **#LifeBeyondOrdinary** Miele featured the world premiere of **Generation G 7000 dishwashers** at IFA in Berlin. In the eye-catching spot free diver Marina Kazankova seemingly pushes back the limits of the possible. This links world record holder Kazankova, who uses Miele domestic appliances at home, with the motto **#LifeBeyondOrdinary**, to offer its customers the best in products and services. Read more about **Generation G 7000 dishwashers** on p.16.

Dear Readers,

In the previous business year Miele has achieved historic heights with regard to turnover and employment. And that should be viewed all the more positively, as unfavourable exchange rates and obvious consumer reticence in important markets have not exactly encouraged business (see p. 7). Thanks and recognition for that are due to our trade partners, but also to the Miele teams in the subsidiaries worldwide, in the factories and headquarters.

So that we can continue to grow together in the coming years, Miele has invested more than ever before. We are repositioning in many areas. In this edition of the Miele magazine, we would like to present to you in greater detail what this means.

The challenges and opportunities of digitalisation are a central aspect here. With the new Smart Home business unit (p. 23) and the subsidiary Miele Venture Capital, we have laid the foundation to further advance Smart Home solutions for our products and to gain and inspire young companies with their creative ideas for Miele. Because we are of the firm conviction: in the future it won't just be the "hardware" that determines success, but rather the whole package of appliance, convenience features and additional services.

An exciting example is the unique new Gourmet Service MChef that we have



developed in conjunction with the start-up of the same name (p. 15). In a completely different respect, much potential is also offered by the investments in our Korean co-operation partner Yujin Robot, as well as our new Italian medical technology subsidiary Steelco Group (p. 48).

For the moment however, we want above all to concentrate on the new products, among them the Dialog oven that just has been launched on the market, (p. 8) and the Generation G 7000 dishwashers that had their world premiere a few weeks ago at IFA in Berlin (p. 16), to name just two of many examples.

Here as well as there, the feedback in the trade, from the end customers and in the media is exceptionally promising. That is something we can build on. In this spirit we look forward to a lively Christmas trade – and to a successful upcoming year.

Markus Miele *Reinhold Ziermann*

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Factory under construction in Poland

Miele has laid the groundwork for further growth with a second production plant for washing machines. The new factory will be built in the town of Ksawerów, only a few kilometres away from the city of Lodz, Poland's third-largest city with a population of 700,000. "Our neighbour has a good infrastructure and offers considerable logistical benefits compared with countries further afield", says Dr Stefan Breit, Ex-

ecutive Director Technology, of the choice of location.

Building work began in July 2018 with the laying of the foundation stone. The start of production is planned for the end of 2019/beginning of 2020. After an initial start-up phase, up to 400 employees working in three shifts should produce approximately 250,000 front-loader washing machines there per annum. Investments in

excess of 50 m Euro have been earmarked for this first stage of expansion.

"With the new plant we will not only generate additional modern capacity, we will also strengthen Gütersloh in its function as lead factory for the Laundry Care Division", says Breit (see also the interview on this page). Ksawerów in turn would make an important contribution to ensuring competitiveness in an ever more price-driven market.

Second plant for sustainable growth

In the interview Stefan Breit explains why a second factory for washing machines is necessary.



Laying the foundation stone in Ksawerów: Stefan Breit (2nd from left) focuses on a growth strategy for laundry care.

Dr Breit, is Miele now giving up "Made in Germany" for washing machines?

Stefan Breit: For many years we have been manufacturing successfully in a consortium of factories both at home and abroad. Therefore the formulation "Made by Miele" seems better to me anyway. The second plant in Ksawerów is an important component of our growth strategy. We will continue to produce the models of the middle and upper class in Gütersloh and also our WT1

washer-dryer, that incidentally is currently showing a higher unit growth than any other appliance. Furthermore Gütersloh will remain the lead factory for the Laundry Care Division – which will then have three locations.

But still no growth arising from it per se ...

No, but we will create the conditions to enable us to also offer attractive prices in the particularly hard-fought area of our entry appliances in

the future, and so to increase our share of the market. That helps us to interest younger customers in a Miele washing machine too. Experience with our reasonably-priced Active dishwasher has shown that new customer groups can be opened up, so the additional unit sales go "on top".

Does the Miele guarantee of quality still apply for the Polish appliances?

Yes, I can absolutely reassure you of that. In all plants of the

Miele consortium we manufacture with the same production systems and to the same stringent quality standards. The same applies for proven components. So all the motors for our washing machines, tumble dryers, dishwashers and vacuum cleaners come from our factory in Euskirchen. Also we develop and produce the electronic controls for our appliances ourselves in Gütersloh and Braşov in Romania. And of course our appliances are all tested to last up to 20 years.



Christian Kluge, Peter Hübinger and Gernot Trettenbrein (from left) direct Miele Venture Capital.

Venture Capital builds a bridge to start-ups

With the newly-established Miele Venture Capital Co. Ltd, Miele is seeking to cultivate the creative potential of young start-ups for itself. Thematically the daughter company focusses on creative solutions which are compatible with Miele products, services, value chains, business models or manufacturing processes. Forms of co-operation will range from joint development projects or management support through to direct equity stakes. According to Olaf Bartsch, Executive Director Finances/Administration, participation in new technology enterprises is a strategic investment that should be sustainably beneficial for all participants. Anything else, continues Bartsch, would not suit Miele either. The management of the company has been placed in the hands of Peter Hübinger (Head of the Smart Home business unit and Director of the Electronics factory), Dr Christian Kluge (Head of Central Controlling) and Gernot Trettenbrein (Head of Domestic Appliances).

Participation in Yujin Robot increased

Miele has increased its strategic co-operation with the Korean robotics specialist Yujin. The company currently produces the jointly-developed Scout robot vacuum cleaner for Miele. Furthermore it is the common aim to open up new areas of application in robotics. Yujin Robot was established in 1988 in the Korean capital of Seoul. The company develops, produces and markets robotic products and components for use in households, businesses, logistics and other areas of application. The two companies began their partnership in 2012 with the joint development of a domestic robot vacuum cleaner.

With the expansion of Miele's participation in Yujin, both partners are emphasising the intention of sustainably increasing and further developing their co-operation, both in the high-growth segment of robot vacuum cleaners and also with a view to possible applications for automation in production.

Miele grows turnover by 4.3%

Despite declining markets and an even stronger euro, Miele remains squarely on growth course. The company achieved sales of € 4.1 bn in the 2017/18 financial year ended June 30, 2018. This amounts to a year-on-year increase of € 167 m or 4.3%. € 91 m of this growth was generated by the Steelco Group, Miele's Italian subsidiary operating in the medical technology field, whose figures

were included in company accounts for the first time during this reporting period. In the Professional business unit, the Miele Group achieved a turnover of € 593 m, equating to an increase of 21.4% year on year (including Steelco). On a worldwide scale, built-in appliances contributed above-average to this success.

In Germany, Miele achieved sales of € 1.21 bn, represent-

ing an increase of 2.4%. This meant that the company once again outperformed the branch as a whole. Outside Germany, Miele above all significantly increased turnover in China; however, above-average growth also came from markets such as Canada, Austria and Russia. The USA and Australia – Miele's biggest markets after Germany – achieved satisfactory turnover growth in local

currency. At 70.6%, the share of sales outside Germany has remained practically constant.

During the reporting period, investments totalled € 272 m. A strategic milestone is marked by initial investments by Miele Venture Capital GmbH, first founded in 2017. This allows Miele to take out a stake in promising startups, offering new digital services, greater convenience and lifestyle in the connected home.



Revolutionary Excellence

During Milan Design Week Miele was able to inspire twice over at the same time – at the EuroCucina Kitchen Exhibition and in the Zona Tortona Creative Quarter.

Milan Design Week attracts hundreds of thousands of visitors to the European metropolis from all over the world every year – well-known manufacturers and brands set design and product trends here. Following the success of the Invisible Kitchen 2016, Miele also showcased itself in Milan this year during Design Week at the EuroCucina Kitchen Exhibition and in the Zona Tortona Creative Quarter. The star of the double performance: the Miele Dialog oven (p. 11).

In Milan's Via Tortona a steel works, a chemical factory and product plants

belonging to a food company were once lined up together. Today the former industrial quarter has transformed itself into the creative heart of the town. Used in equal measures by the design, fashion, art and advertising industries, it is in a permanent state of development. Miele has also completely revamped the old industrial halls at Via Tortona No. 58 for its brand and product show. More than 290 tonnes of material were installed within a few days, with up to 160 people in action at times.

The result: a successful premium staging which attracted more than 38,000



The Miele event in the Zona Tortona draw crowds.



Sabine Häring (Miele Gütersloh, right) explains the Alexa application at the EuroCucina booth.



Creating New Dimensions: Miele invited Milan to experience the revolutionary Dialog oven in a 360° multimedia-installation.

meets Milan

enthusiastic visitors. Under the motto "Creating New Dimensions" the passers-by were offered a 360 degree multimedia show during the day: on entry the path led through a tunnel to a room equipped with a so-called Triboard, that acted as a three-sided projection screen for impressive visual effects. Finally, at the centre of the installation a cube with a Dialog oven hovered from the ceiling at 40-minute intervals, featuring live demonstrations and fish in ice sampling. In the evening the Board of Directors, represented by Dr Reinhard Zinkann, Dr Markus Miele

and Dr Axel Kniehl hosted the exclusive dinner event together with moderator Isabel Florido. Among the invited guests from 29 sales companies, in addition to trade partners there were also press representatives and influencers such as the food bloggers Marco Bianchi, GnamBox and foodboom, who shared the experience with their social media followers.

The Dialog oven, to which Miele has also dedicated its exhibition stand motto "Revolutionary Excellence", was also the highlight of EuroCucina, which was taking place at the same time. On the largest-

ever kitchen exhibition stand – at 1,200 square metres – both specialists and public visitors experienced the Dialog oven in action here in the Cooking Arena. Further culinary samples were available from the steam oven – whose 35th birthday is being celebrated extensively by Miele, the leader in this product category as well. Furthermore the presentation of the new Side-by-Side cooling appliances, the new Aura 3.0 cooker hood and the digital Miele@home products were also of great interest to the international audience. A total of 294 products were exhibited on the exhibition stand.

How the fish in the ice became famous

Seeing is believing – some things you have to see with your own eyes in order to appreciate their trailblazing character. That's how it was for the world premiere of the Dialog oven in the run-up to IFA 2017.

In the days before the opening of the exhibition Miele had invited 450 international guests from its subsidiaries to the Hackesche Höfe event location in Berlin-Mitte. The guests, which included Key Account Managers and Managing Directors of important business partners, as well as selected journalists, would experience “the greatest innovation since the invention of the induction hob”, according to the Miele announcement. The promise was followed up by action. Six chefs – one for each table of guests – and a master chef on the stage all demonstrated the type of cooking artistry that is only possible with the Dialog oven. The chefs were assisted by the moderator Nova Meierhenrich and by the Executive Directors Axel Kniehl, Markus Miele and Reinhard Zinkann. The menu:

A fish fillet cooked in an ice block, without melting the ice.

Fillet of veal in a beeswax coating – the fillet tender and pink from the edges through to the core and with a faint aroma of honey, without melting the wax.

Salmon en croute

Fillet of veal on a bed of vegetables with potato wedges.

Distinctive feature of this multi-component dish: all ingredients are put on the tray together and are cooked to a turn in less than 45 minutes.

Soufflé and mini chocolate cakes to round it off.

This much was clear: the Dialog oven makes the seemingly impossible possible. The media reported enthusiastically and even before the start of the exhibition the Dialog oven was the No.1 IFA innovation.



Premiere in Berlin: Kevin von Holt gets the cooked fish fillet out of the ice block.



Following on from the Berlin product launch, Austria and Switzerland laid on their own presentations. Miele Austria extended an invitation to their Experience Centres in Vienna and Wals in September 2017. Around 900 dealers experienced the Dialog oven at in-house shows. Leading chef Andreas Döllerer, with his considerable expertise, gave support to the Austrian team. The Swiss hosted their presentation at Swissbau in Basel in January 2018. Gourmet chef André Heiniger astounded visitors at the Miele stand. With almost 100,000

visitors, Swissbau is the most important industry platform in the country for the construction, energy and architecture sectors.

