

THE MAGAZINE

Miele

2015

Cookery, laundry, vacs
The product offensive continues

Living with Miele
In top locations around the world



How connected appliances change our homes

Smart revolution



Miele showroom in Santiago de Chile

Dear reader,

Ground-breaking innovations related to the internet and mobile communication have thus far been almost solely attributed to Apple, Google & Co. But radical changes are afoot. Here, the associated buzzword is "Smart Home". Miele is a leading innovator in the industry when it comes to intelligent, network-ready domestic appliances, and, as such, stands as a potential partner for the global players from the IT world, who are discovering the Smart Home as a new business sector. There are entirely new opportunities with a high benefit for our customers here, for example with assistance systems for cooking. Miele has been working together with Microsoft to develop a project study, which was presented just a few weeks ago at the world's largest industrial fair, the Hannover Messe (see page 18).

It is not necessarily a matter of course that we are seen as drivers of innovation on the one hand, and have been awarded with one of the most important sustainability prizes in Europe on the other. The new Miele Sustainability Report is currently being published online. You can read how the values of quality, responsibility,



partnership and continuity are lived at Miele on a daily basis, and how our value-added resellers and end customers benefit from this (see page 8).

From this canon, a company can also create the force for future viability and innovation. Current examples include our new washing machine W1 with the world's first integrated two-phase dosage system TwinDos, as well as our new steam oven with microwave. And not to mention the new range cooker series, which has been very well-received by our sales partners in North America since the beginning of the year. You can find out exactly what these XXL cookers offer on page 10.

We hope that you enjoy reading this magazine.

Markus Miele *Reinhold Ziermann*

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Smart Home

Cooking with the cloud: Miele Executive Director Dr Eduard Sailer presented a project study at the Microsoft press conference during the trade show Hannover Messe.



Logistics

Miele has expanded the high-bay distribution warehouse at the headquarters in Gütersloh and, as such, is also increasing its competitiveness.



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Sustainable to the core

50 million vacuum cleaners produced



Two new milestones for Miele at the Bielefeld factory (Germany): Vacuum cleaner production began here 88 years ago – and in March 2015, the 50 millionth vacuum cleaner in company history left the assembly line. The blackberry-red anniversary appliance itself was donated to a charity organisation.

Modern Miele vacuum cleaners stand for hygienic

cleaning with low consumption values. They also enjoy the proverbial reliability and longevity of Miele products. Extensive quality tests, including 1,000 hours of continuous operation,

as well as load and crash tests for the housing, cable reel and swivel castors accompany this. Over 7,000 appliances are currently produced in Bielefeld each day, in two shifts.

Miele has released two promotional models to celebrate the anniversary. "We are celebrating the 50 millionth Miele vacuum cleaner across the globe with our Celebration range, which has already

been met with great success", states Matthias Sander, Head of Product Management for Vacuum Cleaners in the International Domestic Appliances division. This is also noticeable in the production: "The already high workload of our production has once again increased", says Works Manager Dr Stefan Breit. The promotion will run until the summer.

Miele is accompanying the campaign for the 50 millionth vacuum cleaner with this photograph.

The best brand with the highest customer satisfaction

It has been awarded on an annual basis since 2004: the best brands award for the best brand in Germany. Miele was able to pick up first prize for the fourth time; and this year, as back in 2007, it was crowned champion in the best company brand award. In 2009, Miele achieved first place as the best product brand. And, as a result of the fact that Miele has been listed in the Top 10 every year since 2005, Miele was awarded the special prize best brand ever in this category back in 2013.

Dr Reinhard Zinkann accepted this year's prize in Munich, at a gala event in the Bayerischer Hof Hotel: "To once again receive this distinction as the best company brand is a massive compliment, but also an incentive and challenge. It once again

shows how the high continuity of values and objectives, including the proverbial quality and customer orientation at Miele, pays off for all those involved."

The winners of the best brand awards are calculated each year based on a representative study by the Gesellschaft für Konsumforschung (GfK, Society for Consumer Research). The actual economic market success is taken into account alongside how the brand is perceived by consumers. 7,500 participants were surveyed online for the recent awards.

Alongside the best brand award, Miele also received the prize for Deutschlands Kundenchampions 2015 (Germany's customer champion) in Germany. This award was presented by the Forum Markt-

forschung and the Deutsche Gesellschaft für Qualität.

There are four different categories relating to company size. The brands that received the award have an especially large number of fan customers who are not just extremely satisfied with the products and services; but also have a strong emotional connection to the company. In the large company category, Miele finished above brands including BMW. Forty percent of Miele customers are "extremely satisfied". They are convinced by the quality and service; believe the company has an exceptionally good image; and reward this with extremely high levels of trust and a real willingness to recommend the company to others.

Top marks for KM 5812 in terms of cooking

Anyone who uses a conventional radiant heating element will find a highly recommended product in the Miele glass ceramic hob KM 5812: With a mark of 2.4, the German consumer magazine "Stiftung Warentest" (StiWa, test 2/2015) crowned the Miele appliance test winner.

The Miele model was rated the best by a distance in the "cooking" category (mark of 2.5). "Miele heats up pans the most evenly", writes the StiWa. The KM 5812 also scored highly for using the least amount of electricity. Here, the Warentest judges calculated that, following ten years of heavy use, the most energy-efficient models would save around 200 euros of electricity charges when compared to the appliance with the highest electricity consumption tested. Furthermore, the KM 5812 was also awarded a "good" for its usability, and a "very good" for the noise generated when cooking.

The KM 5812 from Miele is a 60-centimetre-wide built-in glass ceramic hob with four cooking zones; one of which is designed as a race-track burner and another features an increased cooking area for larger pans. Additional features include a Stop&Go function, direct cooking zone selection and an operation lock.



The Miele KM 5812 glass ceramic hob is the test winner in the latest test by the German consumer organisation Stiftung Warentest.

The best extractor hoods in Europe



The DA 416-6 won the tests in Finland and Denmark.

Test winners across the board for Miele extractor hoods: Miele extractor hoods have been named as the best in test in several European countries. The Finnish consumer magazine Kuluttaja considers the DA 416-6 to be a clear winner over models by competitors, as the Miele appliance achieves the best marks in numerous individual tests. These include grease separation, noise level, operation and cleanability. The Danish consumerists at TÆNK came to the same conclusion: The DA 416-6 came top here too. And it got even better for Miele in France: The consumer magazine Que Choisir crowned the DA 5966 W test winner, with the DA 249-4 – another Miele extractor hood – achieving second place.



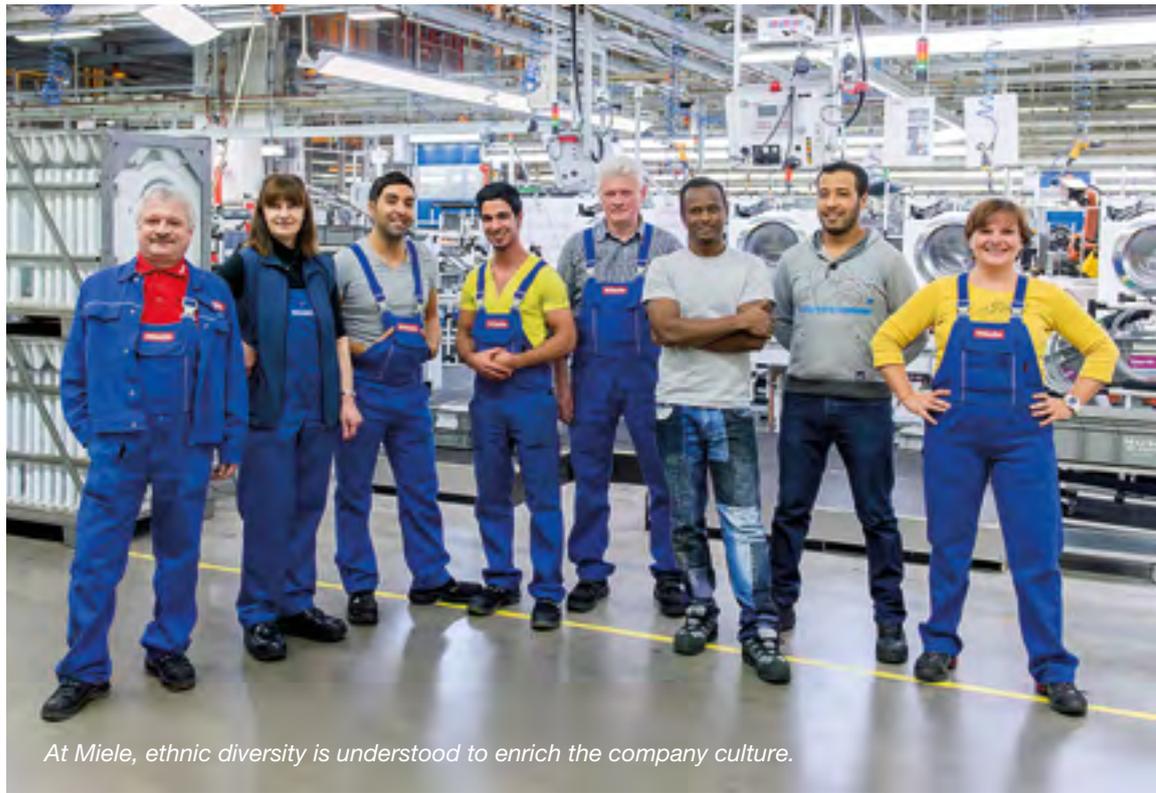
Miele cooling appliances from the K 30.000 range were crowned with both the iF Design Award and the Red Dot Award.

Forward-looking technology with award-winning design

Numerous Miele products have been awarded international design prizes for their outstanding design and functionality. The 2015 iF Design Award was presented to the MopStar PW 5136 washing machine and the PG 85 range of washer-disinfectors (both Professional). The PG 85 models were also awarded the 2015 Red Dot Award. A double win – iF and Red Dot – was also achieved by the K 30.000 range of cooling appliances. When it came to these built-in appliances, the jury praised the FlexiLight illumination for the individual glass shelves and the touch operation, which is based on that of the built-in appliances series. The experts also rated the design and performance of the Scout RX1 robot vacuum cleaner. In addition, members of the Red Dot jury also praised the outstanding design and functionality of the CM 6310 freestanding coffee maker, the KM 6366-1 induction hob and the brand-new DGM 6800 steam oven with integrated microwave.

Long-lasting products, the importance of training and encouraging members of staff, environmental protection in production, and a business strategy that values sustainability in the future too – these are the key aspects of sustainability at Miele. They are explained in the new 2015 Sustainability Report.

This, the seventh Sustainability Report, presented these days, provides detailed information on how the company views sustainability and its responsibility to it. This is the first time that the complete report has been made solely available online – in a fresh, new layout, and one which coordinates with the wider internet presence of the company. A printed edition with selected content will be available soon.



At Miele, ethnic diversity is understood to enrich the company culture.

Several steps towards greater sustainability



The new unit-type heating power station in Bünde is leading to an improved energy and environmental balance.

The structure of the report is based on the value chain: from the procurement of the materials and components, to production and logistics, to recycling and disposal. The report details the fundamental approach for each of these sectors, and reports back on the endeavours and successes, as well as on the targets and target achievement during the 2012/13 and 2013/14 financial years.

Successes include the fact that Miele has been able to reduce its absolute energy consumption, as well as the specific energy consumption per tonne of product (by 8.1 and 9.8 percent respectively) in the 2013/14 financial year. This also contributed to the fulfilment of the international energy management standard ISO 50001, by which all European premises are now certified.

A new office complex with an especially energy-efficient building technology and lighting system was built at the headquarters in Gütersloh. A range of measures have also

been carried out to reduce energy consumption at other factories. At the Euskirchen, Bielefeld, Warendorf and Lehrte factories, one focus has been on improvements to the building stock and thermal insulation. Lighting and compressed-air plants have also been modernised. Total savings: 2,800,000 kWh per annum and with it, a reduction in CO₂ emissions of 818,000 kg each year.

A new energy concept was created at the Bünde factory. A unit-type heating power station with a modular power-heat-cold coupling stands at the heart of this. The heat generated by the power plant can be used to heat the buildings in the winter, and to operate the adsorption cooling systems; thus leading to an improved energy and environmental balance.

Miele has further succeeded in gradually cutting the energy consumption of domestic appliances, while maintaining even improving their performance. For example, since 2000, the consumption of washing machines was cut by 47 percent, in dryers, the energy saved amounted even to 69 percent.

In the social sector, Miele has bolstered its fulfilment of the international social standard SA8000 and its membership to the UN Global Compact by adopting the Charter of Diversity – a government initiative – as part of its promotion of equality of opportunities and diversity in all sectors of the company.

