



MIELE PERFECTCOOL RECEIVES FRESH UPDATES TO ENHANCE COOLING CATEGORY OPTIONS

Functionality and Design is the Forefront of the PerfectCool Refrigeration Line Up

Princeton, NJ – Miele, the world’s largest family-owned premium appliance manufacturer, will display an updated assortment of PerfectCool built-in appliances at the Kitchen & Bath Industry Show (KBIS), from January 31 to February 2, in Las Vegas. The PerfectCool model is the entry-level refrigerator with a bottom-mount freezer option that is rich with features and is used in a variety of residential settings.

Most notably, PerfectCool will introduce PerfectFresh Active, a freshness system that actively humidifies the refrigerator’s vegetable drawer. Refrigerators with PerfectFresh Active are fitted with a water container in the PerfectCool base unit, which converts water droplets into vapor and releases the mist in the drawer automatically every 90 minutes and every time a user opens the refrigerator door.

“According to Statista.com,* sixty-eight percent of fruit and vegetable purchases are fresh, not frozen,” said Di Lam, Vice President of Marketing, Miele USA. “Additionally, consumers are spending about \$977 annually on fresh items, therefore is it even more important to extend their shelf life as much as possible and avoid food waste. PerfectCool with PerfectFresh Active keeps food fresh up to five times longer.”

PerfectCool will also see lighting improvements, due to the incorporation of FlexiLight 2.0. The plastic housing visible fitted under the glass base will be replaced by an LED strip which casts light not only into the refrigerator interior, but also towards the user.

For added convenience and function, the PerfectCool units will be equipped with a FlexiTray, a glass shelf that can be rotated from back to front. By essentially turning the shelf into a turntable, it grants users easier access to all the food items stored on it. The FlexiTray, specifically designed for Miele built-in refrigerators, makes the most of the space available in the appliance. With a 180° rotation, it easily allows users to bring forward food items placed at the back without having to move others out of the way.

For those seeking a connected experience, Miele has added connectivity via its Miele@Home app and WifiConn@ct. Users will be able to view and change the temperature and check on their PerfectCool appliance from any smart device.

From an updated design perspective, PerfectCool refrigerators will now feature a CleanSteel back wall and FreshTouch, sleek new controls. Miele also made improvements to the drawer design and illuminated the DynaCool fan, as well as the IceMaker.

The new line-up of PerfectCool appliances, now called K7000, will include a bottom mount refrigerator, which will launch in Spring 2023 and a column refrigerator and freezer, which will launch in Summer 2023. For more information on the Miele refrigeration line, which includes MasterCool and PerfectCool, please visit MieleUSA.com.

About Miele

Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. Their product portfolio also includes dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilizers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Miele is represented with its own sales

subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300. The company has its headquarters in Gütersloh in Westphalia.

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

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*Source: <https://www.statista.com/statistics/237242/fruits-and-vegetables-expenditures-of-united-states-households/>

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