What the media said

"The word revolutionary is bandied around rather too freely in the tech world but this could be a genuine step change in cooking."
Duncan Bell Lifestyle Editor T3. from UK

"Miele introduces an oven that will change the way you cook" – US edition Architectural Digest

"We tried an oven that cooks by listening to your food – and it's amazing. Forget all the so-called smart ovens – the Miele Dialog may just be how we cook in the future." – Keith Barry, Reviewed.com (with 4 Mio. visitors/month in the US)

"Cooking is like a Formula 1 race...At the IFA exhibition in Berlin one manufacturer was celebrated like a World Champion Team, because it had seemingly developed the Mercedes of cooking appliances...The grandiose presentation was a triumph from start to finish."
Matthias Christler, Tiroler Tageszeitung



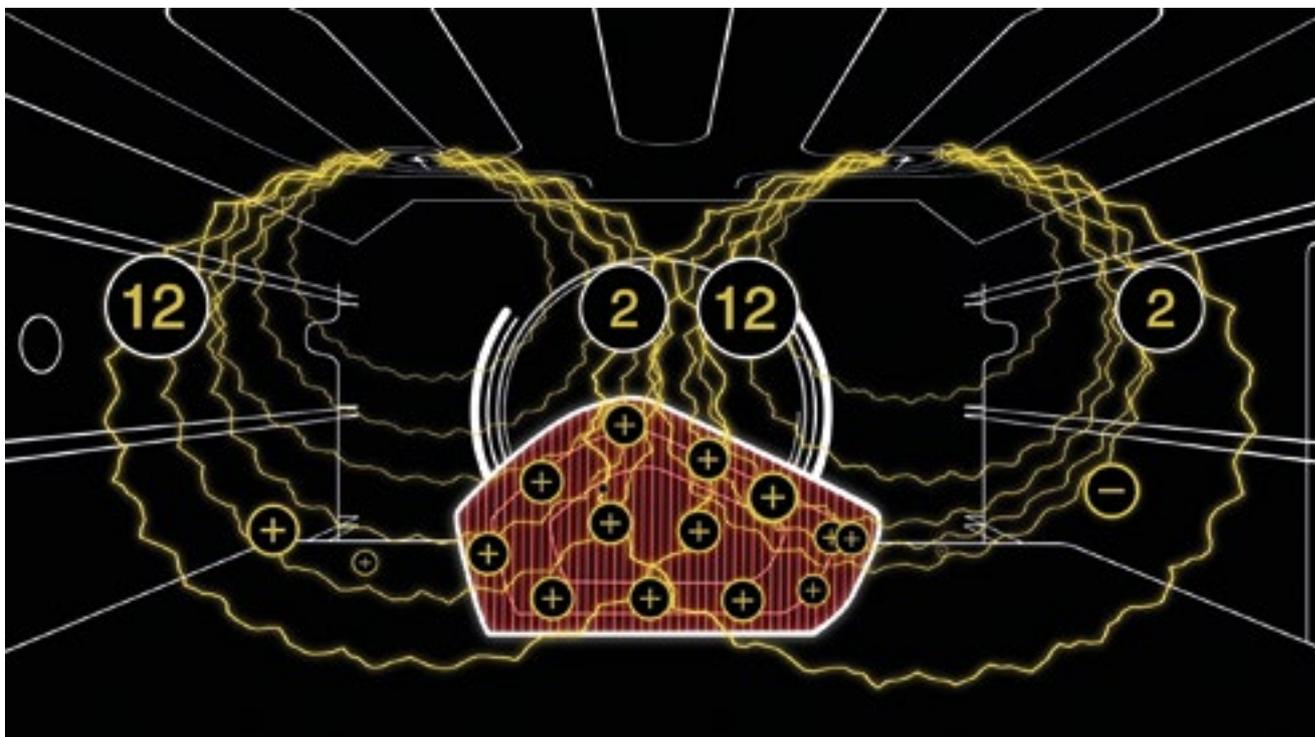
Spreading the word about the Dialog oven in Australia: Chris Kotis, Michael Meredith, Kerrie McCallum, Ashley Alexander, Miele brand ambassador Shannon Bennett and Sjaak Brouwer (from left) in Berlin.

"It is an appliance that has been missing. It works quicker, and above all, it works better. And those are two points that are important for development in today's society, when it comes to culinary matters" – the leading German chef Johann Lafer on YouTube.

"At first I couldn't understand how it was possible for the fish to be cooked to perfection whilst the ice block remained frozen. There hasn't been anything so revolutionary in the kitchen for many years" – the leading Austrian chef Andreas Döllerer.

The Swiss presented the Dialog oven at Swissbau, their most important exhibition.





The Dialog oven determines via antennas in the oven compartment how much energy has already been absorbed by food.

In dialogue with food

Cook a fish in a block of ice without the ice melting? Bake a loaf of bread without a crust? Put a fillet of veal onto a baking tray along with vegetables and potato wedges and cook for the same length of time? Do all that, with excellent quality, and with up to 70 % time savings? – The Miele Dialog oven makes possible, what has been impossible up to now, the familiar better as well as much quicker and easier.



The basic principle: the Dialog oven uses electromagnetic waves to warm and cook food. And in the frequencies used the waves have the ability to penetrate deep into the food. In this way the energy is introduced to all the food evenly, so food is cooked by volume. Until now, all other known cooking methods, and this also includes the microwave oven, can only transmit energy to the outer layers of the food. The energy required must therefore penetrate from the outside inwards, resulting in differing degrees of cooking.

To utilise the electromagnetic waves in the best possible way for cooking, Miele has developed M Chef technology: two antennas in the oven compartment produce electromag-

netic waves within a broad frequency range and so transmit energy into the food. The Dialog oven is also provided with feedback via the antennas and so is able to determine the amount of energy which has been absorbed by food. This amount of energy is defined in Gourmet units and is displayed to the user, one Gourmet unit being equal to a kilojoule. The M Chef technology optimises the whole cooking process through the continual fluctuation of transmission channels within the frequency range and the permanent measurement of energy absorption. This ongoing dialog between the appliance and the food also explains the name Dialog oven.



Your decision: a loaf of bread with or without a crust



It works: multi component dish from the Dialog oven

The Dialog oven also has all the conventional heating modes that can be found on a traditional oven. Because the electromagnetic waves can cook food very well, but not brown its surface. Browning requires the “classic” energy transmission from outside to inside. So if a loaf of bread needs to have a crispy crust or meat the desired roasting aroma, the electromagnetic waves take care of the cooking process, while the fan heat provides the browning. But how does the fish fillet cooked in the ice block work, or the bread without a crust?

Revealing secrets

With the fish in the ice block, the water molecules are bound in a relatively rigid structure and are hardly moved by the electromagnetic waves. The waves penetrate the ice without heating it up. On the other hand the fish has a different molecular structure – here the waves are absorbed and the cooking process starts.

The loaf without a crust is a great success when electromagnetic waves are used. Additional fan heat would only be required for the crust. In any case, the fan heat temperature is reduced so much in the corresponding programme that a crust does not form.



Markus Döcke, Miele product trainer, explains the success of multi component dishes.

But how can different ingredients of a dish, such as the example quoted at the beginning, of veal fillet on a bed of vegetables with potato wedges be cooked together and for the same length of time? Markus Döcke, Miele product trainer, explains how these so-called multi component dishes work.

“The explanation for the success of multi component dishes lies in volume cooking. Because the energy is available evenly to the ingredients, the geometry, such as the diameter of the food, is no longer decisive. With a conventional cooking appliance with energy transmission from outside inwards we inevitably have cooking durations of variable lengths, depending on diameter. That does not happen with volume cooking. What is also important here though, is that food cannot be combined at random. The individual ingredients must be compatible with each other if they are to be cooked together and for the same length of time. However there’s no wizardry involved here, as there are many possible combinations and we help our customers with this in a variety of ways.”

MChef delivers the gourmet restaurant to your home

A startup called MChef is set to deliver top-class cuisine to your home: Superior three-course menus, ready to be cooked to perfection in a customer's own Dialog oven. The gourmet-service, unique throughout the world, has started in September 2018 in Germany.

How about tatar with Scottish Loch Duart salmon for starters, with marinated shrimps and a small salad? Followed by fillet of Hereford prime beef with jus of red wine, vegetable strips and potato truffle gratin? And tiramisu pyramid cake with berry ragout and filled Amarettini? These and a further 16 dishes, including vegetarian and vegan options and special creations for kids, are on the menu list presented by Martin Eilerts, founder and CEO of MChef in Bielefeld. Miele holds a majority share in MChef.

The target audience for the new gourmet service are owners of a Dialog oven who wish to dine at home as if in their favourite restaurant and those who want to host business clients at launch break. MChef delivers individual dishes to choice as well as complete three-course menus. On request, orders can include a suitable wine or champagne, naturally at the correct temperature for serving. All dishes, artfully arranged on elegant porcelain plates, were specifically created for the Dialog oven. Three properties above all put the MChef in good stead: that different ingredients are cooked to perfection at the same time, the superior quality achieved and its unbeatable speed; the average cooking time is 20 minutes.

Mistakes during preparation are virtually eliminated by virtue of the fact that all users need to do is to simply place the plates with the food into the Dialog oven which is then started from the MChef app with the appropriate settings. Patents have been applied for covering the packaging on porcelain and the innovative carryout container. These containers offer space for up to eight dishes, wine and champagne in up to four different climatic zones ranging from -18°C and $+18^{\circ}\text{C}$ and keeps food fresh for up to 24 hours. Once removed from the container, menus can be stored at the appropriate temperature for up to five days. The transport packaging including the used crockery is picked up and returned to the supplier by a courier.

After its launch as a pilot in North Rhine-Westphalia in September, MChef will be rolled out across Germany from January 2019 onwards. Further expansion is conceivable. Miele Executive Director Axel Kniehl: "There are needs for this level of culinary service in other countries, too". For further information: www.mchef.de



High-class food, appealingly arranged on porcelain plates, awaits cooking to perfection in the Dialog oven as MChef brings haute cuisine to the home.

Prepared for the unexpected?

Top performance, exceptional convenience, wonderful design – the following new products are examples of these characteristics. Better still: in many respects, they even surpass the expectations that one usually has – as the new Generation G 7000 does when it comes to dishwashing!

Miele is promising hitherto untold dishwashing freedom – thanks to AutoDos and its integrated PowerDisk. This unique system dispenses detergent automatically and uses powder granulate specially designed for the purpose. Furthermore, the new dishwashers can be controlled by an app and programmed from a mobile device. All that remains for the user to do is to load and unload the machine and, occasionally, to replace the PowerDisk. Everything else can be left to the machine. Also, baskets and the cutlery tray have undergone further optimisation. Generation 7000 dishwashers are due to go on sale in November.

The PowerDisk is easily and quickly fitted in a receptacle on the inner face of the door – and dispenses detergent by rotating automatically during the programme. It releases a defined quantity of powder granulate into the chamber with each 360° turn. The system automatically dispenses precisely the amount of detergent needed in a specific programme. In Normal 60°C, a PowerDisk lasts 20 cycles, which corresponds to a month's requirements based on typical domestic use. Rinse aid and salt are included in the powder granulate. The G 7000 also features a traditional two-compartment container in the door for the use of conventional detergents such as tablets and powder, where preferred.

All G 7000 models with AutoDos are WiFi-enabled and can be controlled via an app from a mobile device – or, depending on the country, even via Amazon's voice-controlled assistant Alexa. This allows users to start and stop their G 7000 from anywhere, activate programmes and options from their smartphones, check levels and even order detergent online. The new AutoStart function promises additional relief during busy days: As AutoDos is ready at any time to dispense detergent, a dishwasher can now be programmed to always start at the same time or at different starting times.

The PowerDisk is located in a special device on the inner door face. Detergent is dispensed automatically and lasts for 20 cycles.

The new G 7000 dishwashers offer exceptional performance and convenience thanks to the AutoDos automatic dispensing system with integrated PowerDisk.



For operating the machine face-to-face, the G 7000 boasts an M Touch colour display. The already high-level loading convenience offered by Miele dishwashers has been further enhanced, for improved ruggedness and to offer further adjustment options. Even more comfort offers the new 3D MultiFlex cutlery drawer. A completely redesigned water circuit brings water consumption down to as little as 6 l and raising energy efficiency to A+++ minus 10%.



Miele flagship laundry care: Passion models save energy and are characterised by short cycle times.

Passion for laundry care

Miele has further upgraded its flagship washing machines. The new W1 Passion sports all programmes, convenience features and top performance values the company can currently muster – making it unique in the marketplace. Of course, the new SingleWash function is on board, allowing even the smallest of loads to be washed fast and economically. These machines are labelled A+++ minus 50% for energy efficiency, and still run for less than 3 hours. Further energy can be saved by using hot tap water as the new flagship model has two water inlet hoses: One is reserved for cold water; the second can be connected to hot water, rainwater or well water. The TwinDos dispensing system is another standard feature on the W1 Passion. TwinDos dispenses in accordance with the load size and the degree of soiling, which can save up to 30% detergent compared with manual dispensing. The W1 Passion can take almost 9 kg of laundry, spins at a fast 1600 rpm and is interconnected. The W1 Passion comes together with a heat pump tumble dryer, the new flagship T1 Passion. Its EcoDry technology, in combination with the high-quality filtration system and the maintenance-free heat exchanger, ensures that energy consumption and drying times remain permanently low. Both flagship models are fitted with the M Touch user interface, a multi-colour TFT touch display. Programmes, options and temperatures are selected by tapping, swiping and scrolling. As on a smartphone, use is intuitive, simple and fast.



Extremely flexible with full-surface induction

The new Miele full-surface hobs adapt to the person cooking and not vice versa – that is the main message about the top models from the new KM 7000 generation of induction hob units. Up to six pots, pans and even casserole dishes can be positioned anywhere on the hob unit and even moved around. Thanks to a new printing process, pots and pans slide virtually noiselessly and smoothly over the surface of the hob unit. And ring settings travel automatically with the pot, meaning: whenever a pan is relocated, the corresponding controls travel with the pan, taking current settings with them. This intelligent pan recognition system has been submitted by Miele for patents.

The launch of the new full-surface hob units marks a generation change with the advent of the KM 7000 generation, also on conventional induction hobs with fixed rings. Almost all hob units can connect with the Miele@mobile app using a Wi-Fi network. And almost all models sport the familiar Con@ctivity feature, now



The 90 cm KM 7897 induction hob accommodates up to six pots, pans and casserole dishes, individually positioned to suit users' needs.

in its tenth year of regulating Miele cooker hoods via Miele hob units. With a standard depth of 52 cm, frameless models can also be effortlessly combined with units from the modular SmartLine range. These include a wok, tepan yaki grill and downdraught extractor. The market launch is scheduled for April 2019.