These topics and other themes contained in the Miele 2015 Sustainability Report, which fulfils the new, demanding G4 reporting standard of the Global Reporting Initiative, are explained at www.miele-nachhaltigkeit.de; and will also be available in English at www.miele-sustainability.com from the summer.

A long lifespan has a signalling effect

In this sector, it is one of the most important awards in Europe that Dr Markus Miele and Dr Reinhard Zinkann were presented with at the end of 2014 in Düsseldorf by the Environment Minister for North Rhine-Westphalia Johannes Remmel: the German Sustainability Award for 2014.

Miele received the award in the large corporation category for the "high continuity in its sustainable business strategy". The jury especially praised the company's comprehensive sustainability strategy and the long lifespan of the products. The transparent presentation of the activities relating to sustainability in the



Miele is the most sustainable large corporation in Germany. Markus Miele and Reinhard Zinkann received the German Sustainability Award to confirm this fact.

Miele Sustainability Report was also highlighted. In addition, the fact that the company evaluates the sustainability of its suppliers and stands "for high social standards that lie above the average" for its employees were also considered. The long lifespan of Miele domestic appliances, combined with their high energy-efficiency and low use of resources, made an "extraordinarily good sustainability signal to the industry and society as a whole".

The glistening celebrations for the awards ceremony were attended by a range of prominent and international guests. German astronaut Alexander Gerst was the honorary guest. The British actor and Oscar winner Colin Firth (*The King's Speech*) and his wife Livia were awarded for their social and ecological work; whilst the Canadian singer Nelly Furtado was given a prize for her humanitarian work. Joseph Fiennes (*Shakespeare in Love*) made the laudatory speech in Firth's honour. In addition, Germany's former Federal President Horst Köhler was given an honorary award.

The German Sustainability Award, which was being presented for the seventh time by the foundation of the same name, is one of the most respected sustainability awards in Europe. The jury comprises experts from the industry, politics, research and civil society and is led by Professor Günther Bachmann, General Secretary of the Council for Sustainable Development.



Nelly Furtado was given a prize for her humanitarian work and entertained the audience.

New cooking experiences



Miele also offers the matching range hood to go with the HR 1956 range cooker.

Miele created a real furore at the latest LivingKitchen (Cologne, January 2015) with two new cooking appliances: the compact DGM 6800 steam oven with microwave and the HR 1956 range cooker in XXL format.

After the oven, the DGM 6800 from Miele is possibly the best dual-occupant for the kitchen. Customers no longer need to decide between a steam oven and a microwave for reasons of space; instead they can enjoy both in the one appliance – and without any compromises.

Miele uses the same MultiSteam technology that is used in the company's other high-end steam ovens – with one powerful, external steam generator (3.3 kW). The microwave has seven different power settings (up to 1,000 watts). Special features include a Quick Start option (for example to heat up cocoa at the touch of a button) and an automatic programme for popcorn. In order to guarantee a long lifespan, the cavities in Miele's steam ovens are always made from stainless steel: This material fulfils the Miele test criteria for a 20-year lifespan, even when exposed to a 100-percent steam atmosphere. The cavity has a volume of 40 litres. In terms of features, the DGM offers the whole spectrum provided by the premium steam oven model with over 150 automatic programmes and an M Touch display.

Meanwhile, the HR 1956 range cooker combines the American way of life with



The DGM 6800 steam oven with microwave is a very versatile built-in appliance.

"Our DGM is the ideal solution, because it combines the convenience of a microwave with the quality of results that our steam oven delivers."

Dr Axel Kniehl, Executive Director of Marketing and Sales

high-end appliance technology in an inimitable way. The range cooker is part of a series of cooking appliances that have been developed for the North American market, and that have already been marketed in the region with great success.

"Heavy duty look and feel" is probably the best description of the appearance of the HR 1956. Miele has lived up to this claim in the design with stainless steel making up the majority of the materials used. Further design elements include solid, back-lit knobs; rotating handles, which ergonomically support the opening of the appliance doors; as well as a high-resolution M Touch display. The HR 1956 is very versatile in application. It features two cook-

ing cavities; the larger of which has a volume of 92 litres. The smaller cooking cavity serves as an oven and a microwave (43-litre volume). A warmer drawer has also been integrated into the appliance. The hob unit provides six gas hobs and a griddle – a stainless steel surface designed specifically for grilling. With this feature, the HR 1956 is a five-in-one appliance.

Lots of tried-and-tested Miele features ensure the best cooking results. Examples include the patented wireless food probe, Moisture Plus, PyroFit accessories and the aforementioned M Touch controls, which include a search feature for over 200 automatic programmes, amongst other things.

Well-washed

With the new W1/T1 series, which made their première at IFA in Berlin, Miele has raised laundry care to a new level: The premium models impress with a range of unique selling propositions; whilst appliances with an attractive price-performance ratio can be found at entry level.

The new flagship "W1 Prestige" (model name WMV 960 WPS) includes a large touch display and a range of features, which make the washing machine unique. Miele has combined an energy efficiency class of A+++ minus 40 percent in the label programme, with a running time of less than three hours with a nine-kilogram capacity and 1,600 rpm. Then there is the world-exclusive dosage system TwinDos, as well as a fully-fledged wash programme with detergency A in less than an hour (QuickPowerwash).

The impressive cleaning performance and energy efficiency can be attributed to the new PowerWash 2.0 washing procedure. This is a resource-preserving development of the PowerWash procedure by

Miele, which achieved an improved cleaning performance of at least ten percent last year at the renowned wfk Institute in Krefeld (Germany). PowerWash is based on the combination of an additional flow pump and a specially adapted drum rotation. The latest optimisation of this, PowerWash 2.0, is distinguished by a more precise, load-dependent control of the flow pump, as well as the new washing technology Spin&Spray. Advantage: Despite the maximum load size of nine kilograms, PowerWash 2.0 also washes smaller quantities better and more energy-efficiently.

One noticeable feature of the new appliances is the elegant control panel with its large touch display for direct and intuitive operation (TouchTronic).



*A world-class duo:
The Miele premium models
WMV 960 WPS and TMV 840 WP*



The **TouchTronic** user interface is distinguished by the large touch display, which allows for intuitive operation. The only other button on the control panel is the on/off switch.



TwinDos is the unique automatic dosage system integrated into the appliance for several liquid detergent components. Customers treasure the increased convenience that **TwinDos** brings and save up to 30 percent in detergent.

PowerWash 2.0 washes even smaller quantities cleanly and with energy efficiency. A repeated intermediate spin in the main wash cycle ensures lower water levels for good wetting of the laundry. This saves energy for heating.

The wash assistant offers convenience and safety with its intelligent user guides. Type and colour of textile, degree of soiling and spin speed are all entered in turn. The washing machine then suggests the ideal programme.

As is the case with all W1 models, the WMV 960 WPS also has a detergent drawer which can be used for the manual dosing of all traditional detergents, as well as wash and rinse additives. Alternatively, users can make use of the exclusive Miele CapDosing feature with special-care detergents in portion capsules. Other tried-and-tested features of the premium model: 26 wash programmes, EcoFeedback, patented thermo honeycomb drum, SteamCare function and, of course, the proverbial Miele quality – tested to ensure a 20-year lifespan.

The T1 TMV 840 WP tumble dryer represents the ideal addition to this machine, both in terms of technology and aesthetics; it is distinguished by its energy-efficiency class A+++ and nine kilogram capacity. It also features exclusive details like SteamFinish, which sees water from the condensate container being sprayed into the drum to then be heated into steam by the warm process air. This smooths the textile fibres as they move in the drum. This feature is especially practical in cases where dry textiles need to be prepared for ironing, have been in a suitcase, or haven't been worn much and need to be smoothed out. The exclusive Miele feature entitled FragranceDos delivers fresh air to the laundry during the drying process, if desired. The EcoFeedback user display also

helps users to keep an eye on energy consumption during the drying process.

Both the new washing machine and the new tumble dryer are network-ready, have a SmartStart feature and can be operated remotely using the Miele@mobile app. Find out more from page 16.

At the other end of the spectrum, Miele has introduced new entry-level appliances to the W1 range, which offer energy-efficiency class A+++; eight kilogram capacity and 1,600 rpm; yet, with a price that is significantly below that of the W1 models previously avail-

"This appliance is the best washing machine that Miele has ever built, and, surely, also the best that has ever been brought to market."

Dr Eduard Sailer, Executive Director of Technology



The new entry-level for the world of W1/T1: Customers can choose between the ChromeEdition (photo) and WhiteEdition design lines.

able. The entry-level models in question are the WKB 130 WCS and the WMB 120 WCS, which feature the robust Profi-Eco motor. It is powerful, quiet and energy-saving.

The equivalent tumble dryers are the TKB 550 WP and the TMB 540 WP, which are both heat pump models, in energy-

efficiency class A++ and with eight-kilogram capacities. The integrated condensation drainage is one fine detail of all Miele dryers. Accumulated condensation travels via a hose directly into the wash basin or the odour trap, thus the container does not need to be emptied by hand.

"With our new W1/T1 entry-level models, as well as the classic ranges, our customers now receive even better features, in part for less money."

Gernot Trettenbrein, Head of Marketing International

Test winner washes economically, fast and quietly

Germany's best-known consumer watchdog has confirmed that the new washing machine generation from Miele achieves top results. In the most recent washing machine test (11/2014) published by Stiftung Warentest (StiWa),

Miele's model WKF 110 WPS achieved a mark of 1.7 and came out test winner. In all, a total of 13 frontloading washing machines were tested.

In their assessment, testers not only highlighted the excellent wash performance (functional

test) but also attested the winner from Miele "top-flight convenience". Further comments were passed on the "whisper-quiet drum which is particularly quiet during the wash cycle". Special mention was made of the capsule dispensing system called Cap-

Dosing for special detergents and fabric conditioners which allows practical portioned capsules to be dispensed via the fabric conditioner compartment in the detergent dispenser as and when needed. This system is standard on all W1 series washing machines.



The new top model Complete C3 Electro EcoLine Plus achieved four As in the label and as such is exemplary in every department amongst the Miele vacuum cleaners.

Fighting dust with the right

A new energy label has applied to vacuum cleaners in the European Union since 2014. This limits the power consumption of the appliances. With its new series Classic, Compact and Complete, Miele is demonstrating that energy-efficiency and excellent cleaning performance can go together hand in hand.

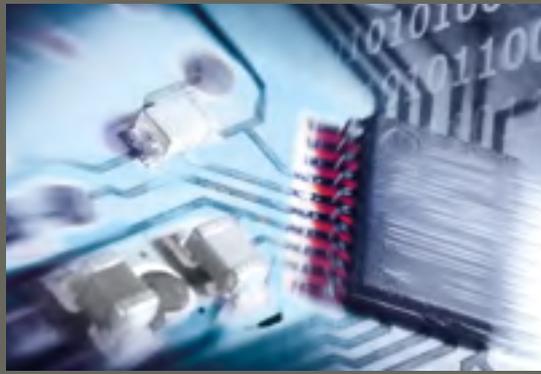
In order to create a consistent product range, the vacuum cleaner series have been given new names. Customers can easily find the model with the perfect features to suit them: Classic stands for tried-and-tested Miele quality at an attractive entry-level price. Those who value smaller dimensions and easy storage will find the perfect solution with Compact. Meanwhile, Complete is the premium range with the highest level of features and user convenience. Then, additional ranges like Cat&Dog, Parquet, Silence and Comfort address the needs and target groups

more specifically. "With this new range, we are taking the energy label into account", said Matthias Sander, who is responsible for Floorcare Product Management at Miele.

The Complete C3 Electro EcoLine Plus is the top-of-the-range model. It achieves the best-possible A rating in all four categories of the new energy label: energy-efficiency, cleaning performance on both carpet and hard floors, and dust emission. An 800 watt motor with PowerChip lies at its core. This regulates the amount of power during suction, keeps it constant and adapts it to best suit the

situation, so that no energy is wasted. The package also includes efficiency-increasing air bypasses and smooth-running bearings in the fan.

The fact that this model achieves the highest A rating in dust pick-up has a lot to do with the interplay of the fully newly developed components: A powerful electric brush, which has a separate motor to operate the roller brush, strengthens the extraction of dust particles with extremely low stiction. A conical suction hose with a larger diameter at the top and a newly developed Eco Comfort handle with inte-



A novel **PowerChip** in the electronics controls the fan power in the Complete C3 Electro EcoLine Plus premium model. The result: The best suction power under all conditions with the lowest possible energy consumption.



An **optimised airflow** – thanks to the new dustbag and filter – and an energy-efficient fan ensure excellent cleaning results. The new premium model has a wattage of just 800.



The new **HyClean 3D Efficiency dustbag** has been optimised for the new Miele vacuum cleaners. The vylene offers a lower air resistance, accommodates appliances with a lower wattage and is also tear-resistant and stands up to the pressure of stronger fans.

strategy

"Our strategy of not just relying on the best possible energy-efficiency, but instead of also keeping the needs of our customers in mind, tallies."

