



Luxury Appliance Brand Fulfills “Forever Better with Miele” Promise at KBIS 2021

Miele Adapts to First-Ever Virtual National Kitchen and Bath Industry Show and Showcases Quality Offerings

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, is using 2021’s Virtual Kitchen and Bath Industry Show to highlight its motto of “Forever Better with Miele.”

“During this unprecedented time, it is more important than ever to continue our commitment to our products and to our customers,” said Jan Heck, President and CEO of Miele, Inc. “Over the last 120 years, we’ve held fast to our promise of ‘Immer Besser’ or ‘Forever Better,’ through innovation, trusted quality and expert German engineering, and we look forward to carrying this in our newest product launches, as well as those to come.”

Miele will be launching new products within the laundry, dishwasher and countertop coffee categories this year. These innovations bring more features and convenience for a better consumer experience, without sacrificing the quality the brand is most known for. With the updated W1 Washer and T1 Dryer laundry system, users will enjoy an upgraded design and will have the option to use Wi-Fi on all units, among other program additions. The new G 5000 Dishwasher series brings added features that were previously offered only at a premium price point to an entry level model at more attainable cost. Lastly, both the CM5 Silence and CM6 MilkPerfection can brew up barista-quality beverages at home, using various built-in functions and personalized preferences.

These new launches join Miele’s current assortment of appliances across the kitchen, laundry, vacuum and cleaning categories.

In the kitchen, Miele’s cooking appliances include ranges, cooktops, ovens, steam ovens, including the brand’s Combi-Steam ovens, microwave ovens, drawers and ventilation hoods. Miele’s renowned dishwasher line now includes the G 7000 series, which launched in 2020 and offers autonomous cleaning freedom, thanks to AutoDos with PowerDisk technology. MasterCool, the brand’s innovative cooling technology, is present throughout its refrigeration and freezer line. For those wanting a caffeine fix, Miele’s coffee systems are available in both countertop and built-in options and are programmable to brew a cup exactly to a user’s liking.

In the laundry space, the W1 Washers and T1 Dryers feature programs to make the experience simple, streamlined and efficient, with options like TwinDos, CapDos and Wi-Fi to ensure top cleaning performance. For consumers who prefer a crisp finish on their linens, Miele’s ironing appliances, like the FashionMaster and Rotary Iron, are available for optimal smoothing.

From the new Triflex HX1 cordless stick vacuum line to the traditional canisters, there is a Miele vacuum for any household – whether your home is large or small, has hardwood floors, carpets and/or pets. All Miele cleaning and product care formulations, from the UltraPhase laundry detergents to the UltraTabs for the dishwasher, are specifically made for these appliances to give users the perfect results each and every time.

Miele Professional concentrates on the manufacturing of commercial products for industries using commercial dishwashers, commercial laundry technology and laboratory, medical and dental technology. However, Miele Professional for the Home is available in the dishwasher and laundry categories, offering faster wash and dry cycles, and energy and water efficiencies.

The promise of “Immer Besser” ensures that craftsmanship and engineering are at the core of every product from the brand, and by incorporating additional features, Miele is able to offer ultimate performance, design and functionality to each user. Miele products are designed to elevate any space and are more innovative today than ever before.

Visit Miele’s virtual KBIS booth to speak with a member of the sales team to learn more about how your upcoming designs and projects can be “Forever Better with Miele.”

For more company and product information, please visit 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 or www.youtube.com/mieleus, and follow us on www.facebook.com/mieleus and Instagram [@MieleUSA](https://www.instagram.com/MieleUSA).

Contact:

Nicole Inglin

609-419-9898 EXT 2513

mielepr@mieleusa.com

#