CM 7750 Coffee Select – it's your choice

The beautiful CM5 models just launched, Miele introduces a new flagship appliance to its range of countertop coffee machines: the CM 7750 Coffee-Select comes with some USPs, above all, it is now possible to select from three different bean types at the touch of a button. Furthermore, the CM7 is the only countertop coffee machine which self-descales and uses sensors to automatically adjust the height of the spout to the size of the cup, glass or mug. 16 coffee specialities are available, ranging from Coffee Crema, Espresso, Cappuccino or Latte Macchiato through to regional favorites such as Long Black or Flat White. Added to this, there is also hot water at various temperatures for making tea. Now, the patented CoffeeSelect function ensures even greater convenience, flexibility and enjoyment, with three separate beans containers for, say, espresso, a velvety café crema or a decaffeinated variety. And when it comes to the beans, too, the choice has increased, with now four exclusive Miele blends on offer: Café Crema, Espresso and Decaf. The previous Black Edition N°1 is renamed to One for All.



The CM 7750 CoffeeSelect offers up to three different blends in separate beans containers. New are the blends Café Crema, Espresso and Decaf.



Top suction power via live picture

Whether it's suction power, navigation or other convenience features – the Scout RX2 robot vacuum cleaner does everything better than its predecessor. The Scout RX2's significantly improved suction performance is the result of a new four-stage cleaning system, known by Miele as Quattro Cleaning Power: in the first stage, rotating brushes sweep dirt underneath the unit. Next, a roller brush brushes coarse debris into the wide suction aperture at the front and then a stream of air sucks in any remaining fine dust through a second, narrower opening. The fourth component is comprised in the powerful, brushless motor. The RX2 – decorated with the reddot and iF design award 2018 – can vacuum for up to two hours before it needs to recharge – a first-class result. With two front cameras, navigation is now much better, because the new Scout can record the room and objects three-dimensionally, and even in the dark. The Scout RX2 is network-enabled and can be controlled from anywhere via an app from a mobile device. The top RX2 Home Vision model features a very useful additional function. In this case, the robot vacuum cleaner's camera image is relayed – encrypted of course – live to a tablet or smartphone. So you always have in view what is happening at home right now or how far the RX2 has got with the housework.

Excellent cleaning for all types of floors: the Scout RX2



Multi-talented and smart

The Miele@mobile app is becoming increasingly multi-talented: The latest addition is a food service which delivers the ingredients of a recipe or even your next big shopping order to your doorstep. For this service users select their favourites from over 1,200 recipes on the food portal in the Miele@mobile app. An appropriate shopping list can be transferred to a delivery portal with a single click. This simply involves entering a postcode to call up a selection of suppliers in the local region. All ingredients are then added to the shopping basket for the selected provider; the shopping list can still be edited at will and further items added. The food service is available since September 2018 in several European countries. Besides this, Amazon's voice-controlled assistant Alexa has learned a great deal more about Miele domestic appliances, e.g. the voice assistant doesn't just react to status queries, it also understands control commands ("Alexa, tell Miele to switch the oven off") or helps with the preparation of ingredients ("Alexa, ask Miele how long to cook broccoli"). Users requesting the Miele recipe of the week can, alternatively, see the results on Amazon's Echo Show. Echo Show is Alexa's screen extension.

*Knows a lot about Miele appliances:
Amazon's Alexa voice assistant*



Sensitive and with repair formula

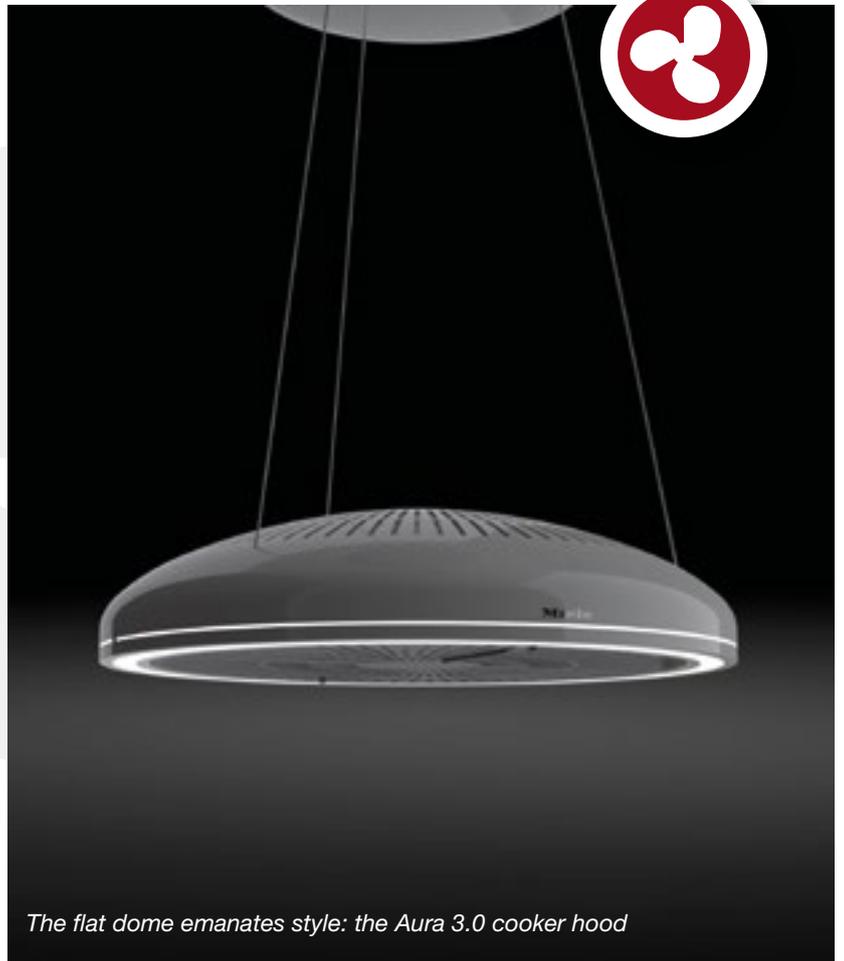
In addition to the best washing machines and tumble dryers on the market, there are now also the best and most compatible laundry detergents from Miele. The company now has five new products in the programme under the Sensitive name: an UltraWhite powder detergent, an UltraColor liquid detergent and the TwinDos detergents UltraPhase 1 and UltraPhase 2. The matching tumble dryer fragrance is called White Flower Sensitive. All sensitive detergents are free from fragrance and colourants and meet the criteria of the stringent NordicSwan ecolabel. There is also the new UltraDark liquid detergent, that protects black or dark garments against fading and smoothes roughened fibres. The CottonRepair detergent also provides excellent fabric care. It removes fine nodules and clothes feel almost like new again after one use.



Laundry care is in first place: the new laundry detergents from Miele

A fresh breath of air in the kitchen

Aura 3.0, Triple and Pure – their very names give an indication that they are all about design, and cooker hood design, at that. The newcomers in the Miele portfolio are anything but mainstream, such as the completely round Aura 3.0 featuring a flat dome, predestined for installation above cooking islands. Here the mains power supply is elegantly and invisibly secreted in the filigree hanging bracket. It also features Con@ctivity, that automatically adjusts the suction performance of the cooker hood to match what is happening down on the hob. The Pure and Triple models cater for the trend towards headroom hoods, each is available in grey and black as well as in 80 and 90 centimetre widths. Pure and Triple both feature: the best Energy efficiency class, optionally extraction or recirculation, Con@ctivity included



The flat dome emanates style: the Aura 3.0 cooker hood

Full programme for wine connoisseurs

Look out wine connoisseurs, now there is no longer any need to go without a wine unit from Miele. With two new models for 88 and 178 centimetre high furniture niches, the company now covers practically all current sizes – from the small 45 cm high built-in appliance to the flagship freestanding model that stands almost 2 metres high. The advantage of the 88 and 178 models: they offer a variety of combination options and cut a fine figure in a block alongside other Miele built-in appliances. While the smaller model has room for 33 bottles, the larger is able to accommodate up to 83 bottles. These are stored on adjustable beech wood shelves. The larger of the two units comes complete with a SommelierSet, not only assisting decanting but also allowing glasses to be cooled or bottles already opened to be kept at the correct temperature. Not to mention of course the following technical features: two independently selectable temperature zones each, low-vibration and quiet storage, Active AirClean filter and a glass door to protect against UV-radiation. Alternatively, integrated versions of both models which discreetly disappear behind furniture fronts are coming into the range.



The most beautiful way to store a decent drop: the new wine units from Miele



Improved narrow dishwashers

Following the great success of the classic 60 centimetre wide dishwashers, Miele has renewed the 45 cm models. These appliances are particularly in demand for small households of one or two people. There is now a new 45 cm model with extra features, such as the Miele-exclusive AutoOpen drying, that automatically opens the door a little at the end of the programme to allow steam to escape and fresh air to get in. The result is vastly improved drying while also saving energy. New 45 cm Active models, also available with the cutlery tray in this class, form the entry range.

Top features: even the 45 centimetre wide dishwashers are now available with AutoOpen drying.



Cleaner air – automatically

Constantly clean room air automatically? – a study by Miele in co-operation with Netatmo shows how that works. Their Healthy Home Coach measures temperature, humidity and the levels of oxygen in the air. The Healthy Home Coach indicates an oxygen level that is too low on your Smartphone. At the same time the Miele extraction hood is activated to provide an exchange of air within a few minutes. When the air is clean, the hood switches itself off automatically. Miele included the Pearl cooker hood in the study for the Eurocucina presentation. Stale air was clearly indicated in red on the glass canopy of the cooker hood, that is backlit with LEDs. With the increasing improvement the colour turned to green, indicating ok – right now a study, but quite simply a great idea.

Feel great with clean air: Healthy Home Coach and Miele cooker hood

Ecological thanks to heat storage

Award-winning Miele dishwasher from the G 6000 EcoFlex series: The coveted EcoDesign prize, jointly awarded by the Federal Ministry for the Environment, Nature, Construction and Reactor Safety, the Federal Environmental Agency and the International Design Centre Berlin, this time went to the EcoTech heat store. This device utilises heat from rinse water from the previous water intake to preheat the water for the next main wash, thereby reducing energy consumption considerably. Result: An A+++ minus 20 % on the energy label. The EcoTech heat store is located in the side panel of the appliance and consists of two separate water circuits. One of these circuits transports fresh tap water; the other consists of a series of loops. The latter contains hot water from the last programme stage which is circulated to pre-heat the fresh water in the reservoir. As a result, less electricity is required for further heating. In average use, this equates to savings of around 50 kWh per year and household.



Prize winner at the Federal Eco Design Awards 2017: The G 6000 EcoFlex dishwasher from Miele with heat store has an A+++ minus 20 % energy efficiency rating.

Distinguished for equality of opportunity



Miele was awarded the “Total E-Quality” label for its personnel policy geared to equal opportunities. Total E-Quality Germany has also conferred the additional “Diversity” award. This award honours the family company’s “exemplary commitment” to the appreciation, promotion and harnessing of the individual diversity of its employees.

“Miele not only enables equal frameworks for professional success for its employees. But also: the business promotes the careers of women and thereby enhances its attractiveness as an employer”, confirms Eva Maria Roer, CEO of Total E-Quality Germany. Organisations from the worlds of business, science and administration as well as associations with a minimum of 15 employees can compete for the award. An independent jury decides on the verdict.

Reducing energy, improving efficiency

Energy efficiency is a key issue at Miele. Not only when it comes to the domestic appliances and commercial machines. It also applies to operational environmental protection. Since 2000, Miele has succeeded in reducing energy consumption at its production plants by more than 15 % – despite considerable increases in production output. And it will by no means stop there. The goal for 2025 is to further reduce specific energy consumption by 20 %.

Prized for reliability

In 2017 the Australian “Choice” magazine presented the results of a major customer survey conducted by the eponymous consumer watchdog. 9,000 members partici-

pated. Miele washing machines, tumble dryers and vacuum cleaners achieved excellent marks. Reliability, customer satisfaction and customer service, among other things, were evaluated.

No.1 in the Sustainability Image Score

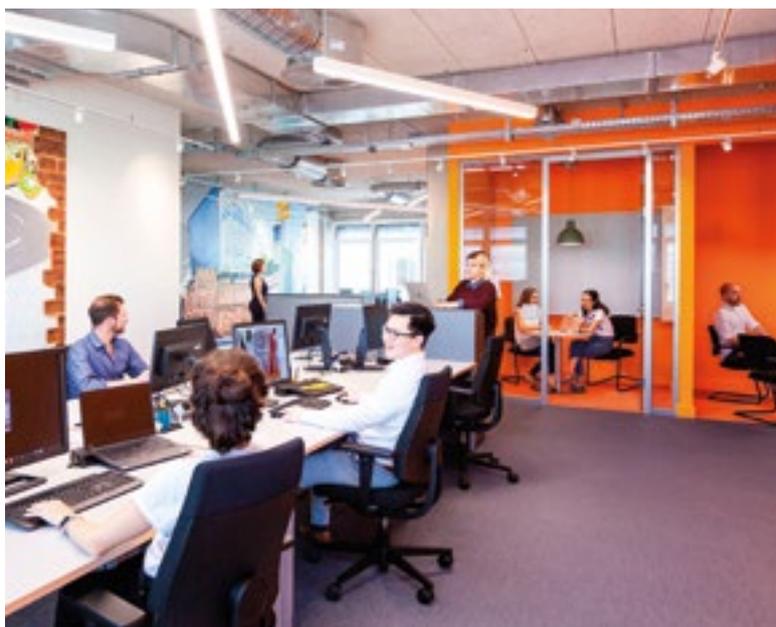
Just how consumers view sustainability depends not on the branch of industry concerned but on corporate culture. Looked at this way, Miele has the best sustainability image. This was the outcome of the Sustainability Image Score 2017 survey. The aim of the study was to ascertain the influence sustainability and corporate responsibility has on the image of companies, willingness to buy and customer loyalty. See www.sustainability-image-score.com for more information

A NEW HOME FOR SMART HOME

There are not many barriers in the new Building 45 on the Gütersloh company premises. Open-plan spaces dominate and the few areas that are enclosed are laid out as co-working stations. That means that nobody has a fixed workstation, rather people work together in teams as necessary. Orange alternates with light grey – not a Miele-like ambience, rather more like a blend of a multifunctional industrial building and a laboratory atmosphere. That is entirely intentional, because the Smart Home division, established in 2017, wants to think and work differently. The environment is intended to inspire that.