Matthias Sander, Product Management for Floorcare

grated dusting brush increase the flow of air when vacuuming. The appliance owes its best-possible A rating in dust emissions to its new AirCleanPlus filter, which is more air-permeable and yet filters more effectively than conventional products. Miele has even developed the dustbag: The new HyClean 3D Efficiency dustbag is made of vylene and has a softer surface structure (SoftStructure). Thus it has a lower air resistance and the flow of air is allowed to permeate almost uninhibited, even at a low wattage. The dust is better and more evenly distributed within the new bag too, thanks

to its shape and folds, which give it a 3D effect. This also extends its service life by 20 percent. Thanks to their high stability and breaking strength, the innovative dustbags are also suitable for all appliances with higher wattages.

Keyword: Wattage! Miele does not just rely on energy-optimised models – the market demands powerful vacuum cleaners with an attractive price-performance ratio. The best example of this is the current test winner for the German consumer magazine Stiftung Warentest: the S 8340 EcoLine from Miele, with a maximum

wattage of 1,200 watts. The Warentest judges summarised that this model "vacuums best". This statement may be part of the reason as to why the S 8340 EcoLine is currently the best-selling Miele vacuum cleaner in Germany.

"Our strategy of not just relying on the best possible energy-efficiency, but instead of also keeping the needs of our customers in mind, tallies" said Matthias Sander. This is also reflected in the sales figures: In the first few months after IFA, Miele considerably increased the sales figures for vacuum cleaners.



With the Miele@mobile app, users have all domestic appliances under control.

Ideally networked

The primary topic covered in the media reports about the International Radio Exhibition (IFA, Berlin) was the Smart Home. Once all manufacturers had unveiled their latest products, one thing was clear: Miele provides the best thought-through applications and, with around 400 appliances, offers the greatest range for the global market. The following Miele@home applications for greater convenience, security and energy-efficiency are already available in several European countries.

With the **Miele@mobile app**, Miele is providing a new app for the remote control and monitoring of domestic appliances. This app offers all of the functions of its predecessor InfoControl Plus, but can do more. Domestic appliances can now not just be operated or monitored with smartphones and tablets from wireless internet access, but also from on the go. A practical example: If you have a lot of fresh produce in your shopping basket, you can cool down the fridge on your way home (SuperCool function).

The range of features offered by the Miele@mobile app also increases with the top models W1 and T1 Prestige and a new dishwasher. Further settings (delay start

facility, spin speed, detergent dosing) can be operated on these appliances via smartphone. Meanwhile, sensible applications for dishwashers, especially for fully integrated models, include programme selection, setting wash options or enquiring about the remaining programme time. If you like, you can operate the domestic appliances almost solely from the smartphone. Miele calls this MobileControl.

In order to ensure that you really have everything in control, the app features a push notification – this means that the app doesn't even have to be started to provide the user with messages. This is extremely practical; for example when the rinse aid in the dishwasher needs refilling. The Miele@

mobile app will be available free of charge when it is launched.

When it comes to new builds or extensive refurbishments, installing a bus system may represent the most sensible networking option. Miele is co-operating with Busch-Jaeger in this field – a leading company from the world of electrical installation technology. In the KNX-based bus system by Busch-Jaeger, the **Busch-ComfortPanel®** takes on the role of a command centre: All of the applications are presented on the large touch screen and are intuitive to operate. The kitchen is incorporated into this scenario, as Busch-Jaeger has created its own user interface for domestic appliances. Thus, users have an overview of all



Con@ctivity 2.0 automatically adjusts the suction power of the extractor hood in line with the cooking.



For the SuperVision application, the oven display provides information about the Miele appliances connected up to the system.

"When it comes to networking, the real breakthrough is still to come... Lasting added value will not arise until our technical platform is combined with the creativity of users in how they apply the technology."

Executive Director Dr Axel Kniehl at the Miele press conference for IFA

appliances that are connected up to the system, and can even control these from on the go, depending on the way the system is configured.

Meanwhile, **Con@ctivity 2.0** – a system developed by Miele – offers greater convenience when cooking: It automatically adjusts the suction power of the extractor hood in line with cooking. The light on the extractor hood is turned on automatically with the hob; seconds later the fan reacts – precisely in line with the cooking in question. Con@ctivity 2.0 also offers several practical benefits: The fact that the extractor hood works fully independently means that you can focus solely on the cooking. The control panel on the hood remains con-

siderably cleaner as you don't need to adjust the extraction with greasy fingers. Over half of all extractor hoods and hobs in the Miele range are already Con@ctivity-ready.

The **SuperVision** application utilises the oven display as a central control point for all networked Miele appliances. The remaining running time on a fully integrated dishwasher can, for example, be read from the oven display. SuperVision is practical in that there is no need for a mobile device, and the appliance information is available from the heart of the kitchen.

With Miele domestic appliances and components from **SMA Solar Technology AG**, it is possible to increase your own use of photovoltaic plants whilst also reducing

Components for Miele@home applications

One pre-requisite for the networking is Miele@home-ready appliances, as well as additional communications components. Con@ctivity 2.0 represents the simplest type of networking: Every Con@ctivity-ready hood is provided with a wireless stick, which is simply plugged into the hob. The only things required for SuperVision are the domestic appliances fitted with the communication modules. As far as the Miele@mobile app, integration into bus systems and connection to the PV plant are concerned, the Miele Gateway is also required. Communication between the appliances and to the Gateway takes place via a radio standard. Many models from the previous generations (built-in appliances like laundry care) are also network-ready. These can generally be integrated into the latest applications by simply replacing the communication module.

electricity costs. The concept: SmartStart-ready washing machines, dishwashers and tumble dryers start automatically as soon as the house's own photovoltaic plant (PV plant) has sufficient energy available. Besides PV plants and Miele@home technology, the so-called Sunny Home Manager is also required. This is the central control unit for the intelligent energy management solution SMA Smart Home. One advantage of this system is the process safety, as the electricity consumption and running time of the selected programme are taken into account for the autostart along with the latest weather forecasts and the desires of the user, for example that the washing machine does not run after 6 pm.

The SmartStart function can also be used in intelligent electricity networks or Smart Grids. When combined with a Smart Grid, the autostart function for the Miele appliances kicks in when the energy provider offers its cheapest energy tariffs.



Stunning: Browse the recipe on a Miele website and load the matching automatic program on the oven.

Eduard Sailer presented the study at the Microsoft press conference in Hanover.

"This assistance system allows our customers to get the best out of their cooking appliances."

Executive Director Dr Eduard Sailer at the Microsoft press conference



Cooking smarter with the cloud

At the Hannover Messe (April 2015, Germany) Miele announced a proof-of-concept study based on Microsoft Azure Internet of Things (IoT) services that will help usher in the next generation of smart appliances and home cooking. The concept will allow home users to program their ovens to ensure their meals will come out perfectly cooked, providing an exceptional customer experience.

The new technology comes from a collaboration between Miele and Microsoft to identify new Internet-enabled customer experiences. Based on the partnership, Miele developed this concept, which allows users to browse recipes on Miele's website and choose from various different meals. With the selection of a

recipe, the necessary food preparation stages are downloaded to the user's smartphone or tablet and the matching program is loaded onto the oven through Azure. The oven is programmed to cook the specific meal using the proper operating mode, temperature, cooking time, humidity, and other factors, taking out guesswork and promising great results.

"This assistance system incorporates temperature charts, times and the machine's special features, such as adding steam to create the optimum roasting, cooking or baking results," said Dr Eduard Sailer, Executive Director of Technology at Miele. "The application allows our customers to get the best results out of their cooking appliances."

"This is just one example of how the Internet of Things and cloud technology are moving from enterprise experiences to personal experiences," said Caglayan Arkan, General Manager, Worldwide Manufacturing and Resources at Microsoft. "Miele is driving a truly innovative home solution that we are looking forward to experiencing in our own kitchens."

The use of the Azure IoT services also offers additional benefits, as it can scale to be made available to Miele customers worldwide.

Currently, the joint project is classified as a study, but other applications are conceivable on the Microsoft platform, such as status report, remote diagnostics and predictive maintenance.

Ready for the future?

Miele Head of Design Andreas Enslin at the future table, which Miele contributed to with its induction technology. Enslin is the co-initiator of the Universal Home network.



Networking is coming – as sure as day follows night. According to a study by the German Ministry of Economics and Energy, around 2.3 billion euros are currently being spent in this market in Germany; and the figure is expected to reach 19 billion euros by 2025. These figures were presented by Garrelt Duin, Minister of Economics and Energy for North Rhine-Westphalia, at the future congress "Vernetztes Wohnen 2030" (Networked Living 2030) in Essen (Germany). The Universal Home network, of which Miele has been a member since it was founded in 2007, was the host. Universal Home is a pool for ideas, and is comprised of eleven member companies from various industries. The ideas for the networking of household technology components are just as diverse.

The design study for a future table, which was presented in Essen, is the concrete realisation of some of these ideas. The joint project between WMF, Poggenpohl Schott and Miele looks at first glance like a dining table in fine wood veneer with a glass panel in the centre. The presumed piece of household furniture also functions as an induction hob, upon which yeast dumplings were prepared to the astonishment of participants in the congress. The solution to the puzzle: Special isolated saucepans deliver the heat almost solely to their contents. The transparent ceramic glass hardly heats up at all so that the wood veneer below remains free of damage. In order to prevent the visual appearance being ruined by operating elements, the induction surface – which is provided by Miele – is controlled via a tablet.

How can people live properly and autonomously in their own homes until they are well into their old age? The Kogni-



Cameras and written recordings accompany the individual stages of preparation during the KogniHome project cooking seminar.

Home joint project, in which Miele and other companies and universities from the region of Eastern Westphalia are involved, focuses on this question. The Miele research approach for this project is to develop assistance systems for cooking. The basic idea: People should be able to prepare tasty and healthy meals in a simple way in normal everyday situations – but especially with the increasing inhibitions of old age. A cookery seminar involving scientists and researchers that took place in April 2015 investigated what

an assistance system should offer in an ideal scenario. The scenario in a Miele active kitchen: Two test persons cook the same recipe: one solely using information from the internet; the second under the instruction of an experienced chef, who is on hand to provide tips and tricks.

PhD students and research assistants from the Cognitive Interaction Technology Cluster of Excellence (CITEC) at the University of Bielefeld recorded the cooking processes and subsequently analysed them. Matthias Stahl from the Miele Design Centre and head of the sub-project "digital kitchen" has formulated the objective as follows: "We initially want to describe what an assistance system must be able to do, before we then develop a prototype." The initial findings from the scientific review: The cooking process must be observed as a whole, from the preparation of the ingredients to the serving up at the table. In order to do justice to the various requirements and levels of experience, the cooking assistant should feature default settings, for example, a beginner's mode and an expert mode. Please find out more at www.universalhome.de and www.cit-ec.de.

Back to the future

In the Oelde factory, Miele has fully reorganised the production of cookers and ovens – with astounding results. The entire production process is now more effective; and the assembly staff are thrilled with their new work stations.



F563

You know immediately who has built the oven: Anne Künemeyer stamps every appliance that she has assembled with pride. The initiative came from the workers themselves.

When Henry Ford first set up a "moving assembly line" for production of his T model Ford back in 1913, it was a sensation. The moving assembly line allowed for massive productivity gains, and entrepreneurs from across the globe made the pilgrimage to Detroit to see the cost-effective large-scale series production of cars for themselves. The principle of line assembly, which sees every member of staff carry out a fixed, repetitive task, was transferred to many different industries and continues to set standards; including for the production of domestic appliances at Miele – however, the Oelde factory no longer follows this practice. 2014 saw production at this factory be switched to so-called island production. Six to ten members of staff work together within a U-shaped island, which is provided with components from the outside. Each member of staff is responsible for their own appliance; assembling it from the inner cabinet onwards before checking the finished product and then sending it to packing. Can good old handiwork actually be more productive than industrial line assembly? "In our case yes", explains Stefan Krüger, Production Manager in Oelde: "We have a great variety of products and island assembly is considerably more flexible. The keyword here is production in line with customer demand. Our aim is to be able to produce every type of appliance every day."

The staff at Oelde produce up to 800 different varieties for the global market for the 60-centimetre ovens alone. Two design lines, up to four colours, models with and without Moisture Plus and pyrolysis, the adjustment of the various voltages etc. are just some of the variables that lead to the huge range of different types of appliance required. When this variety is combined with small lots, line assembly (as it is called in Oelde) reaches its limits. Regular changes in models lead to unproductive changeover times, in which the entire line has to stop. For high-quality models, more members of staff have to be placed on the line, which complicates staffing. As a result, the factory used to experience large fluctuations in production over the week.

