

Contact: Katie Weaver and Raquel Tanz

G&S Business Communications

212.697.2600 x1282

mielepr@gscommunications.com

Monique Robinson

Miele

800.843.7231 x2513

monique.robinson@mieleusa.com

## **Efficient Ventilation in Elegant Matching Design**

Miele introduces ventilation hoods to new built-in appliance generation

**Princeton, NJ** - Miele has introduced a breath of fresh air to the kitchen with their new line of Puristic ventilation hoods. Perfectly matching the design of Generation 6000 built-in appliances in Brilliant White, Truffle Brown, and Obsidian Black, Miele's new ventilation hoods set the standard in terms of effective features and energy efficiency.

Both models, the DA 6690 W (Puristic wall hood) and DA 6690 D (Puristic island hood), demonstrate a clear integration into the Generation 6000 line of appliances. Similiar to their cooking appliance counterparts, touch controls are integrated into the glass screen of the hood canopy.

For down lighting, Miele uses high-power LED Clearview Lighting. These energy efficient lights are an alternative to Halogen and create a naturally warm tone. Developed exclusively for Miele, these LED spotlights are long-lasting, eliminating the need to change lamps over the anticipated 20-year product life cycle.

Another Miele exclusive is the Con@ctivity 2.0 technology offered in both ventilation hood variants. Con@ctivity 2.0 adjusts suction power automatically to what is happening on the cooktop below. Eliminating the need to manually power on the hood, Con@ctivity communicates directly between the cooktop and ventilation hood, creating an immediate response and guaranteeing optimized ventilation and an ideal kitchen climate.

## **About Miele US**

Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation; dishwashers; refrigeration; wine storage; espresso/coffee systems hoods laundry systems; rotary irons; and vacuum cleaners. The professional division offers laboratory glassware washers, medical washer- disinfectors, dental disinfectors, laundry systems, dishwashers, and a line of marine appliances.

With 11 showrooms available nationwide to explore the product assortment, including the US headquarters in Princeton, NJ, Miele is one of the most desirable brands in household and professional appliances.

To learn more, visit www.mieleusa.com, www.facebook.com/mieleus, www.youtube.com/mieleus and follow us @MieleUSA.

###