Smart Home currently consists of 27 employees, which will eventually rise to 50. The core tasks are the strategic development of networked domestic appliances, early recognition of trends and technologies and co-operation with platforms, research organisations and start-ups. In product development the team of Peter Hübinger, who is leading this division, is trying out a different approach. The motto is “Design Thinking”.

Here, product development is conducted to a large degree from the perspective of the user. Design Thinking assumes that the development process progresses more purposefully and rapidly if people from a variety of disciplines co-operate in a creative environment, explore questions together and from this, extrapolate ideas that are tested many times. “We take people from their



Working without a fixed work station: the ambience in the Smart Home division is unconventional and inspiring.



Employees from a variety of different areas come together for a sprint – a one-week project.

original departments for innovation projects and bring them together as an interdisciplinary team. A highly creative dynamic then ensues when we engage with customers. This new co-operation is regarded as very positive by almost all participants”, says Hübinger of the new approach.

A practical example of this is a so-called “sprint” (one-week work mode) under the

working title “Vision Refrigeration”. In this case six people come together from the areas of marketing, product development and Smart Home and start with a round-up of all questions to do with refrigeration: how can we best support the customer during purchase, storage and further processing of food? Up to now, only this much has been given away: in the future the Miele@mobile app will offer exciting new applications that will genuinely add value in many fields.

Because nowadays many innovations are born in the digital cosmos and not necessarily in a proprietary laboratory, Miele is wise to look beyond the end of its nose. For that reason Miele Venture Capital GmbH (MVC) has been established. MVC works hand in hand with the Smart Home division, marketing and other departments. Once MVC has invested in a startup, a major task is to maintain systematic contact to support the founders in their further development and to ensure knowledge transfer. In the search for startups Miele co-operates with partners

such as Techfounders and FoundersFoundation. Through German Silicon Valley Innovators Miele is connected to the Californian innovation mecca. First fertile results: Miele supports the food apps Plant Jammer and KptnCook, holds the majority in MChef and works together with loadbee, a cloud-based IT platform for content syndication.

“New products and digital transformation”

In the previous business year Miele reported all-time highs not only with respect to turnover and staff levels, but also with investments. Olaf Bartsch, Executive Director Finances and Administration for the Miele Group, provides the details.

Mr Bartsch: Miele has invested more than a quarter of a billion Euros, that is 20 percent more than in the previous record year. So, what is the strategy behind all this?

That needs to be differentiated: a large proportion of the total sum went, as ever, into the development of new appliances and in refitting, modernising and expanding our international production network. In this year that is around two thirds of the total amount. An additional strategic focus is digitalisation in its many different forms in almost every area of the business. Of course we are also continuing to invest in modern office workplaces and in the worldwide network of our flagship stores that we call Miele Experience Centres.

But exactly where does the upward curve come from? It is in conjunction with the development of new appliance ranges and the associated conversions of relevant production facilities. There are obvious fluctuations here that depend on the model cycles. For example, the new Generation G 7000 dishwashers are currently having a significant financial impact, with considerably more than 100 million Euros for development and series start, although



Olaf Bartsch explains the Miele investments.

this is distributed across several business years.

What has made the dishwasher so expensive then? Practically everything is new on these appliances, there has hardly ever been so much innovation on just one appliance. Therefore the investments in our production facilities at our Bielefeld factory were correspondingly high.

Keyword digitalisation: what can be envisaged from

this with a classic industrial business like Miele?

There are essentially three central spheres of activity here. Firstly: the business model, products and services associated with the subject of Smart Home. In the past year we have established a separate business unit for this, where we work on new services for our customers based on networked appliances. Secondly: expansion of online marketing, including the consolidation of social media and the IT systems that are required for this. And thirdly: the intelligent networking and automation of the production processes, keyword Industry 4.0.

In the past business year Miele has newly invested in, or increased existing shares in an array of businesses. Is this in connection with digitalisation?

To a great extent. For example we have significantly increased our stake in the Korean Yujin Robot company which manufactures Scout robot vacuum cleaners for Miele. It is our aim to expand our co-operation into further fields of robotics. The first investments of the Miele Venture Capital GmbH, that we established in 2017, also have a strong link to digitalisation. This allows Miele to invest in promising start-ups

for new digital services or greater creativity, convenience and lifestyle in the networked kitchen.

You hold a majority share in MChef ...

...yes, and at the beginning of September this young company from our neighbouring town of Bielefeld started a worldwide unique Gourmet delivery service for preparing exclusive meals in the Dialog oven, a revolutionary new cooking appliance that had its market debut in June. We are also majority shareholders in our Italian medical technology subsidiary Steelco, with which we can now offer medical practices, clinics and laboratories an even more capable portfolio of machines and services.

Part of the investment is apparently also going into the new washing machine factory in the Polish town of Ksawerów near Lodzthat is correct, essentially for the purchase and development of the plot of land. The foundation stone was laid at the beginning of July this year, with a projected start date end of 2019/beginning of 2020. This project will make a substantial contribution to securing and further expanding our market position in the particularly competitively-priced sector of entry appliances.

Experiences across the world

Miele

LEE GARDEN

It would be a real dream trip: anyone who would like to visit all the Miele flagship stores opened since 2017 would have a stunning round-the-world tour in store for them. For anyone who can't embark on this adventure, the newcomers are presented in the following pages. The Miele Experience Center in Toronto (p. 30) sets new standards.



Culinary celebrity guest at the openings of three new Miele Innovation Centers in the USA: Casey Thompson

USA

Cool new possibilities for American Miele-lovers: a total of six Miele Innovation Centers (MIC) celebrated their opening in the USA during the second half of 2017! Miele USA has implemented the shop-in-shop concept for the first time: In large-scale partner premises the dealers present the Miele range exclusively in approximately 1,500 square feet of exhibition space. Jan Heck, Managing Director of the subsidiary, is delighted with the successful start: "The Miele Innovation Center allows sales associates and customers to witness, first-hand, our quality German engineering and innovation that has the user and their needs top-of-mind." Two MICs in Southern California and Texas, as well as one in East San Francisco and in Northern New Jersey are welcoming visitors to this special shopping experience.

Each new center starts off by celebrating its opening – presided over by Jan Heck and other senior executives. Dr Axel Kniehl (Executive Director Marketing and Sales) and Christian Gerwens (Managing Director AMANZA sales region) took part in the festivities in Pleasant Hill near San Francisco. Music and culinary delights were on the programme for every event to ensure a party atmosphere. The renowned celebrity chefs Alex Guarnaschelli and Casey Thompson also provided excellent entertainment with the preparation of delicious dishes, cookery demonstrations or culinary interviews.



Christian Gerwens, Kimberly Goldberg (Miele), Al Lopez (Friedmans), Jan Heck and Axel Kniehl (from left) enjoy the successful MIC Premiere at Friedmans Appliance in Pleasant Hill.

After a promising debut the concept will be expanded: American customers can look forward to more MICs in their country.



*Time-limited attraction:
the pop-up store in a
popular shopping mall in Beijing*

CHINA

With the substantial number of 17 new openings Miele has made an impression in China. This includes completely newly-built as well as renovated flagship stores up and down the country. Miele China also started off with more creative ideas: In Shenyang, Shanghai and Beijing the subsidiary introduced pop-up stores in popular shopping malls.

These specifically time-limited locations offered a diverse programme: daily cookery demonstrations and courses cast their spell over the visitors, in addition to the opportunity to gain virtual reality impressions. Furthermore celebrity guests and fashion designers reported on their experiences with the brand at special media events.



Stylish elegance: the new Miele Experience Centre in Stockholm provides the wow factor even before you walk in.

SWEDEN

Miele Sweden did not want to wait for their 50th anniversary in 2020: in spring 2017 they celebrated with more than 70 guests – Dr Markus Miele and Dr Reinhard Zinkann among them – the atmospheric opening of a 240 square metre Miele Experience Centre. The new centre blends elegantly into the locality of exclusive kitchen manufacturers and other top brands in the heart of Stockholm, the much-loved capital. Customers and partners enjoy culinary events such as wine or coffee tastings. A chocolatier provided delicious and appetising creations at the premier party for a tasty prelude.



*Too good to bite into:
exquisite chocolate
creations sweetened
the premiere of the
MEC in the Swedish
capital.*



Clear start: the Miele Experience Centre in Split is the second in Croatia after Zagreb.

Martin Melzer (Managing Director SEMEA sales region), Josef Asböck (Managing Director Croatia), Markus Miele and Reinhard Zinkann (from left) explore the new MEC in the largest town in southern Croatia.

CROATIA

After Zagreb Miele has now scored with a second Experience Centre in Croatia: an extra class showroom was opened 2017 in southern Split. Among the guests for the grand inauguration party were representatives of the German Chamber of Commerce and German Embassy, media representatives, architects and designers. Even Dr Markus Miele and Dr Reinhard Zinkann dropped in to provide a personal touch. They fired the official starting shot by cutting the red ribbon. The MEC Split is open for extensive tours of discovery every week from Monday through to Saturday. There are also exquisite cookery workshops featuring prominent Croatian chefs on the programme.



Inviting atmosphere: the Miele Experience Centre active kitchen in Ljubljana, Slovenia

SLOVENIA

The Miele team in Slovenia designated the year of 2007 as “break-through year”: the subsidiary moved to new premises and celebrated the opening of the Miele Experience Centre in the capital city of Ljubljana with a splendid Gala. A great deal happened in the following years – and so Miele Slovenia decided to modernise and renovate the showroom, and in particular the active kitchen, in time for the 10th anniversary. The results are clear to see: the MEC now offers a spacious and open special area for coffee connoisseurs and two fully renovated kitchen islands for live demonstrations. The increasing number of visitors are a testament to its popularity.

ROMANIA

Miele Romania looks back with pride: countless newly opened showrooms offer new opportunities all over the country to dip into the world of Miele. Miele is opening its doors right in the middle of the old town in Constanta. It is the third proprietary showroom in Romania and resembles its prototype in Bucharest. Alternatively the first shop-in-shop, as well as the newly-designed displays of exclusive Miele partners in five towns, are inviting visitors to become acquainted with the brand.

Interest is high – particularly in Smart Home technology. The Miele Point in Bucharest was so successful that the team called a press conference on the first anniversary: a further highlight of the event calendar –

prominently supported by the renowned chef Adi Hadean. Romanian cooking connoisseurs know him from his culinary demonstrations in his kitchen that is completely equipped with Miele appliances. During the press events he surprised media representatives with tasty tidbits prepared on site.

There are also lots of plans for the future: the current 18 employees are soon getting timely reinforcements to take care of two or three more Miele Points.



Welcome to the visitors: the new Miele Point in the old town of Constanta (Konstanz).



Occasion for a press conference with culinary surprises: the last year was extremely successful for the Miele Point Dorobanti in Bucharest.

HONG KONG

The opening of an exquisite Miele Experience Centre (MEC) in the heart of the much-loved Causeway Bay shopping mall was the crowning glory of the 20th anniversary of Miele Hong Kong in 2017. The two-storey showroom totals 350 square metres. The on-site and consultant team promises a stunning dive into kitchen planning and appliance selection. Furthermore there are countless workshops and events on offer to experience the highlights of the brand and the innovative technology with all senses. In weekly presentations and courses Miele chef Chan Wing Kuen and his colleagues present a variety of different cooking techniques and the use of Miele appliances in the active kitchen.



A wonderful birthday present: Miele Hong Kong celebrates its 20th anniversary with the inauguration of a new two-storey Miele Experience Centre.



Miele in the Yorkdale Shopping Centre: excellence is not defined through size.

CANADA

The MEC opened last August in Toronto's Yorkdale Shopping Centre is a pilot for a new store concept to be rolled out worldwide. The concept is specifically geared to smaller locations in the centres of towns and cities or in shopping malls. This taps the potential of locations with high footfall. Each year, the Yorkdale Shopping Centre attracts approx. 18 million visitors. "We are extremely pleased

at being represented in this premium shopping mall, and are convinced that this new location will make the Miele brand accessible to more consumers", says Yves Dalcourt, President of Miele Canada.

Since 2016, the Gütersloh Own Retail team under the leadership of Dr Steffen Freichel has been working on the new store concept. Each detail of the so-called customer experience has been redefined – from designing the facade to (cashless) payments. The objective: Experiencing the Miele brand and its products with all the senses, even in smaller retail areas. This is achieved for instance through the use of new digital in-store elements. These are used to interactively demonstrate the entire product range or to convey additional information. One example is the new swiping hob screen on which it is possible to perform virtual cooking and to experiment with the various Miele induction hobs on display.

Furthermore, the small store format also sets new standards in terms of hospitality: Several times a day, brief cooking and baking demonstrations are held in the active kitchen area. Freshly prepared snacks are served to customers – convincing them of how simple the products are to use and the perfect results they produce.



Digital in-store elements are used in the Toronto MEC.



FOAM PARTY

IN THE FESTIVAL WASHING MACHINE

At music festivals hygiene is an issue: campsite, dust, sweat, sometimes rain and then it gets muddy. There are rarely sufficient showers. Visitors to the popular Lowlands festival in the Netherlands in the summers of 2017 and 2018 didn't have that problem. On the contrary: here the party just carried right on inside a gigantic Miele washing machine. Heated by DJs such as Geiza & Manuel Broekman or MC Bignate, who supplied suitable music for the event, about 80 excited partygoers

Washing cycle with up to 80 festival goers. The Miele event at the Lowlands Festival was a complete success.

danced for 20 minutes inside the oversized PowerWash machine, and got sociably clean in the process. Large hoses provided the wetting function from above and the freshly-laundered were dried by fans at the end.