But everything is very different with island assembly: Miele has set up seven islands and each island is allocated different basic types (e.g. 60-centimetre ovens, 45-centimetre compact ovens, models for the North American market etc.). Thus,



Specially designed assembly trolleys and different movements ensure a better ergonomics at the work station. Members of staff are complaining less about muscular tensions.



Thumbs up: Edith Langenstroer checks the ovens that she has assembled for complete functionality before they are sent to packing.



Finished ovens are automatically transferred to the packing station.

one island produces a range of different versions of the same appliance, without requiring changeover times. In order to ensure that everything can work seamlessly, the supply of components to the work stations also had to be optimised. Suppliers were instructed to switch from large pallet cages to smaller containers; otherwise the islands would have been too large and the paths too long. The desired unit production can also be easily regulated by adjusting the number of staff worked at each island. A maximum of ten people work in one team; yet everyone works independently. On average, one member of staff needs 30 minutes to fully assemble an oven.

"We have considerably reduced our lead times as a result; we can react to orders from our foreign subsidiaries with far greater flexibility and, as such, we have also been able to reduce stock levels", explains Stefan Krüger, describing the benefits of island assembly. A positive side effect: The error rate has fallen considerably. Oelde subjects all appliances to a functional test as a matter of course before they are then sent to packing. Staff clearly work with greater focus in the island set up, as considerably fewer appliances are having to be sent for re-examination than was the case the year before. And this is clearly linked to the motivation of the staff. Doreen Schendel has been working at Miele for 18 years and is more comfortable in her new work station than she was doing the monotonous work on the assembly line: "I have to concentrate more and it is more challenging for me, but I need that." Island assembly has only advantages for Norbert Berheide: "I build my own appliance and do it very diligently. You can't hide behind the errors that others make in this set up, and I like that." Most members of staff have made similar comments; phrases like "satisfaction" and "re-

sponsibility for the assembled appliance" crop up again and again. Every member of staff even gets to stamp "their" oven with a personal code. The initiative to stamp the finished products was, noticeably, the idea of the workers themselves.

Anyone carrying out a repetitive task on an assembly line knows the strain it can put on the body. The members of staff are unanimous in their verdict that island assembly is better in this respect, as back problems and muscular tensions are now more rare. Upon the request of the works council, ergonomics scientists were consulted when it came to erecting the new work stations. The result is exemplary from an ergonomics point of view – staff switch between movement, standing and seated tasks. For the ovens, which are delivered to the individual stations, special assembly trolleys were developed with height adjustment and tilting devices, so that all tasks can be carried out in as relaxed a posture as possible.

Of the three assembly lines that used to run in Oelde, only one is still in operation. This is used solely for the manufacture

Over four million euros invested

620 members of staff produce around 300,000 cookers and ovens each year in the Oelde factory. The main types are appliances for the classic 60-centimetre oven space, compact models for 45-centimetre spaces, 90-centimetre-wide appliances, as well as models for the North American market. Miele has switched from three assembly lines to one line and seven island-shaped assembly systems. Over four million euros was invested in the changeover. The main savings are achieved as a result of productivity gains and lower stock levels.

of the Discovery Class (H 2000) model, as the amount of variety is very low for these appliances. Island or line assembly? Which production system is the one for the future? "It is not a black and white matter", says Works Manager Dr Ernst-Jürgen Breford. "It depends on the ratio between the unit production and the number of variants. It is also important that the staff accept the new production system. We have done well in achieving this thus far, as we rely on extensive qualification measures. As such, no-one needs to worry about being out of their depth when it comes to the new, undoubtedly more demanding, tasks."

For Production Manager Stefan Krüger (front) and Plant Manager Dr Ernst-Jürgen Breford, giving the staff further qualifications is a key pre-requisite for changing the production.



Miele continues to expand its headquarters



The extended high-bay distribution warehouse will begin operation in the summer.

The heart of the logistics operation for finished products and spare parts from Miele beats in Gütersloh. Domestic appliances, accessories and spare parts are sent from the large central warehouses to sales partners and foreign subsidiaries across the world. The company is now continuing to expand the logistics site with two large investments. Additional building measures are also taking place on the company premises.

The high-bay distribution warehouse for washing machines, tumble dryers, dishwashers, ovens and cookers, which began operation some twenty years ago, has started to reach its limit over the past few years as a result of the good sales figures. Thus, Miele is now increasing the size of the existing warehouse by 75 percent. The additional area spans 77 by 62 metres and a height of 36 metres. It will provide space for around 188,000 finished appliances. The warehouse is due to go into operation in the summer of 2015. "The warehouse throughput can increase

by over 20,000 appliances per day following the extension", predicts Dr Stefan Schwinning, Division Director Distribution Logistics International. "As such, we will be best-prepared to be able to supply our cus-

"The investments in the logistical infrastructure are both creating a foundation for further growth and increasing our competitiveness."

Olaf Bartsch, Executive Director for Finance and Administration

tomers on time and in keeping with requirements, even if unit sales continue to increase", he continues.

The expansion of the ranges with an increased number of variants and the increased conclusion of service contracts also demand additional space for the provision of spare parts and accessories. Until now, around

12,000 order items were commissioned and dispatched in 4,000 packages daily in the central spare parts warehouse. In order to ensure that the spare and accessory parts are quickly available, almost all of

these items are stored at the warehouse. In order to be well-equipped for the future, Miele began building a new central spare part warehouse with modern material flow technology in March. The stockpiling and stock removal is computer-controlled. The new building, which has an area of just under 13,000 square metres and

a height of up to 27 metres, is being built on a plot in the immediate vicinity of the factory premises.

Besides the logistics building projects, work on the new administration building, which began in 2012, is continuing on schedule. 320 members of staff have already moved into their new offices. A further stage of construction, which is currently being carried out, will provide space for another 200 employees. This complex replaces parts of the over-100-year-old administration building. Modernising this building would have incurred disproportionately high costs.

Directly opposite the main administration building, the company has launched a new guesthouse with 16 rooms, and two larger apartments. The rooms are intended for employees from other locations, as well as for trainees, students and interns, who are posted at Gütersloh for two weeks or more. For shorter stays – for training sessions or international guests for example – Miele will continue to use local hotels.



Canada launched the Generation 6000 range of built-in appliances at the IDS in Toronto.

Canada addresses the senses at the IDS

Miele Canada launched the new Generation 6000 series at the 2014 Interior Design Show in Toronto. The Canadian subsidiary welcomed Dr Markus Miele and Dr Reinhard Zinkann to the event; they were visiting Canada together for the first time in ten years.

The Interior Design Show is Canada's premier showcase of new products, innovative designers and avant-garde concepts from North America and beyond. 2014 was Miele's third year as the Trade Day sponsor, setting the stage to launch the North American première of the Generation 6000 range to a very targeted audience.

Miele made a splash with the largest exhibition stand in the history of IDS, measuring an impressive 4,100 square feet – twice the size of last year's presentation. The Generation 6000 range was a key part of the presentation – making its North American debut as part of the Miele Gallery of the Senses. The Gallery of the Senses has been designed to showcase the multi-faceted world of Miele, incorporating the many superior appliance features and how they correlate to the senses of touch, sound, sight, taste and smell. Upon entering the Miele Gallery of the Senses, guests are guided through five rooms – each dedicated to one sense – to

experience the impeccable performance of Miele.

Miele Canada also hosted the feature keynote with a Q&A format discussion on the Miele-sponsored Trade Day. The event featured Dr Markus Miele and Dr Reinhard Zinkann, and was moderated by fashion expert and media personality Jeanne Beker. The one-hour discussion encompassed the company's rich history, innovation, commitment to sustainability, and authenticity of the brand and products. Miele Canada began selling Generation 6000 in the third quarter of 2014, resulting in record-breaking sales.

Range series premiered in Toronto

In November 2014, Miele Canada announced the inaugural launch of their first ever range series, featuring a variety of range models, Miele range ventilation hood fans and range tops.

To mark the occasion of the launch, an exclusive media event took place in November at the never-seen-before penthouse of the Trump Inter-

national Hotel and Tower – a newly built 55-storey residential/hotel building completely kitted out with Miele appliances.

The Miele team and select journalists were joined by Miele International Executive Director of Sales/Marketing, Dr Axel Kniehl, and Regional Managing Director of the AMANZA region, Mr Christian Gerwens.

Executive Director Axel Kniehl explains the range models at the Trump Tower in Toronto.



Jeanne Beker interviewed Markus Miele and Reinhard Zinkann – here with Canada's Managing Director Jan Heck – for the keynote speech.



Miele Centre reinvented

Last December, Miele Canada opened the doors of the newly renovated and completely reinvented Miele Centre Toronto. The global initiative to recreate Miele showrooms as contemporary spaces was developed in line with the advancement of Miele products, which continue to elevate the brand within the industry. These products include the Generation 6000 line and the range series. The Miele Centre now acts as both a strong retail space and as an educational centre for Miele customers.

The Miele Centre showcases beautiful vignettes and displays, coffee stations for visitors to enjoy, and two kitchen appliance visualiser stations for creating personalised kitchens. The reinvention of the Miele Centre was designed as a global initiative by the Miele design team in Germany.

Dr Zinkann was the guest of honour at the grand opening event, along with 250 VIP guests.

The reinvented Miele Centre serves as a strong retail space and as an educational centre for clients.



VIP guests enjoy culinary specialties prepared with the new range cooker.

Mime artists demonstrate the benefits of the new Miele dishwashers in a creative way.



Creative marketing

The Miele Japan team at the Miele Centre in Omotesando, which was decorated with the motto "Design for life" as part of the product launches.





in Tokyo

Last year, Miele attracted attention in Japan with a series of different creative events. The subsidiary showed how you can present vacuum cleaners in a completely different way at an event in the Miele Centre in Omotesando (Tokyo): "Kaji-dan" is a comparatively new term in the Japanese language, and means something along the lines of "men doing housework". Just the thought of it brings horror to the minds of some men – however, Japanese men appear to be more advanced here. Miele Japan used well-built male models to present the new vacuum cleaners in the Miele Centre. They vacuumed, tested and got up to all sorts of crazy things with the Miele vacuum cleaners. And all men who, despite the inspiring show, still could not warm to the idea of housework, were able to leave content, thanks to the company's introduction of the new robot vacuum cleaner Scout RX1 – thus everyone was happy in the end!

The subsidiary invited almost 70 journalists to the Miele Centre to introduce the new Generation 6000 dishwashers. The representatives from the media were received on the ground floor by a cellist, who played excerpts from a concerto by Johann Sebastian Bach. Then, two mime artists awaited the guests upstairs, where they presented the Knock2open function of the new models in a theatrical way. Value-added

resellers were then invited after the press event. Almost 300 retail partners from all parts of the country flocked to the Miele Centre, which was fully covered in black foil, right up to the third floor, for the occasion: The imprinted motto "Design for life" could not be missed in this part of the city during this time.

Under the motto "Try Miele", the subsidiary held regular seminars and interactive events in the Meguro Miele Centre (Tokyo). Steam ovens, ovens, laundry care appliances and dishwashers were all on the itinerary. The 90-minute seminars included a short introduction to the brand, followed by washing and cooking with the appliances. The seminars had a clear effect: Miele Japan increased sales of steam ovens; more combinations of appliances were sold; and some retail partners took on the concept with great enthusiasm.

Last but not least, Miele was also represented at the Asahi Housing Fair for the very first time. This exhibition for living and furnishing trends took place in July 2014 in Tokyo. Over 33,000 thousand people attended the trade fair at the International Exhibition Centre. Over 2,000 people stopped by at the Miele stand. Pleasingly, one third of these were trade visitors, thus meaning that new business contacts could be made.



Miele presents men doing housework in Tokyo.

Try Miele – the product seminars in the Meguro Miele Centre, which were well received by customers.



A night to remember in Kuala Lumpur

With the advent of the Generation 6000 built-in appliances, Miele Malaysia's Retail Gallery in Kuala Lumpur underwent refurbishment works to accommodate a broader range of premium home appliances, as well as to provide a refreshed look and feel to the Gallery.

On the evening of 29th May 2014, the newly-renovated Miele Retail Gallery was unveiled and played host to the grand official launch of the PureLine Generation 6000 range. Guests – namely property developers, kitchen dealers, business partners, the media, associates and valued customers – gathered from near and far for this grand event. As guests were treated to delicious aperitifs and drinks, they were given a private tour of the new range, including plenty of information about all that the new range has to offer. The Retail Gallery on the ground floor houses the various new interfaces of the Generation 6000 in the CleanSteel finish; while the Lifestyle Gallery with an active kitchen on the 12th floor of the same building contains all the colour ranges for this new generation. The Miele Gallery now houses an open coun-

ter, a comfortable consultation area for customers to relax while they make their decisions, and an attractive vacuum cleaner and accessories display.

