



For Immediate Release:

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Miele Unveils Its First-Ever “Miele Innovation Center” Showroom Display

“Store-within-a-store” presentation places emphasis on customer’s interaction with the products

Princeton, NJ – Miele, the largest global family-owned luxury appliance manufacturer, proudly announces the company’s new dealer showroom display that focuses the shopping experience on the customer and their appliance needs. The Miele Innovation Center consists of approximately 1,500 square feet that immerses the customer in the brand’s diverse assortment of products, interfaces and sizes.

“The consumer’s appliance demands and feature requirements have changed in the past several years. Therefore, we welcome the consumer to visit and experience our products by seeing and touching them,” said President of Miele USA, Jan Heck. “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.”

The Miele Innovation Center will include an assortment of products from the company’s robust home appliance categories including ranges; convection ovens; speed, steam and combi-steam ovens; warming drawers; electric, gas and induction cooktops; ventilation hoods; coffee systems; refrigerators, freezers and wine storage; dishwashers; and laundry including the new FashionMaster premium ironing system.

Debuting the first-ever Miele Innovation Center is Pacific Sales, in two of its locations: Irvine and Torrance, CA. The retailer will reveal the display on March 24th and 25th.

“Pacific Sales is excited to be the first to install and show the new Miele Innovation Center,” said Kelly Ciulla, Senior Director at Pacific Sales. “We look forward to welcoming our customers into our stores and walking them through the new experience so they can get a better sense of the brand and how they can benefit from these long-lasting, high-performance products.”

Miele is currently in the works to display several Innovation Centers throughout the country in 2017.

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 and www.youtube.com/mieleus, and follow us on [facebook.com/mieleus](https://www.facebook.com/mieleus), twitter.com/MieleUSA and Instagram [@MieleUSA](https://www.instagram.com/MieleUSA).

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