

## MIELE CONTINUES TO MANUFACTURE USER CENTRIC AND SUSTAINABLE PRODUCT INNOVATIONS

*Miele Avoids Being Absolute in an Era of Rapidly Changing Technological Advancements*

**Princeton, NJ** – Miele, the largest family-owned luxury appliance manufacturer, returns to the Kitchen and Bath Industry Show (KBIS) with its assortment of household appliances for the kitchen, the laundry room and for floorcare, as well as appliances for use in commercial operations and medical facilities ("Miele Professional") that boasts the brand's craftsmanship, technology, durability, and reliability.

Appealing to interior designers, builders, consumers, and professional institutions, Miele products possess a sustaining design and a purposeful technology to ensure the look and functionality will last equivalent to 20 years or more.

Technology is entrenched in our daily lives. And while some industry categories, such as smartphones, seem to operate on an innovate or die mentality, meaning more frequent technology upgrades are required in order to keep the pace of the consumer's need, Miele's appliances innovate with purpose and durability.

### **Innovating for User Needs, Not Just to Innovate**

In today's kitchen, it would be unbearable if the homeowners needed to replace or conduct software updates on appliances on a frequent basis. Therefore, Miele strategy is to create products that rest on the laurels that built the company, which ensures the appliance helps the end user live forever better.

Miele's technology advancements start years before the product is available to the public and includes researching and producing designs that will outlast "trends" (color and style) and incorporating technology that will improve the function of the appliance and the user experience.

For kitchen appliances, where the user is generally more hands on, Miele believes innovations are developed around the user's needs and not innovating for innovation sake. This is why a customer will see consistency in the brand's design and function of the user interface because it simplifies the transition between appliances. Nevertheless, the incorporation of a varying level of features and function allows for any user, from novice to expert, to achieve perfect cooking or cleaning results.

### **Miele's Unique Technologies Add Value and Convenience**

Miele's current line-up of cooking appliances, laundry and floorcare units include innovative features that add value not complexity. Push2Open on the MasterCool refrigeration line and Knock2Open on dishwashers allow door opening assistance when your hands are full of food items or supplies.

With cleaning, the brand's QuickIntenseWash feature, which can be found in both dishwasher and laundry categories, speeds up the cleaning process when activated. Additionally, yet importantly, is Miele's new revolutionary feature called AutoDos, which automatically dispenses dishwasher and laundry detergent, respectively, to ensure a perfect clean.

In providing better cooking results, Miele's Wireless Precision Probe stands out in innovation. With the Wireless Precision Probe, the thinnest piece of meat can be cooked in the oven and, as long as one of the temperature points is touching the food, the item will be cooked perfectly.

Lastly of note with Miele's technology is the use of smartphone operation to aid in monitoring, controlling and reordering all using the Miele@mobile app. As well as automatic feature called Con@ctivity that turning on the



ventilation fan when the cooktop is turned on. These features and function enhance the user experience and provide assist when needed.

Visit booth C6716 to experience everything Miele or click [Miele KBIS 2020](#) to explore our show activity.

For more company and product information visit [MieleUSA.com](http://MieleUSA.com).

### **About Miele**

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 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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