Guests were then ushered in to the Lifestyle Gallery on the 12th Floor, where they were greeted by the tantalising aromas of the food that had been prepared for the night. Angeline Yap, former Managing Director of Miele Singapore and Malaysia, welcomed guests to this landmark event; whilst Casandra Teo, General Manager of Malaysia, thanked all the customers and business partners for the gracious support that they had shown Miele since it began business in Malaysia.

In the main active kitchen, guests explored the wonderland of Thai fusion cuisine created by none other than chef Korn of Erawan Thai Classic Thai & Fusion

Restaurant. The chef crafted the menu in such a way that matched each appliance, showcasing their immense capabilities. A true testament to this was tray after tray of amazing dishes, such as the Steamed Chawanmushi in Lemongrass Scented Broth and Steamed Otah Thai Style, being taken out from the steam ovens; all to the oohs and aahs of enchanted guests. The string ensemble from the Selangor Philharmonic Orchestra, which provided a touch of elegance to the entire Miele Gallery, made the night extra special.

The night ended on a high note as guests relaxed and thoroughly enjoyed the food and the ambience. Overall, the event was a resounding success for the launch of the Generation 6000 range of appliances to the Malaysian market, and proved to be a night to remember for all the guests.

*Welcome to Asia –
you are a guest
of Miele Malaysia.*



*Miele served
Thai fusion
cuisine.*





Close-up experiences in the metropolises

Miele booth at Design Shanghai

In China, Miele has been participating in design fairs in Shanghai and Beijing in order to showcase Miele design to the public and to attract interior designers to the brand. The two largest international design fairs in China – Design Shanghai and Beijing Design Week – attract tens of thousands of visitors. From artists and designers to home-ware lovers and lifestyle trendsetters, the Chinese public has been showing an ever-increasing passion for design and quality of home life.

During the exhibitions, visitors enjoyed a close-up experience with Miele appliances. Celebrity chefs showcased Miele

steam ovens with the perfect combination of modern convenience and traditional Chinese steaming; a Chinese haute-couture fashion designer delivered a speech about her design philosophy and her love for Miele laundry care appliances. Fresh green broccoli after just 3 minutes in the steam oven and blooming roses after a hand-wash wool programme caused surprise amongst visitors – in other words, Miele magic!

With greater exposure at design fairs, Miele is getting closer to designers and consumers in China. And the Chinese market is ready to embrace its quality lifestyle era with premium appliances.

Miele Day@ Shanghai Fashion Week



Shanghai Fashion Week saw Miele work together with the largest independent fashion buyer store in China – Dong Liang – to unveil the first ever fashion week project Miele Day on 13th April 2014. The historic milestones

and technical uniqueness of Miele were presented in the foyer, exhibition hall, backstage and in the media room at Shanghai Fashion Week. The company focused its display on excellent cleaning results, laundry care, durability and stability.

Healthy cooking enters the limelight

When it comes to precise temperature controls, user-friendly interfaces and stable performance, Miele kitchen appliances rank at the top of the list for chefs across the globe. They do not only help kitchen professionals to achieve perfect results; they are now also one of the inspirations for modern cuisine creation and cooking trends.



Chef Steven Liu celebrates healthy cooking in Shanghai Miele House.

In China, Miele created the theme "Miele Loves Health" for long-term partner celebrity chefs to cater for the growing desire for healthy eating. On 23rd May in Shanghai Miele House and on 27th May in Beijing Miele VIP Lounge, top Chinese chefs Steven Liu and Kenny Fu respectively created a feast for representatives from the media and for Miele business partners.

Both of the chefs chose the Miele steam oven as the star appliance to highlight the freshness and greenery, as well as the original flavour, of the specially selected ingredients on their menus.



Unique chests

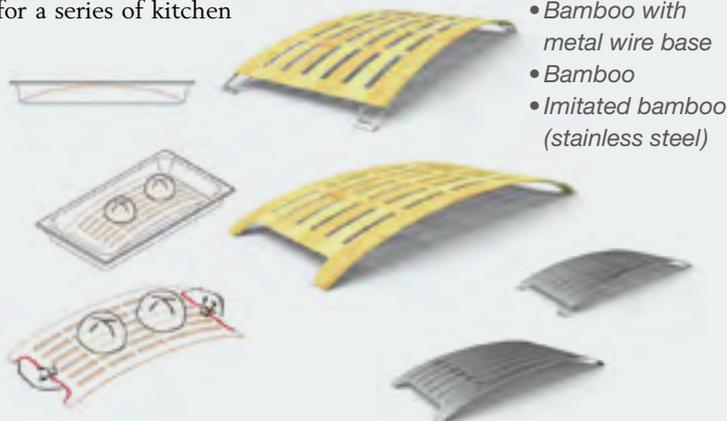
Miele thinks outside of the box – quite literally in the case of the special collaboration with luxury Parisian trunk maker T.T. Trunks. A beautiful marriage of cutting edge German appliances and the finest and

most sophisticated French trunk making; the limited edition Miele Trunk was a hit with the Hong Kong media, generating a great deal of attention. The trunks can be viewed by appointment at Miele's Private Lounge.

Students design kitchen accessories

Always committed to supporting creative design in Hong Kong, Miele worked with the Hong Kong PolyU School of Design on a special project for students. Third-year design students were given a design brief for a series of kitchen

accessories for the Miele steamer. The results were so good that Miele is now exploring the opportunity to work with the students to develop some of these accessories for commercial use.



- *Bamboo with metal wire base*
- *Bamboo*
- *Imitated bamboo (stainless steel)*

Students from the PolyU School of Design presented their creative ideas for example a tray with chinese elements.

Green Monday for healthy diets

During 2014, Miele worked with Green Monday – a non-profit organisation that both promotes healthier diets as well as seeks to reduce Hong Kong's carbon footprint by advocating meat-free Mondays. In August, Miele and Green Monday held an exclusive "green-awareness" dinner at the Private Lounge. It was attended by a range of celebrities and ambassadors for Green Monday. A wonderful meal was prepared by "veggie mum" Christine Cheung and George Tang, using Miele's steam ovens and showcasing healthy and ethical cooking techniques.



Fashion that never fades

With the release of the new W1 & T1 laundry range, Miele has kicked off the latest campaign entitled "Fashion that never fades": It looks into the distinguished lives of the people who use their products, and celebrates their individual styles.

For the campaign, Miele Hong Kong has collaborated with people of substance and style from around Asia. The cast includes Hong Kong artist and designer Alan Chan (陳幼堅); founder of fashion NGO Redress, Christina Dean; Shanghai clothes designer Susan Tang;

and well-known Singaporean physician and philanthropist, Dr Caroline Low. Fashion that never fades focuses on people's individuality and unique styles and in turn demonstrates the ability of Miele's new range to take care of any individual need.

The campaign spans a range of activities that looks at people and how they can get the most out of Miele's washing machines. Accompanying the large-scale media campaign, Miele Hong Kong launched the new laundry care microsite www.mielelaundrycare.hk.



Recycled clothes for the catwalk

A long-time supporter of sustainable fashion NGO Redress, Miele worked with founder Christina Dean on a special project as part of the EcoChic Design Awards. The company helped sponsor the Designer Challenge: a day-long challenge in which eight international designers were tasked with "up-

cycling" an outfit from items found in a clothes recycling warehouse. Miele then cleaned all of the upcycled items and brought them back to life, before the designers shaped them into amazing haute couture. All eight designs were then on display at Miele's Private Lounge as part of the EcoChic Design Awards after party.

Washing with expertise



The guests watch on, captivated by the chemical experiments being performed by Bong Yee Chein, Head of Product Management.



The new laundry care appliances were presented in the restaurant on Faber Peak.

Miele Singapore arranged something quite special to launch the new W1 generation of washing machines and the accompanying T1 range of tumble dryers: Guests and journalists were able to experience the technical innovations up close and personal in the lofty heights of the restaurant on Faber Peak in October 2014.

The restaurant was transformed into a laboratory for the presentation of the two series of appliances. Alongside a short overview of the milestones in laundry care – from the initial beginnings to the latest technology – guests were

presented with product films and demonstrations, incorporating information about the most important functions of the new appliances. They feature PowerWash technology and TwinDos. The integrated automatic dosing feature allows customers to save up to 30 percent detergent.

"What can I say? The best have just got better", said Grainne Styles, Marketing Director at the Singapore subsidiary, summarising the features of the new W1 and T1 laundry care appliances.

The statement was substantiated with a journey into the world of chemistry. Product

trainer Judy Seah first introduced the guests to the Sinner's Circle: Despite all of the technical innovations, in order to achieve the very best washing results, the factors of temperature, time, mechanical processing and detergent have to be ideally coordinated. As such, Miele offers a matching Care Collection alongside the laundry care appliances. This Care Collection is a perfectly coordinated system of detergents to suit every requirement.

Bong Yee Chein, Head of Product Management, carried out a number of experiments with the liquid detergents Ultra Phase 1 and 2, which are suit-

able for the TwinDos automatic dosing system. Just as in a real-life laboratory, the guests were clothed in white smocks, true to style. An interesting lesson from this journey into the world of chemistry: Overdispensing detergent does not lead to a better cleaning result. The TwinDos technology from Miele offers several benefits at once: Overdispensing is avoided. This protects the environment and saves on detergent. For many customers, it is, however, another benefit that is of greater importance – operating a washing machine has never been more convenient than with TwinDos.

Tehran product presentation with surprises

Whenever Miele presents new products in Iran, the event is comparable to an important society occasion to which value-added resellers, architects, product designers, interior designers, the press and consumers all flock – this is what happened last year in the Miele Experience Centre in Tehran. 120 guests answered the call of Tehran Bouran to experience the Persian première of the new Generation 6000 built-in appliances, as well as the W1/T1 laundry care range.

Tehran Bouran has been a Miele importer in Iran since 2006, and is an expert in marketing Miele in line with the premium standards of the brand. This is also well-known in Gütersloh, and so it was a sign of the esteem in which Tehran Bouran is held that Dr Markus Miele and Dr Reinhard Zinkann sent a signed picture and a video message for the product launch. The high-quality model ranges are the focus in the Tehran Experience Centre. "Iranian consumers are extremely open-minded when it comes to innovations like the M Touch display and the convenience features like those offered by the MasterCool cooling appliances", said Athmane Lakhlifi, who is responsible for importers at Miele. This is not just true of the capital, as Tehran Bouran also sells Miele in the large cities of Shiraz, Isfahan, Tabriz and Mashhad.

The host had come up with a surprise for its guests at the product launch: A group of young performers made music with their smartphones and tablets, and in doing so drew a line to the M Touch displays on the built-in appliances. German cuisine was served true to style and enthusiastically received – after all, you don't get speciality bread, "Schmorbraten" braised meat and apple strudel in Tehran every day!



The team at Tehran Bouran, shown here together with co-owner Mohammad Booterabi (fourth from left) and Miele Brand Manager Helia Booterabi (fifth from left), are the Miele brand ambassadors in Tehran.



Holger Keisinger, Head of International Sales and Retail, travelled to Taiwan for the launch of the Generation 6000. Chong-Chia Huang (4th from the right) is one of the two Managing Directors of KE Kingstone.

Picking up pace in Taiwan

Miele is picking up the pace in Taiwan. This is due to the dedicated importer KE Kingstone, which accompanied the market launch of the Generation 6000 range of built-in appliances last September with two events: A press evening with 70 representatives from the media; and an additional event attended by 150 guests, predominantly kitchen furniture retailers from across the country, who travelled to Taipei.

KE Kingstone came up with a truly extraordinary concept for the presentation: Professional models presented the new products in everyday scenarios – the guests were able to see, feel and experience Miele up close and personal. The show element was also accompanied by a film. The film reported about a press trip, which 20 journalists from Taiwan had made to Germany some months previous. Tour highlights included the welcome by Dr Markus Miele

in Gütersloh, factory visits, a tour of the Miele Museum, as well as a trip to Berlin, which included a visit to the International Radio Exhibition (IFA).

KE Kingstone has been Miele's retail partner in Taiwan since 2004. The company has four showrooms in Taiwan; the largest of which is located in Taipei. The built-in appliances are not just marketed in these Experience Centres; instead they are also on display in kitchen studios across the country. There is a great demand for European kitchen furniture and appliances in particular in the premium sector here. With regard to the free-standing appliances, KE Kingstone works together with the large department stores, which live up to the Miele premium claim, and provide space on the shop floor that is reserved especially for the brand. Notice in border: The Miele free-standing steam oven is one of the most popular Miele products in Taiwan.

Pupils bake Christmas biscuits for a good cause in the Miele Centre in Istanbul.



Multicultural Christmas baking in Istanbul

The annual Christmas bazaar held by the Deutsche Schule (German school) Istanbul and the German General Consulate saw Turkish and German school children meet at the Miele Centre Ataşehir in Istanbul to bake Christmas biscuits. Traditional German specialities, including mini stollen, were combined with exotic ingredients like candied lemon and orange peel to create unexpected flavours for some, whilst others were reminded of Christmases at home.