Before the start of each festival over 2,000 mainly young festival goers registered their interest via Facebook. On site it was considerably more. The interest of the music fans did not wane during the event; there was a constant stream of new visitors in swimwear waiting for the next foam party. Merchandise items such as bathing caps, waterproof mobile phone cases, flip-flops and hand towels were also given away.

Of course the visitors' clothes were also cleaned. Miele offered a laundry service for dirty clothing. Anyone giving their laundry to the professionals got it back washed, dried and ironed in no time at all.

Conclusion: with the PowerWash event Miele presented itself to the mainly young Lowlands audience as a modern, creative brand, which was also reported in the local media. Last but not least, the PowerWash Parties were voted the best brand activity at the Lowlands Festival 2017.

Large queues built up in front of the PowerWash machine.



Big City events

Creating compelling events in Miele's Experience Centers doesn't just build brand recognition, it also welcomes new customers and rewards current clients with exclusive opportunities to get up close and personal with some of the biggest names in cuisine and design. Miele USA was honored to host a couple of big events in the Fall of 2017 in the Chicago, New York and Seattle Experience Centers.

In October, timed to coincide with Design Chicago, a two day trade group event in the Merchandising Mart, Miele hosted an experience for local Chicago designers in partnership with Traditional Home magazine. Almost 100 guests learned about the latest kitchen designs and received tips on how to create the ultimate kitchen for entertaining from Samantha Hart, Group Editor of Meredith Luxury Home Portfolio. Attendees also enjoyed delicious tidbits and were entertained with two cookery demonstrations by one of Chicago's favorite award winning restaurants, Girl and the Goat.

Miele co-hosted a second event in the Chicago MEC with Hearst Design Group. Los Angeles based Interior Designer, Ohara Davies-Gaetano, captivated guests with her vast knowledge of designing the perfect kitchen for entertaining. An avid home cook, Ohara wanted to share her passion for cooking as well. She shared two of her own flat bread recipes with the audience and demonstrated how the Miele combi-steam oven and coffee system will be stalwarts of her own kitchen that she is currently in the process of designing.

In November, The Fabulous Beekman Boys, winners of the CBS television show The Amazing Race and proprietors of Beekman 1802 Mercantile, conducted a book signing and culinary demonstration in the Chicago MEC. Brand and chef partners Josh Kilmer-Pucell and Brent Ridge have a live demo kitchen in their mercantile market. The Beekman Boys entertained 30 fans, Miele owners and business associates to an evening of anecdotes and recipes that are easy to prepare so you can spend more time with your guests.



Samantha Hart – shown here at the Chicago MEC – is an expert on kitchen design and is well versed in entertaining.

From Chicago to New York: Miele co-hosted an event along with The Moms, a group that gets moms together for fun and informative events. This Mamarazzi event invited 40 local New York City mom bloggers to hear excerpts from, and receive a signed book from Molly Sims, a model, ac-

tor and lifestyle author. Molly is currently on tour promoting her new entertaining book titled, Everyday Chic! The topic tied in perfectly with the products in the Manhattan MEC.

Renowned Iron Chef, judge on Food Network's Chopped, and executive chef at



◀ *The Fabulous Beekman Boys signed their new book and lead through the evening in the Chicago MEC.*

▶ *In New York Victoria Hagan gave a speech to 75 trade professionals about designing residences.*

▼ *In the Manhattan MEC lifestyle author and model Molly Sims (in the middle) presented her new book to her fans.*



New York City's Butter restaurant, hosted an intimate cookery demonstration and tasting at the Manhattan MEC. Chef Alex picked three of her favorite recipes from her newly launched cookbook, *The Home Cook: Recipes to Know by Heart*. Thirty of Alex's biggest fans gathered to watch her and get tips on shopping for the best ingredients, cooking techniques and shared her excitement about the full Miele kitchen she has in her Hamptons home.

Some weeks later New York City architects and designers attended a co-hosted Continued Education Unit (CEU) class with Miele, Architecture & Design (AD) magazine and the National Kitchen & Bath Association – New York Chapter. Special guest and AD top 100 interior designer Victoria Hagan spoke to 75 trade professionals about designing residences from coast to coast. Victoria also sold and signed copies of her new book *Dream Spaces*, which together with Miele's products makes a perfect pair as the backdrop of the evening.

The Seattle Miele Experience Center was transformed by acclaimed chef Roberto Cortez to convey a spectrum of complex human emotions in sweet form during this event and dessert tasting. Known for his CR8 Dining Experiences, Cortez entertained a sold out crowd with new concepts and gastronomic experiences. From his book, *Senses in Sucrose*, Chef Cortez displayed four emotions with a unique dessert combining design, art and experimental cuisine in one amazing culinary adventure.

Last but not least Miele welcomed a new brand partner, Plated, to conduct an exclusive hands-on Thanksgiving recipe cooking demonstration. Plated is the number one rated meal-kit delivery company, recognized by Money magazine, a Time Inc publication. Executive chef Elana Karp led 16 Plated subscribers through a recipe that can be prepared easily. Prior to the event, Plated conducted a Facebook Live video in their fully equipped Miele kitchen for all their followers to learn how to cook the same recipes that were being prepared later that evening.

10,000 cuddly toys for Syrian children



The cuddly toys were cleaned and then shipped to refugee children.

Over the last Christmas season Miele collected more than 10,000 cuddly toys in Spain. The toys were shipped to a refugee camp in Thessaloniki and also directly to Syria.

Miele launched the campaign together with the Crecer Jugando foundation. The toys, that were donated by people who no longer had any use for them, were collected in Miele showrooms. They were cleaned in

Miele washing machines using the Wet Care system. The result: the cuddly toys looked as good as new and were given a new lease of life bringing joy to refugee children.

Healthy eating for the young

Miele received an award from the Alcobendas Sport Foundation (Fundal) in recognition of its support for sport in Alcobendas for its collaboration in sessions on healthy eating and sport.

The Menina, as the award is known, was collected by Cristina Reque, Marketing Director of Miele Iberia during the Fundal Annual Gala. The gala featured important personalities from

different sports. Fundal organizes this event primarily to recognize the patrons and benefactor companies that support its sports and solidarity project, which is promoted by the 25 clubs that comprise it, and its membership of more than 7,000 athletes, ranging from under the age of eight to veterans.

One of these companies is Miele, which collaborates with Fundal, mainly in the sessions

on healthy eating and sport. This is an informative project that aims to raise awareness among young people about the importance of a good diet, provide them with the basic knowledge about it and highlight the benefits of sport for health. Through this type of initiative Miele demonstrates its unwavering commitment to social causes. The sessions, which involve students from

public and private schools in Alcobendas, combine theory with practical examples and a nutritional education course with healthy eating tips is held at the Miele Experience Center in Alcobendas. Students also participate in fun gastronomic workshops in the active kitchens of the Miele showroom to learn how to create their own energy bar, make an isotonic fruit shake and more.



Chef Jesús Almagro and interior designer Manuel Espejo combine excellent food with design.

Joining forces

Miele organized a series of themed gastronomic experiences in which groups of professionals from the areas of design, architecture, interior design and fashion dined together. The idea combines the talents of two of the brand's ambassadors—chef Jesús Almagro and interior designer Manuel Espejo. It brings together leading figures from these fields in a homage to gastronomy.

The meals were served by Jesús Almagro and were held in Manuel Espejo's new studio, located next to the Teatro Real in the centre of Madrid, which boasts modern Miele kitchen equipment from the ArtLine range of handle-free appliances. A series of similar events were planned for different target groups as the setting and atmosphere turned out to be ideal for promoting the ArtLine appliances.

American look in Madrid

Miele teamed up with the Deulonder interior design studio to present the new series of XXL range cookers at Casa Decor. Casa Decor is a traditional event in Madrid for decorators, interior designers, architects, designers, landscapers and visual artists.

In the Deulonder space, the top model of the series, the 1.2 meter wide model was on display. The range cookers had been launched to great acclaim in the American market, and were subsequently modified for the European market. They combine American lifestyle with Miele quality. The space designed by Deulonder for this edition of Casa Decor was a kitchen/dining room with an American feel, with traditional-style furniture that is not just for cooking, but also for bringing people together. The brand's designers have recreated a functional and cosy atmosphere with elements such as herringbone ceramics and a wooden floor.

Competition to find the appliance in longest use

Miele has launched the #MieleDuraMás competition to find the Miele appliance still functioning for the longest in Spain and to pay homage to those who place their trust in the brand. The person with the longest-serving Miele appliance in Spain will win a new state-of-the-art appliance.

Participants have to upload a photo of their appliance and complete a short form with the model of the machine and their personal data. Miele will look for the appliance that has been in operation for longest from all the forms received and the winner will receive an equivalent appliance from the current range.

The company also wants to include all those who, although they do not have a Miele appliance today, have happy memories of the brand because it was used in their family over the years. Participants in this



Miele searched for the oldest appliance in Spain.

other competition must upload a comment at this address describing their memories of the brand over the years and complete the

participation form. The author of the best and most sincere comment will win a Miele Classic C1 EcoLine vacuum cleaner.

Event series with Ocean Challenge Yacht Club



Stylish CM5 presentation in the Cosmopolitan Tower in Warsaw

Miele Poland was once again the partner of the prestigious Ocean Challenge Yacht Club. As part of its contract, the company took part in a number of special events over the year.

The Academy of Good Taste: In March 2017, members and guests of Ocean Challenge Yacht Club came together at Miele Experience Centre to take part in cooking workshops hosted by Miele's chef, Adam Michalski. The event became an opportunity to savour exquisite dishes, learn from the brilliant chef and swap sailing experiences in an informal atmosphere.

Passions at Cosmopolitan: Club members gathered for an intimate dinner at an apartment in Cosmopolitan, one of the tallest and most prestigious buildings in the heart of Warsaw, fully fitted with Miele appliances. Guests of the meeting

from the "Passions" series shared their tales of sea-faring endeavours, admired the outstanding cooking skills of Miele's chef and listened to stories about wine specially selected for that evening by an eminent sommelier.

CM5 launch at Cosmopolitan: In September, Miele revisited the 17th floor of Cosmopolitan Tower. The apartment was the venue for the press launch for CM5 freestanding coffee machines. Dubbed "Big City Energy Versus Coffee Style," the event highlighted the role of coffee as a beverage boosting the energy level to engage in active, big city lifestyle.

Invited journalists were greeted by Przemysław Tarnacki, a sailor and traveller, multiple world and Polish champion and Commodore of the Polish Ocean Challenge Yacht Club. The special guest shared

his insights about coffee culture in various cities around the world. Ksenia Grzywacka, responsible for training at the Polish subsidiary, introduced journalists to the new CM5 coffee machines that stand out with their compact shape, intuitive functions and new design.

Miele at Cosmopolitan Yachting Night: Staged in cooperation with Ocean Challenge Yacht Club, the final event of the year starring Miele was the official presentation of the Polish crew competing in the forthcoming edition of Rolex Sydney Hobart Yacht Race. The race is one of the top five international pro race events renowned for extremely adverse weather conditions in the area where two oceans – the Indian and the Pacific Ocean – meet. Cosmopolitan Yachting Night was held on the 42nd floor of Cosmopolitan building.



What's cooking in diplomacy



Chef Yasuyuki Ikemoto held a workshop for the international guests.

The wives of accredited ambassadors in Poland revealed little known secrets of their national cuisines. Teamed up with Miele the Spouses of Heads of Mission Association (SHOM) came together in the Warsaw Miele Experience Centre to celebrate Japanese cuisine.

Cooking workshops were delivered by Yasuyuki Ikemoto, the chef at the Embassy of Japan and the meeting was hosted by Kaori Matsutomi, the spouse of the Ambassador of Japan. The aim of the meet-

ing was not only to cook together, but also to promote Japanese culture in Poland. Known for its charity campaigns in Poland, the SHOM Association invited students of the Polish Diaspora High School in Warsaw to the event. The school provides education for students with Polish roots, mainly from the former USSR republics, who are studying for A-levels and taking up higher education in Poland. After the workshops, the dorm used by students of the school benefited from Miele appliances.

Cook&Drive reloaded

Cook&Drive brings together the passion for cooking and cars. Winners of the second edition of the competition staged by Miele in partnership with the prestigious Kukbuk food magazine won admission to workshops hosted by the chef of Warsaw's Miele Experience Centre and were given the unique opportunity to test drive BMW 3 Series for the whole weekend. The competition assignment included creating a concept for a salmon-based main course. The three winners, selected by jury, who teamed up with their friends, spent three consecutive Saturdays in July cooking under the watchful eye of chef Rafał Hreczaniuk of Warsaw's Dylentanci restaurant who was the author of the signature menu designed for this competition. Winners of the contest drove BMWs to shop for fresh produce at BioBazar at Norblin Factory, one of the most feted organic markets in Warsaw. Key highlights of cooking workshops included broad beans with chanterelles, salmon sous vide, and fruit zabaglione. Cars for test drives were provided by one of the largest BMW dealers in Poland, BMW Auto Fus.



Shopping for fresh products at a market in Warsaw was part of the Cook&Drive event.

A sparkling co-operation

Nowadays there are only a few businesses that operate in family ownership and are also able to transfer their values to subsequent generations. Thanks to their similar aims, Miele and the Taittinger champagne house have found each other and in 2016 launched an international co-operation. In Hungary, they have already organised a number of joint activities which are expected to be accompanied by exciting events in the future.

