



**For Immediate Release:**

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**Miele Debuts 15 Home Appliances at the 2018 Kitchen & Bath Industry Show**

*Visit W157 to Explore Miele through a Gallery of Senses*

**Princeton, NJ** – Miele, the largest family-owned luxury appliance manufacturer, returns to KBIS 2018 with a suite of home appliances and floor care products that presents the company’s exquisitely engineered and beautifully designed product lines from culinary to refrigeration and laundry to floor care. The space titled, “Miele Gallery of the Senses” will create an environment much like an art gallery, displaying product in the same way we would priceless, artistic treasures.

“This is the first in many years that Miele USA will have fifteen new products to unveil and launch throughout the first half of 2018,” said Jan Heck, President of Miele, Inc. “We are returning to KBIS in a big way because the show is an important opportunity for Miele to meet with our dealers, industry trade professional, and influencers.”

**The Sixth Sense...The Art of Feeling**

Perception goes beyond sight, hearing, taste, smell and touch. The art of feeling builds on the five senses - then transcends them. It forms an intuitive awareness, the essence of which is triggered by all great art. In this space, customers will feel the powerful vortex of the all new Miele Blizzard CX1 and ScoutRX2. The Blizzard CX1 is the first-ever bagless vacuum from Miele and the Scout RX2 is the newest version of the brand’s robot vacuum.

**The Power of Touch...The Art of Touch**

This installation makes use of a playful sensorial experience to communicate the art of touch. Miele interface technology uses the same easy interaction to create culinary masterpieces. In this room, customers will interact with the all-new Graphite Grey line from built-in appliances as well as a new ventilation hoods and countertop coffee systems.

### **The Pin Drop...The Art of Silence**

'So silent you can hear a pin drop.' It's an expression brought to life by this study in the art of silence. The inspiration for this piece was Miele dishwashers – whisper-quiet even when operating at full capacity. Surrounded by 14 dishwashers, this room highlights the breadth of the Miele dishwasher line from pure residential to professional for the home.

### **The Study of Space...The Art of Sight**

Intelligent spatial design relaxes and delights. This piece illustrates the art of sight by showing how a Miele refrigerator handles large volumes while keeping everything well lit...and well preserved. Adding to Miele's cooling options, especially designed for new and remodeled kitchens, is the 30" freestanding bottom mount refrigerator freezer units.

### **The Meaning of Fresh...The Art of Smell**

This piece harnesses the most powerful of the senses, showing how a fresh, clean scent can provoke a powerful, positive reaction. The art of smell was central to our formulation of a new assortment of detergents and dryer scents. The revolutionary W1 washers and T1 tumble dryers combine innovative technologies with automated dispensing of specially formulated detergents and laundry care products to provide best cleaning results. These machines prove that washing large loads with excellent results in the shortest possible time are no longer a contradiction. The W1 T1 are poised to build on the 100+ years of experience and the time-tested foundation of quality and durability of Miele in the laundry care segment.

### **The Refined Palate...The Art of Taste**

There is only one way to explore the art of taste. This hands-on exhibit demonstrates the rich and surprising flavors unleashed from the Miele suite of cooking appliances. It is appropriate this room should then feature Miele's assortment of ranges, ovens and ventilation including the new 30" speed oven and entry-level appliance options.

"2018 is going to be an exciting year for Miele," added Mr. Heck. "And as the world's most trusted and desirable premium brand, The Gallery of Senses is a wonderful opportunity for all to explore the origin of extraordinary."

Visit the Miele Gallery of Senses, located at W157 or visit [MieleUSA.com](http://MieleUSA.com) for more information.

## **About Miele**

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

To learn more, visit [www.mieleusa.com](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus) and Instagram @MieleUSA.

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