As no electrical gadgets were used to prepare the dough, the school children were required to put their back into it. However, thanks to the perfect baking results of the Miele ovens, the results were clear for all to see and taste.

Decorating the Christmas biscuits was the definite highlight – the children could let their creativity run free and cover them with sugar pearls, chocolate sprinkles and food dyes.

The pupils and teachers were given the Miele bread-baking book as well as a Miele apron and oven gloves as a leaving present. As such, there was nothing to stand in the way of them continuing their baking at home.

The Christmas baked goodies were then sold for good causes at the German Christmas Bazaar on 6th December in the Deutsche Schule Istanbul. The proceeds, to which around 6,000 visitors contributed, were donated to orphanages and children's homes, hospitals, refugee organisations and other charitable causes.

Cityscape – a hotbed for the real estate business

Miele attended the Cityscape Global fair in Dubai last September. Cityscape Global proved to be a hotbed of activity as leading international and local real estate developers announced their latest property developments and news to entice hungry potential investors. This real estate event hosted over 280 exhibitors from 28 countries.

Dubai is a centre of urban experimentation as well as one of the world's fastest-growing metropolises. Generating a culture and an international meeting hub, Cityscape Global provides a fruitful and dynamic platform for architects and all other construction-related disciplines to reveal their work to potential investors and governing authorities from different countries. It is a global arena for exchanging ideas and capacities, hence why the Miele subsidiary chose to have a presence in the form of a stand at the fair. The exhibition proved to be the right forum for Miele's project business, giving Ralf Weisenstein, Project Sales Manager, and Rehana Sharma, Head of Marketing, the opportunity to reach a targeted audience of over 1,000 architects, interior designers and developers. The Miele officials established lots of new and productive business contacts and also met with existing clients and partners. The exhibition was an excellent opportunity to develop the brand profile.

The 2014 exhibition was one of the busiest, with dozens of major announcements being made by exhibitors. The future certainly looks bright for real estate within the United Arab Emirates.

World-champion fireworks for importers



Miele importers being photographed in front of the Brandenburg Gate after an unforgettable day in Berlin.

Miele importers from across the globe enjoyed an unforgettable day as they travelled to the IFA in Berlin upon the invitation of Miele. Following a visit to the exhibition stand, the group travelled to the Berlin Olympic Stadium. The programme included a walking tour of the stadium. In the Cooking Club, which Miele had equipped with appliances back in 2012, one of the highlights was cooking with views of the stadium in the background. Up to 40

people can cook independently in the Cooking Club – and can do so with the very finest Miele appliances. The event concluded with the Pyronale – world-champion pyrotechnists – putting on a colourful spectacle next to the stadium. Miele value-added retailers were not alone in experiencing this event, as around 60,000 people watched the firework display. A group photograph in front of the Brandenburg Gate marked the end of the trip.



Rachel Khoo is impressed with the Miele combination steam ovens.

Rachel Khoo cooks up a steam

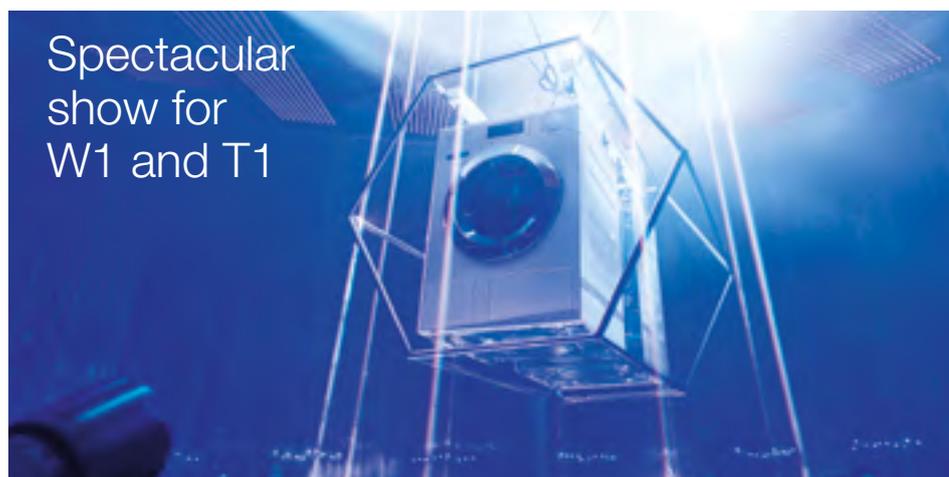
Rachel Khoo, the pastry chef famous for her "Little Paris Kitchen", launched Britain's first Steam Patisserie, powered by Miele. The Steam Patisserie was held at the Miele Gallery on London's Regents Street last July. Steam Patisserie is the first patisserie to showcase the diversity and adaptability of baking with steam by offering delicious exclusive pastisseries to diners.

From the menu: Light and airy Brioche Buns, with Jambonde Bayonne and Herbes

de Provence – a unique savoury take on the traditional French classic. Delectable Elderflower and Peach Frangipane Tartlets full of fresh summer flavours. Guests were also served the most exciting dessert hybrid since the Cronut – Miele's new patisserie treat, the Doreo. Taking all the delicious and moreish elements of a doughnut and combining it with the crumbly classic American cookie – no one was able to resist!

The patisserie was powered by the combination steam ovens, which represent the

ultimate in sophisticated steam cooking. They allow users to achieve professional-level cooking results from the comfort of their very own homes by combining the best in fan and conventional ovens with steam. Rachel Khoo commented: "Miele combination steam ovens are perfect for delicious pastisseries and breads – anything where 'rise' is important. The moisture injection function helps not only to create lift and rise, but also produces a lovely thin, light crust together with the lightest pastry imaginable."



Miele's new W1 washing machines and T1 tumble dryers were presented in a spectacular show in London.

Miele launched its new laundry care collection to over 600 VIP retailers, customers and press in the most memorable fashion at an event in London. The company worked with renowned Creative Director, Kim Gavin (who choreographed the closing ceremony of the 2012 Olympics),

to create a spectacular show, which presented all of the key features of Miele's new W1 washing machines and T1 tumble dryers, through the mediums of mime, dance and acrobatics with many special effects.

Simon Grantham, Managing Director of Miele UK said, "Miele has always been at the forefront of laundry technology.

Our new W1 washing machine and T1 tumble dryer ranges have taken five years to develop and have been designed to be the very best in the market, setting a new standard in clean. We set out to create a launch event that would reflect the extraordinary quality, innovation, design and performance of our new products and we have been thrilled with the feedback we have received so far."

Miele also took the opportunity to introduce its new Fabric of Fashion campaign led by the brand's Director of Style, Gemma Sheppard; a leading fashion stylist and laundry guru. Drawing on Gemma's fabric, fashion and style insights, combined with Miele's vast laundry knowledge and new laundry collection, Fabric of Fashion offers customers valuable advice on how to look after their clothes, give confidence on fabrics that can be washed and which detergents are best to use. Fabric of Fashion events took place in 2014 and were supported with an advice booklet and an advertorial campaign in leading women's, lifestyle and national publications.



The Vol Espai Gastronómico offers wonderful views over Girona and the River Oñar.

A mobile restaurant experience

Miele has been chosen as the company to kit out the kitchen area of the Vol Espai Gastronómico restaurant, which rises a few metres above the River Oñar in Girona. This innovative project, which began in the Catalan town thanks to its global reputation for its culinary creations, has been designed to promote exchanges between head chefs. The restaurant will be transported to various cities across Europe.

The chefs Joan Roca from the El Cellar de Can Roca (three Michelin stars), Jaume Vila from the Restaurant La Banyeta and

Yolanda Bustos from the Restaurant La Calèndula will be demonstrating their prowess in the restaurant, alongside other chefs. They will be arranging various show cooking sessions, at which 18 guests will be able to sample the special creations made by the head chefs.

The Vol Espai Gastronómico is not just a restaurant; but also a multidisciplinary space in which various events around the topic of cooking, including seminars, wine tastings and other tastings, will take place.



Japanese delicacies in Spain

The Miele Centre Madrid served as a venue for the presentation of Wagyu meat, which is known as a delicacy around the world thanks to its characteristic marbled effect, its tenderness and its flavour. As part of a show cooking event in the active kitchen, the guests – who included members of the Japanese society in Spain and the Japanese ambassador Kazuhiko Koshikawa – were treated to a special menu. Head chef Hayamizu prepared the Japanese Wagyu meat in a variety of ways. For example, he used the Tepan Yaki from Miele, which is ideally suited to the roasting and grilling of meat and vegetables.

Searched for and found: the oldest washing machine

The Spanish subsidiary announced that it was searching for the oldest working washing machine in Spain – and it found it. Alongside the many machines from the 1960s and 1970s, a real antique was also discovered: A German man, Axel Dittrich (photo), who lives on Mallorca,

lately used his W155, which dates back to 1955, to prewash his beach towels. The washing machine has been passed down from generation to generation. Axel Dittrich was given a new W1 washing machine in exchange for the historical model.



Despite a narrow defeat, the red team presents their culinary delights in good spirits.

Competition between chefs in Madrid

June 2014 saw the Miele Centre in Madrid enjoy an outstanding event: The competition between the chefs from the Spanish national team for professional chefs and participants in the Bocuse d'Or, the World Championship for Up and Coming Chefs, was held here for the first time.

The Miele Centre was represented by the team around Alberto Moreno, the Spanish representative at the Bocuse d'Or 2014/2015, dressed in blue uniform. The team included coach Jesús Almagro. They competed against Carlos Durán's red team. He was joined by TV chef Sergio Fernández.

Each team had to prepare a dish with a range of ingredients, hidden in a surprise box. A further challenge involved incorporating the steam oven. The teams had to



serve four portions of one dish on a plate in a maximum of 90 minutes.

After a very tight duel, the blue team were crowned winners with their dish "Pink Tomato Cream with Shoulder of Ibérico Pork on Citrus Fruits and Picual Olives". The red team presented a "Fillet on Citrus Fruits and a Shoulder of Ibérico Pork with

Ham, as well as a side of Fried Potatoes, Pumpkin Cubes and Piquant Jam".

The Miele Centre Madrid had invited Rosa María González, Head of the Ferran Adrià Professorship, and the blogger Su from Webos Fritos as the jury. They judged the winning team based on three criteria: taste, aesthetics and hygiene.

Solidarity at Christmas

Miele Spain began its solidarity campaign at Christmas 2014; this time in co-operation with the Valora Foundation, which distributes remaining stock and old clothing from companies and private individuals amongst charitable organisations. Miele collected clothing, blankets and duvets, which were first washed and then distributed amongst people in need.

Once the collected textiles had arrived at Miele, Miele staff got involved in the operation and took care of the washing and drying in the Professional laundrette. The materials were then packed, sealed and given to



The donations are washed and packed, ready for distribution.

the foundation, which then handled the distribution of the items to those in need.

The Valora Foundation was founded in 2004 with the aim of helping to pro-

vide for basic needs by distributing all kinds of products and remaining stock. At present, the Valora Foundation supports 800 non-state aid organisations and institutions.

Mexico wows with culinary delights

In October 2014, Miele Mexico presented the new Generation 6000 kitchen appliances in two branches of the Casa Palacio shopping centres in Mexico City. As part of the Design for Life campaign, interested parties could both attend the presentation and take part in a range of events.

Miele runs an Experience Centre in both of the shopping centres; and each one features an active kitchen and a space for displaying the products. Various events took place at these centres, under the management of Marta Brockmann, Miele Mexico Head Ambassador, and Jesús Díez, Enologist Ambassador. The wine tastings, refined evening meals, a workshop on oriental cooking with the steam oven, and the other events gave the participants the opportunity to experience the new appliances at close quarters and even to try them out for themselves. Small delicacies like nougat and cookies made by Marta Brockmann made the end of the event sweeter for the guests.

In addition, in the showroom areas, visitors could also enjoy an overview of the new Generation 6000 appliances whilst enjoying a cappuccino, a latte macchiato or an espresso.

The events were organised in conjunction with international partners Riedel, Villeroy & Boch, Le Creuset, and Zwilling. Furthermore, an event was also held for customers with a particular interest in wine and wine cultivation, interior design and gastronomy, together with the local partner American Express Centurion. Miele had opened its own subsidiary in Mexico back in 2001 and thus became the first Miele location in Central America.



The Casa Palacio was a perfect location for various Miele events.



Marta Brockmann and Jesús Díez impressed the guests with culinary delights and complementary wines.

Austrians are clever savers

As part of the Futura trade fair in September 2014 in Salzburg, Miele Austria became the first subsidiary to present the offer "W Classic – Save clever!". This sees customers purchase a Miele WDA 110 WCS washing machine and sign up for a one- or two-year detergent subscription. The offer gives the customer the best washing results at a great price.