In 2017, the co-operation between Miele Hungary and Taittinger was realised within the framework of the Vince Budapest Wine Show, concluding with the finest experiences, the Sweet Days and a joint cookery evening with the Miele Cooking School. At the event, organised traditionally and attracting wine connoisseurs, experts and traders to the same place, Miele and Taittinger greeted their guests with a joint food and drink tasting. Sándor Kis, the Chef of Miele Cooking School created stunning dishes and the visitors to the event tasted exciting food in combination with the correct Taittinger Champagne.

Champagne Taittinger Les Folie de la Marquetterie was served with the sandwiches of brisket roasted at a low temperature, while the menu consisting of roast lamb, hazelnuts and polenta could be sampled with Champagne Taittinger Miele Brut reserve. The programme ended jubilantly; there was tremendous interest in the joint stand and Miele's invited guests, interior designers and decorators all enjoyed the combination of delicious drinks and food.

Clovis Taittinger also visited the event and held a presentation, and introduced the Champagne house in the form of a master course. However he did not speak in the usual way about terroir, grapevine load and minerality, but rather about love, romance, and the balance of tradition and revolution. This went down extremely well with the audience.

After the successful joint tasting of Vince, the fans of French cuisine and the related champagnes once again had the opportunity to experience the wonderful

A perfect dinner is best accompanied by a selected Taittinger champagne.



pairing of Taittinger's sparkling drinks and the dishes created by the chef during another evening event. At the Miele Cooking School, fans of community cooking had the chance to travel to a region where they could taste exquisite champagnes. The delicious drinks were accompanied by perfectly harmonised dishes: grilled mackerel fillet with fava beans salad – accompanied by Taittinger Brut Reserve; quail breast roasted in butter, served with cauliflower purée – with Taittinger Préludes Grand Crus; and panna cotta with mango purée – served with Taittinger Brut Prestige Rose. As a welcome drink, participants sam-

pled the deservedly renowned, stunning Comtes de Champagne Blanc de blanc Grand Cru 2006.

At Hungary's largest event organised on the theme of sweets, the Sweet Days, the aim of Miele and Taittinger was to further strengthen their cooperation and to make it known to the wider public. In the autumn, in one of the most beautiful areas of Budapest, on the square in front of St. Stephen's Basilica, those wanting some refreshment after tasting sweet cakes were met by the Miele team with delicious savoury biscuits. Combined with champagne, of course. To be continued.

New suction power enters Canada and Australia



Snowy-white in Australia? The new Blizzard by Miele makes it possible.

The waiting is finally over: Miele's first-ever bagless vacuum cleaner is now also available overseas. On the occasion of the Blizzard CX1 launch, the Miele subsidiaries in Canada and Australia hosted impressive events and created awareness and excitement about this long-awaited product launch.

Miele Canada started off in September 2017 with a complete 360 degree launch approach: Bloggers and influencers had the chance to experience the benefits and performance of the product in their homes and to post and blog about the results. The Blizzard came together with an Unboxing video hosted by Yves Dalcourt, Managing Director Miele Canada. Theatre goers across the country experienced the all-new Blizzard launch commercial before their favourite film. It is not surprising that employees from Miele locations in Toronto, Vancouver, Calgary and Quebec also got the opportunity to experience an internal information event in "cinema-style" with popcorn, treats and – of course – a hands-on training session.

Miele Australia hosted a series of nationwide retailer launch events in October. In Perth, Melbourne, Adelaide, Sydney and

Brisbane, the Blizzard was experienced first-hand by more than 700 retail staff members and Miele staff, who had the exclusive opportunity to get their hands on the products before they appeared in store. Guests experienced a surprising and highly impressive indoor blizzard at the climax of the event. Amidst a maelstrom of

music, smoke, strobe lighting and Blizzard-themed Dancers, a blizzard of artificial paper snow filled the room. Wide-reaching social media and advertising campaigns and the biggest ever investment in in-store displays supported the launch and resulted in more than 10,000 units sold in the first few weeks.

Canada's MD Yves Dalcourt explained the Blizzard in a video.



Miele



As sponsor of the Berlin Food Week, Miele is represented at different locations around the capital.

Kitchen experiences on the highest level

The majority of advertising and marketing measures are all the more credible, the more sustainable they are. Examples from Germany, Switzerland, Canada as well as the international co-operation The World's 50 Best Restaurants show how Miele has permanently established itself as the brand for the highest degree of cooking competence.

In Germany Miele has initiated the amateur cooking competition Cooking Star in association with the gourmet magazine Eat Smarter. This took place for the second time in 2018 and addressed the kitchen of the Alpine region.

The cooking spectacular sets high standards for the teams of two. First the teams must get through the online application process. The prepared dishes are already evaluated by professionals in this stadium. If they are successful, there are heats at different locations in Germany. Profession-

ally equipped Miele Tafelkünstler cookery schools are utilised as venues. Each team must present its culinary creation to a jury, and that is quite a feat, because there is a strict time limit for a complete meal. The winners go through to a semi-final that took place in the Cooking Club of the Berlin Olympic stadium. Miele has equipped this cooking location with perfect visibility into the stadium with high-quality appliances. The final took place in Summer 2018 in the Premium Club Aldiana Salzkammergut (Austria). The winners were rewarded

with an attractive outline programme: a week's holiday in an Aldiana hotel of their choice, Aldiana being another sponsor of the Cooking Star competition.

A further initiative by the German colleagues: every year in October Berlin Food Week takes place, a festival in which more than 300 chefs, connoisseurs, small manufacturers, start-ups and brands participate. Miele has been a partner of the Berlin Food Week since 2013 and presented the new Dialog oven at various event locations in 2017. The festive opening kicks off events



Challenge under time pressure: the semifinal of the Cooking Star in Berlin

at “House of Food”, the headquarters of the festival in the Jandorf store. The Miele Experience Centre in Unter den Linden is another central event venue for Berlin Food Week, with exciting workshops and exclusive dinner events: from The Character of Chocolate via The Umaami Secret, through to Revolutionary Excellence. A high point was the Taste Estonia event, with Food Week Partner Country Estonia in 2017. Around 20 exclusively invited press guests and bloggers enjoyed modern Estonian cuisine from the restaurant Leib Resto & Aed – and experienced an atmospheric evening in the Miele showroom.

The initiative with Cooking Star and Berlin Food Week has paid off for the German subsidiary: the high-circulation Gourmet magazine *Eat Smarter* reports about all matters of the cooking competition and itself has a high level of reader loyalty. Miele flags are visible during Berlin Food Week, a major event in the capital over a number of days, that increases its following year on year. Martina Swenson, Director of Marketing Communication in the German

subsidiary, sees further benefits with both initiatives: “With *Eat Smarter* we are reaching a very cookery-oriented target group. The Miele *Tafelkünstler* are also joining

Nenad Mlinarevic and Miele join forces: with his professional realignment and independence, the premium chef has decided to use appliances from Miele for his kitchen. “Premium cooking reinvented” is the common philosophy with which Nenad Mlinarevic will represent Miele as a brand ambassador and realise joint projects in the future. It kicked off in the open kitchen of his pop-up restaurant in Zurich Town Hall.

Nenad Mlinarevic is one of the most talented chefs in Switzerland. He is in the vanguard of a generation of chefs who are breaking new ground. With two stars in the Michelin Guide, 18 Gault-Millau points and the title of “Chef of the year 2016”, the young chef from Zurich has proved that he is among the elite. He has set new trends with

in enthusiastically. And of course with the Experience Centre we have a first-class location for high-octane cooking events during the Berlin Food Week.”

his menus consisting entirely of Swiss products. With his professional realignment and the step towards independence the premium chef has now decided to use appliances from Miele for his kitchen from now on and to represent Miele as a brand ambassador.

With his departure from classical restaurant gastronomy, Mlinarevic would like to make the joy of premium cuisine accessible to a wider audience. Kitchen and restaurant meld into one another, banker and student sit at the same table – with the chef tangibly at the centre of it all. “In the kitchens of today enjoyment and cuisine are celebrated, experienced and shared. The art of preparation is elevated to an event. Miele and Nenad bring precisely these themes to the kitchen”, says Rico Fallegger, Managing Director of Miele Switzerland.



Nenad Mlinarevic cooks in Switzerland with and for Miele.

“In addition to the excellent appliances and the family company's high standards of quality and sustainability, I have been inspired by the professionalism of the team and the product innovations”, says Nenad Mlinarevic. Co-operation with the family company encompasses both special projects as well as communicative and representative appearances.

The first project where Nenad Mlinarevic and Miele appeared together was the pop-up with bar, restaurant and séparée (VIP area) in the old Town Hall Zürich. The newest Miele appliances that form part of the open kitchen were “parked” where the car park used to be. Visitors could look over Nenad Mlinarevic's shoulder and enjoy premium cuisine from close up.

Miele Canada has been a proud partner of the Canadian competitive cooking show MasterChef Canada since 2014. The Canadian judges are national celebrities Claudio Aprile – Chef and Restaurateur, Michael Bonacini – Chef and Restaurateur and Alvin Leung – Chef and Restaurateur with three Michelin stars at Bo Innovation in Hong Kong. MasterChef Canada is the No. 1 Canadian cooking programme with many viewers and ranks in the top ten most-watched programmes.



To kick-off season five, and leveraging this culinary partnership with MasterChef Canada, the subsidiary hosted the official auditions during the summer of 2017, during which hundreds of eager amateur cooks visited the Miele Experience Centre Toronto for their chance to cook and audition for the MasterChef judges.

With Miele as the official on-set appliance partner, contestants tested their culinary skills on state-of-the-art appliances each week. In addition, Miele is featured when the MasterChef kitchen is introduced, with verbal mentions and banners throughout each episode as well as social media integration. Miele employees also got the unique opportunity



Miele appliances match perfectly into the setting of the No. 1 Canadian cooking program MasterChef.

The MasterChef competition drew crowds of eager home cooks to the Experience Centre Toronto.



Miele is to strengthen its cooperation with The World's 50 Best Restaurants: the company is now the exclusive kitchen appliance partner and presents, among others, the Miele One To Watch Award to other particularly promising gourmet restaurants.

The World's 50 Best Restaurants is initiated and hosted by the William Reed Business Media Group. The ranking is based on the votes of more than 1,000 international experts and com-

mends current top businesses for their unique culinary experiences. The list is also an indicator of global trends in haute cuisine. Alongside the worldwide awards which attract the culinary avant garde each year, two further events – Asia's 50 Best Restaurants and Latin America's 50 Best Restaurants – have been recognising the distinctive culinary specialities of these two regions since 2013.

“50 Best and Miele are united in their passion for cooking at the highest



Miele and The World's 50 Best Restaurants strengthen their co-operation: Tim Brooke-Webb (left) and Axel Kniehl signed a partnership agreement for three years.

of a behind-the-scenes tour of the MasterChef Canada set with a visit from all three judges.

MasterChef Canada filmed the Redemption Challenge at the Miele Experience Centre Toronto, in which four eliminated amateur cooks undertook a cookery challenge using the DGC XL and the victor won the chance to return to the competition. In conjunction with the Redemption Challenge, consumers could enter an online competition after the programme, answering questions relating to the show. The competition gave one lucky viewer the chance to win a Miele Cooking package so they too could cook like a MasterChef in their own home.



More than 50 extraordinary chefs and 700 food enthusiasts celebrated The World's 50 Best Restaurants Award Ceremony that took place in the Basque city Bilbao.

level, for stylish pleasure and their pursuit of perfection”, says Dr Axel Kniehl, Executive Director Marketing and Sales with the Miele Group, evaluating the co-operation. Tim Brooke-Webb, Managing Director of The World's 50 Best Restaurants says: “50 Best is delighted to be in close co-operation with Miele, a partner with whom we share enduring values such as quality, innovation and excellence in the culinary world.” The first joint event took place last year as part of the 15th anniversary of The World's 50 Best Restaurants.

As part of the co-operation Miele is a partner for Award Programmes including the Miele One To Watch award. This award recognises aspiring talent and identifies restaurants with the potential to be promoted to the list of the best restaurants in the near future. The latest Miele One To Watch award was presented in June 2018 in Bilbao. Furthermore, Miele sponsors the #50BestTalks, a series of culinary



Chef Kyle and farmer Katina Connaughton from restaurant SingleThread in California received the Miele One To Watch Award 2018 from Axel Kniehl.

live conferences and demonstrations by the world's leading chefs de cuisine, sharing their visionary thoughts on the future of haute cuisine.

Under the auspices of the partnership, new episodes will be added to the #BestAndBeyond series, first launched in 2017. In the past, chefs such as Ferran Adrià, René Redzepi, Joan Roca, Massimo Bottura and Daniel Humm – whose restaurants have already been voted No. 1 – have related what motivates and inspires them and recounted their visions for the future.

Their personal stories have found a suitable home in the Miele Kitchen Experience Website (www.miele.com/kitchen-experience). These are joined by interviews, articles and video coverage on fine dining and ambitious cooking in a domestic setting. Axel Kniehl: “Our aim is to inspire demanding lovers of fine food from around the world. I am very much looking forward to their feedback.”

Kitchen experience beyond limits

Sustainable marketing activities have contributed to the worldwide perception of Miele as the most desirable kitchen brand. Dr Axel Kniehl, Executive Director for Marketing and Sales, explains the strategy behind this.

Dr Kniehl, your co-operation with The World's 50 Best Restaurants seems to be a high priority for Miele; you also have a personal involvement. What singles this initiative out?

This is all about culinary excellence and world-class stylish indulgence, in conjunction with high-octane events and networking of the very best connoisseurs of their subjects. The aim is to recognise trends early, to learn from one another and so to improve ourselves constantly. That fits perfectly with our brand motto Immer Besser and contributes to positioning Miele as THE Kitchen Experience Brand of our industry.

In many countries though, Miele stands primarily for indestructible washing machines and vacuum cleaners. Isn't that a contradiction? No, absolutely not. However, it is correct that the sales shares of our product groups differ from one country to another. Miele grew big with laundry, floorcare and dishwashers before the rest of the built-in kitchen appliances came sharply into focus during the 90s. The later we came into a market, the more successful Miele was from the outset, or even first and foremost in the kitchen.

Which markets are you thinking of?

This particularly applies to North America and Asia.

But also in countries like Germany, Austria and Switzerland, today Miele is the leading premium brand for large domestic appliances in the electricals trade as well as the kitchens trade.

How can such diverse products as vacuum cleaners and steam ovens be grouped together for one and the same brand presence?

By common values: no matter which appliance a customer buys from Miele, they experience top quality, results and convenience. Miele sets standards in both energy efficiency and stylish indulgence. We want to inspire people to enrich their lives by offering them that certain little extra that they will only get with Miele. Because Miele makes the apparently impossible possible – with clever details with laundry and vacuum cleaners, as well as for a whole variety of pleasures and timeless elegance in the kitchen.

What role do the co-operations and events generally play for the Kitchen Experience Brand Miele?

There's a lot going on here too, that started in 2016 with our futuristic scenario The Invisible Kitchen in the Milanese Designer Mile Zona Tortona, parallel to the Eurocucina kitchen exhibition. And since last year exclusive launch events have been spurring the debut of the Dialog oven in the most spectacular way.

Through co-operations of our subsidiaries, for example in Germany with the Berlin Food Week, we put great emphasis not just on premium, but also fundamentally on a sustainable common engagement. In fact the strengthening of our co-operation with The World's 50 Best Restaurants is currently playing a significant part in this.

And what is Miele doing differently from its competitors with the Kitchen Experience?

For inspiring kitchen experiences, first of all you need innovative appliances that are unparalleled in the market. An example of that is our Dialog oven, which caused a sensation at IFA in 2017. The latest highlight is the Generation G 7000 dishwasher that starts and dispenses detergent by itself. Keyword design: no other appliance manufacturer pursues the idea of the handleless kitchen as consistently as Miele, for pure elegance in the premium kitchen-living landscape.

So much for the appliances ... with only a few examples of many. In addition to this, Miele also offers cleaning and care products and coffee specialities perfectly matched to the appliances and now, the unique Gourmet Service MChef with top-quality meals to prepare in the Dialog oven. Kitchen experience at its best then ...



Axel Kniehl establishes Miele as the No. 1 Kitchen Experience Brand.

... that can only be conveyed in a limited way via brochures or YouTube ...

For feel, touch and taste we have approximately 90 Miele Experience Centres in more than 50 countries, where customers can experience the brand with all their senses. Customers, dealers, larger building companies and architects can all draw inspiration on the subject of Kitchen Experience by Miele.

You have broken new ground with your current marketing campaign ...

... yes, and indeed in two respects. On the one hand, with the international campaign #LifeBeyondOrdinary we are sending out a particularly powerful and emotional statement. Miele pushes the limits, makes the seemingly impossible possible. And on the other hand the campaign has a face: "Limits? There are none" – this very self-confident claim is incomparably personified by Russia's Marina Kazankova, world record holder in freediving. Of course Miele is also making use of this extraordinary personality in real life.

A gentle service for duvets and pillows

It is a known fact that we spend a third of our time snuggling under blankets and duvets. The inlet of a duvet containing down, feathers or synthetic fibres is generally only washed once a year – as it is a complicated, time-consuming process and a science in its own right. And that is precisely the reason why the Struve specialist bedding store in the northern German town of Lübeck not only offers its customers pillows and duvets in outstanding quality but also runs a service to gently and hygienically clean these delicate products. The technology comes from Miele.

Leif and Ole Ginap took over the tradition-steeped specialist store which has customers from as far afield as Kiel and Mecklenburg-West Pomerania from their father in 2006. Ten years later, the two brothers decided to send their old Miele purchased in 2003 into well-earned retirement. The old machine had clocked up some 60,000 hours of operation – around twice what would be expected of a commercial machine. For Leif Ginap, this was reason enough to remain loyal to the brand. As one of the first users, he was able to test a model from the new Benchmark generation which has only been on the market since March 2017. “With a load capacity of 14 kg, this machines is just the right size

for us”, says Ginap. It is far more versatile than a domestic machine and is considerably quieter than its predecessor.

“Domestic appliances are simply too small to cope with duvets, down-filled sleeping bags or mattress toppers”, says Struve employee Ulrike Schramm, who loads the new washing machine once or twice a day. Even an ultra-light inlet can become extremely heavy when soaked in water. So even the drum on the 14 kg machine can only accomodate one or two duvets, depending on their size.

Special process technology

Problems are further exacerbated by the fact that duvets and pillows contain a con-

siderable amount of body fats through prolonged use and skin contact. This prevents items from absorbing water. “That's why an extended pre-rinse cycle is needed which wouldn't have the same effect in the drum of a much smaller domestic appliance”, the bedding expert Schramm continues. When washing down and feathers, she always goes for a 60°C programme which was specially compiled by Miele for reprocessing duvets. Automatic liquid dispensing ensures the correct quantity of detergent.

Even after washing, Ulrike Schramm takes consideration of the inlet's characteristic properties. “To stop the filling from clumping together, the duvets are transferred to the dryer for just one cycle. After that they are hung on a rack for one to two hours”. At peak times of the year such as the start of the summer or winter seasons, the laundry cellar is full. At times like these, the racks are reminiscent of trestle tables covered with long, white tablecloths. After that, the duvets return to the dryer with a matching capacity to the washing machine for a second or even a third time – always for 20 minutes in each case. The results are checked by hand as only a properly dried duvet has that feel-good quality.



Leif Ginap, proprietor of the Struve bedding store, and his employee Ulrike Schramm are a well-rehearsed team.



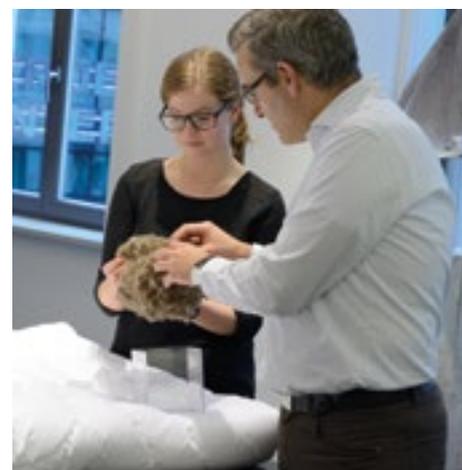


The Struve bedding store, opened in 1906, is located right in the heart of Lübeck's historic town centre.



Like a huge bedroom: the sales premises at the Struve bedding store in Lübeck

As big as a child's football: a tiny wad of feather-light down used to fill high-quality duvets. Leif Ginap explains the key to good care to a customer (right).



“This is eiderdown from a type of duck which only lives in Iceland and Greenland”

Handcraftsmanship for high-quality

Down-filled duvets require special care and attention. Down is also more expensive than feathers or synthetic fillings. “Here, have a look”, says Leif Ginap to a customer, opening the palm of his hand. In it is hidden a tiny wad of down which fluffs up to the size

of a child's football within a fraction of a second. “This is eiderdown from a type of duck which only lives in Iceland and Greenland”. These soft, fluffy feathers protect the main contour feathers against moisture and, once wet, only release water slowly.

Ginap has clear memories of his father once having a feather cleaning machine for

such natural products. “During my childhood it was usual to open every inlet to remove the feathers, and a good down duvet could easily cost a month's wages”. Thanks to modern technology, it is no longer necessary to go to such lengths, although washing duvets and pillows is still a challenge, including the manual work it involves. The inlets are filled as required with down and feathers. Leif Ginap: “With the right care, a good duvet can last a lifetime”.

Miele acquires majority share in Steelco



“Family get-together” at the exhibition booth: Dr Markus Miele, Steelco founder and CEO Ottorino Casonato, and Nicoletta Casonato, Director of Steelco's pharmaceutical division (from left)

Steelco and Miele are such a good match: “Both are family-run companies based on quality and values and both feature among the world's leading suppliers of washer-disinfectors and sterilisers, each however with its own strengths which ideally complement each other.”

Further details on product highlights were provided by Nicoletta Casonato, Director of the pharmaceutical division at Steelco. As an example of innovation geared to clients' needs, a dual-chamber washer for medical instruments with separate chambers for washing and drying was presented which facilitates particularly rapid and space-saving reprocessing. Thanks to its compact design, a washer with a width of only 180 cm is ideal for reprocessing instrument containers, wheelchairs and other bulky loads.

Also new to Miele customers are Steelco systems for the automatic loading and unloading of machines, allowing processes to be speeded up considerably whilst at the same time cutting back on staffing needs. In contrast, the large steam sterilisers from Steelco will be further enhanced in future by the inclusion of the patented 4D sensor from Miele. This process allows the monitoring of steam saturation, an important parameter in guaranteeing first-class sterilisation results.

Miele is also moving to the front in the world washer-disinfector and steriliser market: with the majority stake in the Italian manufacturer Steelco, growth in the medical technology division of the Miele Group is boosted by around one third, bringing annual turnover to approximately 250 m. The new alliance was presented for the first time at Medica, the world's largest medical technology exhibition in Düsseldorf. The exhibition stand was equipped by Steelco and the two companies were jointly presenting a significantly enlarged portfolio of products and services on an area covering more than 350 m².

The exhibition kicked off with a press conference for journalists from the medical technology trade, followed attentively by more than 100 guests and employees. “By bringing together the best of both companies, we are able to offer an even more compelling and enhanced product portfolio”, according to Markus Miele. The main common objective is for example to service hospitals, surgeries and laboratories faster, more flexibly and with greater individuality than anyone else in the marketplace.

The responsibility for the project business with a focus on planning and equipping central sterile supply departments (CSSD)

in hospitals will now lie with Steelco, while Miele's Professional division will look after specialist surgeries, laboratories and dental practices. The business covering the reprocessing of equipment used in pharmaceutical production, a new field of activity for Miele, will also remain with Steelco.

Ottorino Casonato, founder and CEO of the medical technology company set up in 1998 in the Veneto region, explained why



A central element at Miele and Steelco's new joint Medica exhibition stand: powerful sterilisers with automatic loading and unloading

With passion from expert to expert

Precision, passion and perfection – these topics were communicated by Miele UK at an event in London in the summer of 2017. Kitchen partners were invited to meet with experts, among whom were two of the country's leading chefs; Anna Hansen MBE and Sven Hanson Britt. They spoke freely about Miele in their own kitchens. The built-in-appliances allow them to recreate restaurant quality dishes at home. The guests were introduced to a market environment where four London producers had their own market stalls equipped with appropriate Miele appliances. Split into smaller groups, guests spent five minutes with each producer who shared their passion for producing quality, locally-sourced products, while explaining why they entrust their produce to Miele appliances. For example, Bread Ahead, one of the leading Bread Schools in London, used Moisture plus and explained how it enables them to replicate their baked goods at home.

Steaming through Austria

24 locations with risotto, noodles, spicy dumplings and sweet desserts – Austria experienced a completely different kind of roadshow in the summer of 2017. With a steam oven foodtruck, Miele inspired foodies and passers-by throughout the country with the new, healthy and time-saving type of cooking with steam, including free tasting samples. Anyone posting a photo of the foodtruck with the hashtag #withsteam on Facebook or Instagram had the chance to win a dinner party for ten as well as ten surprise packages.



Rolling and cooking: the Miele steam oven foodtruck tours Austria

A life with and for Miele



Dr Peter Zinkann celebrated his 90th. birthday.

Dr Peter Zinkann, Co-Proprietor and Executive Director of the Miele Group, now in retirement, celebrated his 90th. birthday on September 17, 2018. Around 200 company employees were able to congratulate Peter Zinkann in person; numerous good wishes from other production plants and departments were submitted via an online guestbook. The town of Gütersloh staged a ceremonial act for its long-standing freeman. The nonagenarian expressed his thanks by making a generous donation to the town, earmarked for use in financing educational projects.

Peter Zinkann entered the employment of the company in 1957, a company which had been jointly founded by his grandfather Reinhard Zinkann and Carl Miele sen. in 1899. He was the prime mover behind the first fully automatic washing machine introduced in 1958. Model 505 was developed by the engineer Peter Zinkann and was later to prove to be a pillar of Miele's continued success. Throughout the following years, Zinkann was the driving force behind numerous technical innovations. Patents in the hundreds were the result of his work. Together with his partner Rudolf Miele, responsible for sales through to his death in 2004, Peter Zinkann put his stamp on the company for more than four decades. At the end of 2004 he gave up his office as Executive Director for age-related reasons. Nevertheless, he is present in the company virtually every day and enjoys the esteem of the entire Miele world and beyond.



Peter Zinkann developed the washing machine 505.

Showtime for excellence in construction

The project business is also increasing in significance in Europe: apartments and houses are fitted with high-quality kitchens prior to sale, because the standard of a property's fittings, like its location, speaks volumes about its exclusivity. In this edition we present examples from Warsaw and Dublin. The project business thrives not least through personal contacts with architects and project developers. Miele met with these people at the World Architecture Festival in Berlin.



*Stylish and connected:
Miele in the ABB model
apartment in Warsaw*

In **Warsaw** Miele is the official partner of the **ABB Living Space® Experience model apartment**. An excellent example of a smart home, the apartment became the perfect backdrop for presenting the Miele@home system.

ABB is the international leader in energy and automation solutions. The specialist for pioneer technologies now presents innovative smart building and home management systems in one of Europe's most advanced model apartments. The 170 square metre Warsaw apartment is fully equipped with Miele appliances and comes with an active kitchen, a dining room, a living room,

a bedroom with en suite bathroom and a study. ABB Living Space Experience is the premiere destination to test functionalities of the modern home such as customised temperature, lighting and ventilation management.