Martin Melzer, Managing Director of Miele Austria: "With the 'W Classic – Save Clever' offer, customers have the opportunity to buy a Miele washing machine with a 200 euro discount for the very first time." The detergent is delivered to the owner's house conveniently and free of charge twice a year.

W Classic – Save clever was advertised via a large-scale radio advertisement, which was then supported by extensive online advertisements, digital screens in shopping centres, POS materials in shops, consumer ads and on Facebook. Retailers also put a lot of energy into the promotion and invested a lot in advertising the offer. Interestingly, the vast majority of customers opting for a subscription chose the two-year option. Customer satisfaction with Miele detergent is very high. A total of just under 1,500 detergent subscriptions were filed by the end of 2014. The promotion helped Miele Austria to achieve record sales of a total of 7,000 washing machines in September, right at the beginning of the campaign. Of these, 3,333 were the promotional model WDA 110 WPS.

Fascinating exhibition to mark 60th anniversary

From the past to the future – this was the title of an exhibition in the Ringstrassen Galerien in Vienna which was opened by Miele on 3rd March 2015 to mark the anniversary of 60 years of Miele Austria. The subsidiary presented historical exhibits and offered insights into the future of cooking. The highlight of the exhibition was a prototype of a cooking table, which had first been on display just a few months previous at an event by the Universal Home Network in Essen, Germany (see report on page 19).

Launch event guests were treated to culinary delights prepared by the best chefs from the Jeunes Restaurateurs d'Europe (JRE). Josef Floh, Thomas Göls and Hubert Wallner offered their creative interpretations of classics from the 1950s and 1960s. The JRE is an association of over 350 young top chefs and restaurateurs from twelve countries, with the promising motto "Never-ending passion".

An expert talk on living in the future offered fascinating insights into the topic. Dr Markus Miele and Dr Reinhard Zinkann both took part in this discussion. "More and more people are opting for an open-plan kitchen, dining and living area. For some it is purely a question of space – here I am thinking of the increasing number of single-person households in increasingly pricey city centre locations; for others it is an expression of home culture and lifestyle", explained Markus Miele. Reinhard Zinkann continued: "Even though kitchens are increasingly becoming a communication centre, kitchens remain the place to cook, and are faced with widely differing requirements concerning food preparation."

Andreas Enslin, Head of the Miele Design Centre, approached the concept of a kitchen from a different angle. "In 2015, the kitchen is about peace and quiet and being natural. Clear, simple shapes are combined with high-quality, natural surfaces. At the same time, the kitchen is increasingly becoming a social space, where people meet, work and solve problems. This is where life happens. But the kitchen will also become intelligent in the future – with networked and discreet technology that is available everywhere and will support us in doing what we like to do best: cooking, eating and chatting together."



Hubert Wallner, Thomas Göls and Josef Floh (from the left) put their own spin on traditional dishes.



Expert discussion with (from left) Dr Reinhard Zinkann, Dr Markus Miele, Hanni Rützler, Prof Dr Jens Dangschat and Andreas Enslin

However, Prof Dr Jens Dangschat, Head of the Department for Spatial Development, Infrastructure and Environmental Planning, as well as Sociology for Spatial Planning and Architecture at Vienna University of Technology, sees the following challenge: "The importance of household technology is on the rise. Keywords here include energy saving, Ambient Assisted Living and intelligent appliances." But what may bring an increase in comfort at the luxury end, must remain affordable in the entry-level segment too. This, in turn, means that the requirements on marketing will increase due to the various target groups.

Hanni Rützler, food trend expert, dietician and health psychologist enriched the discussion with further arguments: "It is not just the environment of consumers that will change, but also the consumers themselves – they will become active prosumers in the future: Customers who don't just consume what is offered to them,



Amongst other things, the exhibition presented the successful "Ideal" vacuum cleaner model from the 1930s alongside the latest models.

but who consciously shape the manner of personal consumption and, in doing so, have an increasing influence on the goods and services that are consumed."

The exhibition was open in the Ringstrassen Galerien in Vienna until the end of March; it was then displayed at the Miele Galleries in Vienna and Wals over the subsequent months.

Miele Romania looks after fashion

The largest event to date for the new Miele Centre in Bucharest took place on 15th October 2014. Miele presented the new generation of washing machines and tumble dryers W1-T1 in a fashion show organised by the famous Romanian designer Wilhelmina Arz. Wilhelmina Arz created a collection of precious fabric outfits especially for the launch of the new Miele washing machines and tumble dryers.

"The W1 model is the most advanced generation of washing machines available since Miele launched the first washing machine in the world, some 113 years ago," said Loredana Butnaru, Miele Sales Manager in Romania. "The most delicate fabrics like silk and wool or prêt-a-porter luxury clothing are perfectly cleaned with dedicated attention by Miele washing machines. Hence, the precious fabric outfits that Wilhelmina specially prepared for the new Miele generation showcase can be safely cleaned using the programmes dedicated to delicate fabrics."

"The outfits that I sketched for showcasing the new Miele washing machines consist of classic cuts that are well recognised, using precious fabrics with fine details, on which you can spot



Miele looks after fashion in Bucharest.

endless games where cuts play with the light, sewing and folds; luxury prêt-a-porter with couture elements," said Wilhelmina Artz. "A real problem with handmade clothes made using special fabrics is the difficulty that you experience when it comes to cleaning them at home, but with the new Miele washing machines we have proven that this is no longer a problem."

Partners, journalists and VIP guests were amazed by the range of new appliances, which are distinguished by excellent washing performance, technology, comfort, efficiency and a dazzling appearance. While invitees revelled in the design aesthetics of the new Miele Centre, chef Henrik Sebok prepared culinary delights in the active kitchen ensuring a great party atmosphere.

eLearning Award for the best training programme

Miele has been awarded the 2015 eLearning Award in Germany. The "Miele global product training sessions" project combines face-to-face training and eLearning units to prepare international retailers and members of staff for the new products. At the same time, it takes specific regional characteristics into account.

In the "Blended Learning" category, the eLearning module prevailed over the other contenders. The expert jury from the eLearning journal were impressed with the way the application can be adapted to suit different target groups in different languages, with a great deal of flexibility in terms of adaptation and localisation.

The magazine has been awarding outstanding projects with the eLearning Award in around 25 categories since 2008. According to the Blended Learning approach, face-to-face classes and eLearning

modules are combined to establish a consistent level of knowledge amongst retailers and members of staff. Alongside product details, the highlights of the appliances are also emphasised. The clear and interactive teaching of the content is the focus here.

The individual content for the training areas for the foreign subsidiaries is available via a central platform. As a result, target-group-specific eLearning modules can be compiled in the form of web-based training sessions (WBTs). These training sessions are also available in a version for tablet PCs. They are currently available in 25 languages; further training modules are in the pipeline. Retailers and members

of staff have already completed around 11,000 hours of training via these eLearning portals. The product training sessions can be found at <http://miele-elearning.de>.



The best care for modern fashion



Julia Dalakian's 2014/15 autumn-winter collection on the catwalk

As part of the Mercedes-Benz Fashion Week Russia, March 2014 saw the Central Exhibition Hall Manege in Moscow host a fashion show for Julia Dalakian's Fashion House with the support of Miele. The focus was on the new 2014/15 autumn-winter collection.

The partnership with Miele was not chosen by chance: The brand is a true professional when it comes to taking care of clothes. As a testament to this fact, all designer clothes were ironed using the FashionMaster ironing system. The FashionMas-

ter ironing system is the perfect solution for the care of difficult-to-manage textiles. As part of the show, guests were invited to get acquainted with Miele's new W1/T1 washing machines and dryers. Thanks to new technologies, the machines are even better at managing delicate items.

"As a professional, I can say that designer clothes require special care. It is very important to preserve the colour, shape, texture and the exclusive design of the item. When it comes to such items, it is important to trust the professionals", Julia Dalakian said.



Julia Dalakian puts her trust in Miele appliances for delicate fashion items.

Julia Dalakian's collection Cover Story comprises a mathematically precise design and the correct combination of textures and colours. It is important that complex designs are simple, functional, and the combination of fabrics and colours is unusual, but not flashy. Coats, suits, blouses, skirts and casual cocktail dresses, evening dresses and overalls are made with high-quality natural fabrics such as wool, woolen cloth, jersey, duchesse, silk organza, tight satin, jacquard fabric and velvet. Such items require special and gentle care. In this sense, the new Miele washing machines and dryers are real gems. Guests to the show were all presented with Miele's special CareCollection detergent as a gift.



Ladies in red attended the workshop with Alexander Marchuk.

All in red

The Miele Gallery in Moscow hosted an exciting event in May 2014 called Red Party. The event was jointly organised by the international design magazine Dom Y Interior for architects and designers. The dress code, which called for red accessories, made the party look particularly festive.

The official part of the event included a presentation from Sofia-Decor, an elite interior design company. Company representatives showed the guests an entertaining video about how unique types of wood are used to create exclusive interior decoration items. The show continued with a short lecture from intellect house about modern automation systems for houses with a demonstration of smart home functions. After the official part of the event, guests were invited to take part in a workshop led by experienced chef Alexander Marchuk in order to get hands-on experience with Miele appliances, including by creating a meal of lamb curry and scallops.

A number of Miele Centres and Galleries were opened in 2014. The Miele Magazine presents the new showrooms in Moscow, Chicago, Washington, Jerusalem and Crissier.

New brand experiences around the world



Cutting the ribbon: Axel Kniehl, Markus Miele, Sergey Kim and Reinhard Zinkann (from left)

The famous opera star Hilda Gerzmava entertained guests at the opening gala.



MOSCOW

At the end of October 2014, the new Miele Centre in Moscow celebrated its grand gala opening in its location on Prospekt Mira. The theme of the evening was Russian cuisine, with all its history and traditions. Miele's key partners in Russia, VIPs and journalists came to find out more about the Miele products and the new Miele Centre.

The Flemish Miele Centre is located at 83 Prospekt Mira, and

Chicago

is the third of the company's own distribution outlets in Moscow, and Miele's first high-street retail store in the city. The new Centre is fitted out in a fetching black-and-white colour scheme with an innovative space-zoning approach layout, so that visitors can enjoy a convenient overview of the entire range of domestic appliances. Qualified consultants are on hand for visitors – they are able to offer advice on product selection and use of Miele equipment, and can also offer a test-drive of the appliances.

The opening evening saw the Centre be transformed into an authentic "guidebook" to Russian cuisine. There was a fully operational kitchen where chef Alexander Merchuka held a masterclass that was open to all. The culinary highlight of the evening and a Russian delicacy: Stroganina – wafer-thin sliced frozen raw fish on ice. Sommelier Oleg Osokin offered a wine and cheese tasting. Meanwhile, in the Café-Bar area, invitees could enjoy appetising fresh bakery items served with coffee.

The Executive Directors Dr Markus Miele, Dr Reinhard Zinkann and Dr Axel Kniehl attended the gala along with Regional Managing Director Josef Vanicek. Together with Sergey Kim, Managing Director of Miele CIS, they mingled with the guests and talked about future plans for the Russian market, before ceremoniously launching the new Miele Centre by cutting a symbolic red ribbon. Sergey Kim pointed out: "This new Miele Centre that we are opening today is our 'new home' in Moscow. It is a place where visitors can not just survey the range of what we produce, but actually try the appliances out during the special events that we will be offering."

The evening's grand finale came with a performance by the world-famous Russian international opera star, People's Artist of Russia and of Abkhazia, Hibla Gerzmava, who sang several arias from her extensive repertoire.



Ribbon cutting at the new Miele Centre in Chicago



Long awaited: The first range to be shipped to a customer

In an effort to expand upon the exceptional service and expertise that Miele US is renowned for, two new Miele Centres opened in Chicago and Washington D.C. in October 2014. These two locations increase the total number of Miele showrooms in the United States to eleven and each will play an integral part in servicing the unique needs of the regions.

To celebrate the openings, the subsidiary hosted private events with special guests Dr Markus Miele and Dr Reinhard Zinkann, along with managing members from the United States and the respective regional sales teams. Markus Miele addressed the audience of dealers, trade members and media to express his grati-

tude for their continued loyalty to the brand. "I would like to thank you as valued dealers, for your commitment and successful drive in a highly discerning, but also dynamic market," said Miele. "Miele USA has edged its way up our internal roster over the past two years from fourth to second position in our sales statistics."

As the first Miele Centre in the Mid-Atlantic region, the Tyson's Corner location will help support local dealers and serve as a major resource for the trade members and clients in Washington D.C., Virginia and Maryland. "The greater Washington D.C. area has always been a key market for Miele, and our new showroom in Washington D.C. will serve as a core component

to the overall Miele experience," said Nick Ord, Managing Director of Miele USA. "The new Centre, which will house some of the most innovative built-in appliances in the industry, will provide consumers with the opportunity to experience our products through hands-on cooking demonstrations, culinary classes and education. We look forward to further cultivating our relationships with the many influential architects, designers and their customers in this market."