Visitors to the apartment can also discover benefits offered by network integration of home appliances via the Miele@home system. Technologically advanced functionalities guarantee the ultimate control over the household – anytime and from anywhere in the world. The system supports users in effective and sustainable planning of their daily routine, enhances the quality of life, ensures comfort and boosts safety and security.

For the second consecutive time Miele was present as one of the main sponsors of the **World Architecture Festival in Berlin**. In November 2017 over 2,000 of the world's leading architects and designers met up to exchange ideas and to attend the award ceremonies.

Miele sponsored prizes for particularly outstanding buildings and designs, in addition to presenting their projects business to attendees as the only domestic appliance manufacturer. Representatives of the various subsidiaries made contact with leading creatives from contemporary architecture at a lavish stand. The entrants list was filled with what you could call "The Big Hitters" in the A + D world but also some fantastic up and coming firms. "For me, Miele's involvement in the Festival was about showing the A + D community that we are there to support them in their industry, that Miele is investing in long standing relationships that show mutual respect", commented Ben Curmi, Project Director for Miele Australia.

The company has already profited significantly from the Festival in 2016. A contact for an Oslo Architects' group was generated from this, which ultimately resulted in the fitting of 70 superior apartments with Miele appliances. A project in New York was also initiated at the Festival. Therefore expectations were high for 2017. They were not disappointed: a new property developer in China is now one of the Miele partners in the project business and a number of new contacts promise commissions in the future. Miele will therefore also participate as a Headline Partner at the World Architecture Festival in 2018 that will take place in Amsterdam.



Speaking of the winners: the prizewinners of the categories Interior of the Year and Future Projects – Mixed Use – both sponsored by Miele – had twice the reason to be cheerful. In addition to receiving the prestigious accolade, they were also invited by the company to an evening at the Miele Experience Center Berlin.

The Miele stand at the World Architecture Festival in Berlin was a popular contact point.



A classic example of an exclusive project is the new **Lansdowne Place luxury apartment development** in the prestigious location of **Dublin 4**. This development, designed by O'Mahony Pike Architects, is the first of its kind in Ireland offering residents superior five star living with a private residents' club for a luxurious lifestyle. Miele is delighted to be part of this ground-breaking project. The development boasts state of the art Miele cooking and laundry appliances featured in the hand-crafted kitchens and lavish interiors designed by award winning UK based Goddard Littlefair. Markus Miele, who was on a business trip in Ireland was shown around Lansdowne Place by Roisin McCarron from the development company Chartered Lands. He enjoyed the spectacular views over Dublin city from the penthouse apartments at Lansdowne Place.

Roisin McCarron showed Markus Miele around Lansdowne Place.

Still young in Asia

There was cause for celebration in Japan, Hong Kong and China: the Japanese Miele subsidiary was founded as the first one in Asia 25 years ago. Five years later Hong Kong followed. Last but not least Miele ist present in China since 2008.



Over 70 employees gathered to celebrate the 25th Anniversary of Miele in Japan.

Employees came to lunch at the Ritz Carlton Hotel in **Tokyo** with Dr Reinhard Zinkann and Mario Miranda, Regional Managing Director Asia. At the subsequent press conference 50 representatives of the media put questions to Reinhard Zinkann and Hideki Matsubara, Managing Director of Miele Japan.

250 dealers, project and commercial customers were invited to the grand anniversary celebration. The German Ambassador Dr Hans-Carl von Werthern also gave the welcoming speech. The evening was accompanied by harp and violin music. During the celebration Reinhard Zinkann and Hideki Matsubara paid tribute to the three oldest business partners, the longest standing customers and the five longest-serving employees at Miele Japan.

The menu was specially matched to the Miele company history and brand story;

each course had its own particular significance. The starter, Zuwai Crab on tomato jelly with ice cream, on an exquisite soft cheese, represented the history and development of the business. The ice cream recalled the milk churns that were manufactured at the time the company was established. Sea bream with dried tomatoes and mushrooms, with their red and white colours, are served at Japanese celebrations. The veal was cooked for 25 hours using the Sous-Vide process and the dessert represented the exciting future of Miele in Japan that was now dawning.

The Kagami-biraki ceremony, where a sake barrel is opened with wooden hammers, was also observed. The sake was then poured into drinking vessels and served to everyone present. Hideki Matsubara, Hans-Carl von Werthern, Reinhard Zinkann, Makoto Sakurai from Nippo Corp. as the

senior business partner of Miele Japan and Mario Miranda opened the barrel together. In Japan this ceremony traditionally represents the start of something new and marks the beginning of an auspicious future.



Kagami-biraki: Hideki Matsubara, Hans-Carl von Werthern, Reinhard Zinkann, Makoto Sakurai and Mario Miranda (from the left).



Miele Hong Kong celebrated its 20th anniversary at PMQ.

Miele Hong Kong celebrated the milestone with a private cocktail event at the Design Handicraft Centre PMQ, Central. Dr Markus Miele and Dr Reinhard Zinkann, the fourth generation of the founding families, as well as Kenny Lam, Managing Director of Miele Hong Kong and Macau, shared a few words of gratitude with guests for their continued support for Miele Hong Kong over the past 20 years. Among

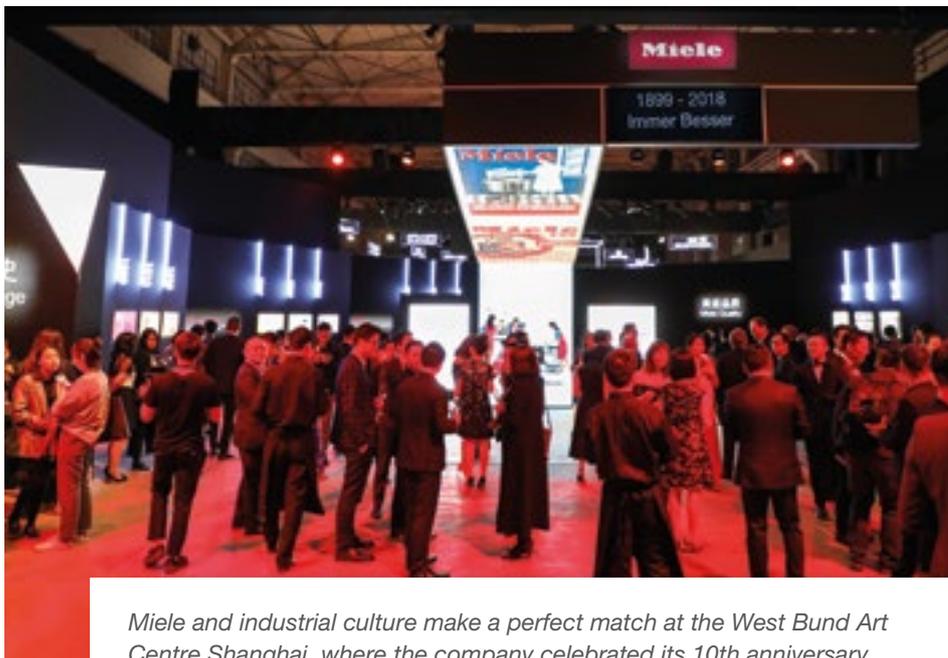
the 250 visitors: Mario Miranda, business partners, developers, media and colleagues.

The private cocktail event took guests into a fully immersive journey through Miele's history by using both animation and multi-sensory touch points to look at the company's past, present and future.

A tasting kitchen headed by Peter Find, Executive Chef of the Ritz-Carlton Hong Kong, showcased the innovative ArtLine

appliances while treating guests to an exquisite culinary experience. Other products also didn't come off to badly: the Blizzard, Miele's first bagless vacuum cleaner, aroused lots of interest.

The highlight of the evening was a surprise performance by celebrity Kelly Chen who shared some of her Miele user experiences with the emcee for the night, Kelly Cheung.



Miele and industrial culture make a perfect match at the West Bund Art Centre Shanghai, where the company celebrated its 10th anniversary.

Young in years but nevertheless with an impressive development record – this is how Miele presents itself in China in its 10th year of existence. The anniversary was celebrated with around 300 guests including government representatives, business partners from trade and projects, representatives from the media and designers. James Lau, Managing Director Miele China, greeted Markus Miele and Reinhard Zinkann in the unusual location of the West Bund Art Centre. An aeroplane factory used to occupy the building complex, but today it is home to a hip cultural centre for art, fashion and events in a central location in **Shanghai**. Miele was started in China in 2008 with 50 employees, today it has around 200. It is one of the youngest subsidiaries of the company.

Plenty of room for little explorers



A key in the shape of a big cake: Olaf Bartsch (left) wished the children “a happy and joyful time” in the IdeenReich. With him on the photo: Miele Personnel officer Kristin Terborg, Teacher Karina Swonke, Christoph Kirschner, Miele Real estate department, Britta Hüfing (pme Family Service) and Architect Heinrich Voßhans (from left).

The IdeenReich (IdeasKingdom) is open. Around 60 children can play, romp, explore and discover in the new childcare facility of the Miele company in Gütersloh. The facility began operating last March only a few steps away from the main entrance of the headquarters in Gütersloh, with the official opening being celebrated in July 2018. “Hopefully this will make it easier for many parents to organise their everyday lives”, said Olaf Bartsch, Executive Director Finances and Administration, at the handover of the keys. Both the proximity of the childcare premises to the factory and the long opening hours contribute to this.

The IdeenReich is spacious: 1,300 square meters of interior space and an

outdoor play area of 1,200 square meters. Plenty of room then, for Miele offspring from the age of eight weeks to approx. six years old.

There is a particular focus on natural sciences and technology in the educational work of the facility. Children's curiosity and enjoyment of these subjects should be aroused on a voluntary basis, depending on personal inclination and above all, playfully. Nevertheless, the basic idea of the company's childcare facility is about the compatibility of family and work and not so much on encouraging pupil's technical skills. To this end, Miele has invested more than 3.5 m Euro in the childcare facility.

Most Trusted Brand

Once again Miele is among the most trustworthy brands in Germany, the company is even No. 1 in the Domestic appliance product category. Consumers had nominated a total of 3,895 different brands in 27 product categories in the Trusted Brands 2018 study by Reader's Digest. However a decline in trust was notable across all product categories, according to the study authors. According to this, brand trust was eroded by factors such as incorrect information, deficient quality, critical constituents or even the issue of exploitation. Miele's result is all the more positive because its rating was even better in comparison with the previous year.

Hat trick at Which? Awards

Miele has been crowned Home Appliance Brand of the Year at the prestigious Which? Awards in the UK. The awards celebrate and recognise businesses that have achieved positive change and deliver excellent products and services that score highly in Which? research and testing. Peter-Vicary Smith, Chief Executive of Which? comments, “Consumers should be at the heart of every business. Brands that deliver excellent products and services for their customers deserve to be recognised and rewarded.” The Which? Awards are completely independent and businesses cannot put themselves forward to win an award.

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Cover: Inspiring dinner
with the Dialog oven
Photo: Michael Heinsen



Dr Markus Miele with Gerold Haas, Roche Switzerland, in the background Rico Fallegger, Managing Director Miele Switzerland, and Rolf Biesser, Professional Director Miele Switzerland.

500 laboratory washers in action at Roche

When it comes to laboratory technology, the world-leading pharmaceutical company Roche relies on washer-disinfectors from Miele. 500 are in daily use at the main headquarters in Basel, along with the carefully-matched process chemicals ProCare Lab. The intelligent system concept, as well as the associated Miele sustainability, convinced the staff concerned at Roche – as the responsible Product manager Gerold Haas revealed to Dr Markus Miele during his visit to Basel. The professional interaction of the highest cleaning quality, process safety and competent customer service were all decisive for the partnership. Roche also presented its company and investment strategy to Markus Miele in the course of the visit to the research and development site in Basel.

Prepared for the future

According to Dr Stefan Breit, Executive Director Technology, three key technologies will influence the production of appliances at Miele in the upcoming years: They are collaborating robots, artificial intelligence (AI) and digital twins. Collaborating robots are already common in production. AI will have a great effect in the field of predictive maintenance. With the assistance of a so-called digital twin, it is possible to map products, planning and production processes completely digitally. “With that we can plan more quickly, react to changes and so introduce new products more rapidly”, explained Breit in an article for MWS news, the newspaper for the Miele plants. Breit sees Miele in a good position to cope with the challenges of digitalisation in production.

New look logo

A little more surface – and in a darker red: these are the characteristics of the new logo which Miele has launched in 2018. The mark designation itself with its striking M and the slanting dot on the i remains unchanged.

“The result is a logo which is even more generous and exudes greater perceived value, whilst at the same time ensuring the necessary continuity”, says Dr Axel Kniehl, Executive Director Marketing and Sales. A slight change to the proportions gives the logo more space and bringing the colour scheme of the logo into line with Miele shop furnishings. “But above all, its use in digital formats such as on websites and in apps has been simplified”, Kniehl continues.

The previous logo has been in use for almost 20 years. The worldwide rollout will take a little time. In particular, the replacement of signage on facades and in showrooms will be expedited in phases and will allow viable transition periods.

Best customer service for 25 years

The best customer service in Germany for domestic appliances for 25 years uninterrupted – only Miele can make that claim. The distinction is based on the large-scale Customer Monitor Germany comparison study, drawn from the evaluations of more than 28,000 consumers. Of those participants who had used Miele service within the last twelve months, more than two thirds were either “extremely satisfied” or “very satisfied”. On a scale between 1 (= extremely satisfied) and 5 (= dissatisfied) this equates to an average of 1.85. For comparison: the industry average in general is 2.10. Measured against competitors, Miele scores above all in the categories of advisory competence, timeliness and friendliness.



ARE YOU READY FOR POWERWASH?

Festival goers in the Netherlands experienced a foam party, complete with washing and drying, in a huge PowerWash washing machine. More on page 31