In Chicago, Miele is located in the Merchandise Mart – an iconic building and a leading innovator in culture, art, business and fashion – making it an ideal location for the company to influence the local market. "Miele is synonymous with quality, style and innovation and an exciting and fitting addition to the LuxeHome collection of premier boutiques," said Katherine Flaherty, Vice President, The Merchandise Mart. "LuxeHome shoppers will have the

opportunity to touch and test each Miele appliance ensuring they are making the right choice."

The Centre openings also coincided with the introduction of the new line of ranges, rangetops and range hoods that received an inspiring reception with their debut in North America. With the increased presence in the United States market, and the complete kitchen suite of appliances, the coming years promise to be very exciting.

Jerusalem



The new Miele Gallery was opened in Jerusalem with an open-air event. Miele importer Electra has staged the brand with great style in Jerusalem.



There is now a Miele Gallery in the Holy City too. Last September, Miele importer Electra opened the third exclusive Miele showroom in Israel in Jerusalem. It is situated in a business quarter, which is known as the place to be for furniture, kitchens, bathrooms and design. The Gallery presents a wide range of the latest Miele products – from laundry care to built-in appliances – across almost 200 square metres of showroom. One of the exhibits, however, is over 114 years old: a butter churn from 1901, which was presented by Derya Faltn and Rudolf Saibert on behalf of the Miele management board.

150 invited guests attended the launch event. They experienced the new Generation 6000 built-in appliances in a show that had been created especially for the occasion, featuring choreography, dance and music. Head chef Segev Moshe, who owns several renowned restaurants in Israel, treated the guests to his culinary creations.

The Gallery took ten months to build. Electra gave the Miele interior design department responsibility for the plans. Renowned architect Dan Burstein, who had previously built the Miele showrooms in Haifa and Herzelia, was in charge of the build. Electra runs a successful electronics chain in Israel. With the exclusive galleries, the importer wishes to better position the Miele brand, and to accelerate the sale of built-in appliances.



Miele Gallery Crissier: Experience the Miele world across 800 square metres of showroom.

Contemporary and pure: the newly designed Miele Gallery in Crissier.

The opening of the new Miele Gallery in Crissier represented a highlight for Miele Switzerland. The launch event last October saw Dr Markus Miele and Dr Reinhard Zinkann travel to the French-speaking district. The new Gallery presents over 230 items and four premium kitchen worlds across just under 800 square metres of showroom.

Rico Fallegger, Managing Director of Miele Switzerland, highlighted the relevance of the new Gallery for western Switzerland: "With the Miele Gallery, we are proud to be able to offer our customers and partners a modern port of call in the French-speaking part of Switzerland."

Four hundred guests were also on hand at the launch to appreciate the stylish stag-

ing. The newly designed showroom was launched in style with a press conference and various customer events. The series of events was also first-class in a culinary sense: Star chef Philippe Rochat and his team, amongst others, created pure pleasure.

The new showroom in Crissier follows the global Miele design concept, which has been executed around the world.

"Living up to the premium claim"

Exclusive Miele-owned showrooms are generally planned by the interior designers at the headquarters in Gütersloh. The editorial team spoke to Henrik Breulmann, Head of Miele Interior Design, about the idea behind these showrooms.

Mr Breulmann, how many of these exclusive showrooms have now been opened across the world?

Henrik Breulmann: There are currently around 90 Miele-owned showrooms. The latest new openings, or re-openings after extensive refurbishments, took place at the end of 2014 in Turin, Toronto, Crissier (Switzerland) and Washington.

And the interior designers at Miele designed the concept for all of these showrooms? Yes, with just a few exceptions. The interior design team at

Miele comprises 17 members of staff. Alongside the Experience Centres, we also design the concepts for the most important trade fairs and exhibitions.

What is the difference between a Miele Gallery and the new Miele Experience Centres?

In the future, the large own brand showrooms will, in principle, be known as Miele Experience Centres. Smaller salesrooms in city centres and malls will be called Miele Stores. Together, they share

the need to live up to the premium claim made by the Miele brand and, as a rule, sell directly to the end customer. Experience Centres and Stores are subject to uniform design guidelines. This also makes sense, as we can then best display the range of products using standardised presenters and displays.

Can importers and value-added resellers also receive support from Miele regarding the design of their showrooms? Yes, so long as the partner and Miele agree upon a convincing



Henrik Breulmann is Head of Interior Design at Miele.

concept. These showrooms will soon be known as Miele Centres. Newer examples of these can be found in Cairo, Beirut, Amman, Jerusalem and Turkmenistan. The points of contact here are the respective country advisers at Miele headquarters or the point of contact in the foreign subsidiaries.



The Berwanger Hof in the Bavarian town of Obermaiselstein can accommodate up to 100 guests.

Intelligent energy for Berwanger Hof

By combining a unit-type heating power station and connecting all electrical appliances up to an energy management system, hotelier Christian Berwanger has been drastically reducing the electricity costs for his four-star establishment in Bavaria (Germany) since 2010.

These days, 50 kilowatts is the peak electrical demand for the complete site, including the guesthouse. The conversion costs have almost been covered. The hotel in Obermaiselstein can house up to 100 guests, and the dirty laundry certainly stacks up on departure days. Berwanger: "The laundry mountain is two metres high on these days, and the washing machines have to work throughout the day." It is no surprise that the washhouse reached a connected load of 100 kW – which meant that the 60 kW power supply line was often overloaded. Every extra kilowatt cost eight euros a month with the local energy provider. "We had to change something; otherwise our electricity bill would have swallowed up the business", explains Berwanger.



Successful energy management: Hotelier Christian Berwanger and his wife Conny in the on-premise laundry with Miele technology.



The new energy optimisation plant is the heart of the new system. It combines and monitors all electrical appliances with a connection power of more than one kilowatt.

The core of the new system is an energy optimisation plant by the Munich company Sicotronic, which combines and monitors all electrical appliances with more than a one kilowatt connection power from the washhouse, kitchen and scullery. It identifies the current operating status, counts the number of seconds of consumption, and decides which appliances need electricity and when – and which don't. Thus, the costly exceeding of the so-called peak load for short periods can be avoided.

Berwanger himself decided which appliances were most important. At lunchtime, it is the cookers and ovens in the kitchen that take precedence. The washing machines continue to run, but they take longer than normal. This is because the prescribed temperature curve must

be adhered to – and the heating phase is delayed accordingly. The programme duration only extends to such a degree that does not affect the operating sequence. If this does happen, the six employees in the washhouse are informed anyway, as the so-called peak-load cut-out is shown in the washing machine displays.

Miele laundrette technology has been a key part of the Berwanger Hof for over 45 years: At present, appliances include one washing machine for 32 kilograms of dry laundry and one dryer for 30 kilograms of laundry, as well as an ironer, which delivers up to 56 kilograms of pressed laundry per hour. "There has never been a viable alternative", says Christian Berwanger: "We have to rely on our laundry being perfectly washed and we want to have a handle on dispensing,

too, as this contributes towards quality." The towels from the spa area are a good example of this: they often need to be treated with degreasers, as the oils used in Ayurveda treatments can be tough to remove.

Guests themselves also generate high consumption costs; as a result, the entire hotel switched to electricity from its own unit-type heating power station around four years ago. A combustion motor drives the plant; its waste heat is stored in a tank and this then supplies hot water for heating, showers, baths, the kitchen and the swimming pool. The motor is fuelled using natural gas from the neighbouring town of Fischen. Apart from this, the hotel is largely self-sustaining. In the case of a power failure, the entire plant switches to so-called island operation, which is fuelled either by natural gas or oil.

The establishment's own power plant does not just cover the entire requirements of the Berwanger Hof: Depending on the season, it also produces more electricity than is required. In this case, the surplus electricity is fed back into the public grid. This is just one more reason why the investment in the new technology has paid for itself, and ensured it was paid off quickly. Now the profits are fed directly back into the hotel.



The new assembly line in the Miele Bielefeld factory for the new under-counter appliances. Assembled models are later used in laboratories, dental practices and hospitals.

There are a variety of loading trolleys and baskets available for the most wide-ranging uses: for example for laboratory glassware.



Peak performance for clinics, practices and laboratories

Following a thorough expansion to and modernisation of the Bielefeld factory, the site is now producing completely new Miele Professional washer-disinfectors. They are for use in clinics, laboratories, doctor's and dental surgeries, and ensure that medical instruments, hand and angle pieces from dental surgeries and laboratory glassware are ready for use again quickly.

The new range featuring 60 and 90 centimetre wide under-counter appliances has an innovative and patented rinsing system at its heart, which offers larger capacities and better results whilst also using less resources. A patented, circulation pump with a variable rotational speed adapts the water pressure in line with the programme in question. This in turn saves water and

energy – and reduces consumption values by up to 20 percent, depending on the programme, in comparison with appliances from the previous range. The new wash cabinets offer up to 50 percent more space and are produced using the latest laser technology. Benefits of the new technology: No gaps can be found in the complete wash cabinet any more, which means that no dirt can settle here, and thus helps to ensure the best cleaning results.

The water and drying air feeds into the basket system have also been optimised. They are no longer fed in from the top of the wash cabinet; instead they come in via the rear panel. The rinsers are now directed right to the spray arm via a horizontal guide, thus allowing for a more efficient use

of resources. And the truly special thing: If the valves are not required because no instruments are connected up, these automatically seal themselves to avoid a loss of pressure in the rinse system.

All devices from the new generation can be equipped with a range of loading trolleys and baskets – for example, laboratory appliances can be fitted with a module to hold large-volume measuring flasks. Batch carriers can be used in hospitals and clinics: They can hold six mesh trays per batch and additional hollow instruments can also be attached if required. An upper basket, in which 22 injection nozzles for the preparation of all dental hollow instruments can be used, can make everyday life a lot easier in dental practices.

Protection against germs in laundry

A new service from Miele Professional: Customer Service now offers the ProHygiene test procedure during the servicing of washing machines. It tests to see if the disinfecting wash procedure and detergents are working properly. This is achieved by the so-called bioindicators, which are put through the wash. They are strips of fabric that have been prepared with pathogenic microbes and preserved overnight in an isolated coolbox by the service technician. The next day, the technician travels to the customer and places one germ-infested strip of fabric between the textiles in each machine that he is to test. He also places a data logger in a protective case in the machines prior to the start. At the end of the wash cycle, the logger provides the technician with information about temperatures and soaking times, which are then immediately evaluated and documented.

The service technician packs the washed bioindicators in sterile packaging and sends them in the coolbox to the wfk Cleaning Technology Institute in Krefeld. The independent research institute tests to see if there are any germs remaining on the indicators. The results are provided within around two weeks, and the Miele customer is given a detailed evaluation. The result can be presented to the local health authority or professional association if required – for example, as proof of adherence to hygiene and health and safety regulations in hospitals, nursing homes and in the emergency services.



After the wash cycle: The orange-coloured bioindicator is removed from the drum and sent for testing in a sterile, polythene bag.

Neven Maguire cooks with Miele in Ireland

Miele Ireland is pleased to announce it is the cooking appliance of choice for the recently opened Neven Maguire Cookery School in the province of Ulster. The opening of the Cookery School has been much anticipated by those looking to develop their culinary skills with Ireland's foremost authority on contemporary Irish cuisine. A name synonymous with quality, Neven Maguire trusts the performance of Miele's innovative kitchen appliances to deliver perfect cooking results for his cooking classes. Pat McGrath Managing Director of



Neven Maguire is satisfied with the performance of Miele appliances.

Miele Ireland says, "We are delighted to be the appliance provider for Neven Maguire's Cookery School. Neven is renowned for innovative cuisine and using only the finest produce in his restaurant and cookery school."

Of Miele's cooking appliances, Neven Maguire says "I am delighted to be using Miele appliances in my cookery school. The hobs are a reliable, quick, and safe

way of cooking with induction. I have used Miele for many years at home and on my TV programmes. The appliances are consistent and I am very happy with every element."

25 years of success for the trainee programme

25 years of trainees at Miele – impressive over the course of time – this was the motto for the event to celebrate the anniversary of the training programme at Miele. It was 1989/90 when the first year of graduates completed the programme. The aim is to give these candidates the qualifications and skills to take on management positions within the company in the future. The anniversary saw Sabine Kumlehn, Head of Human Resources Development at Miele, invite all of the former trainees who still work in the company to review the past and look forward together.

As part of the ceremony, Olaf Bartsch, Executive Director at Miele, who himself began as a trainee back in 1991, looked back on the beginnings of the programme and on how it has developed over the years.

Michael Bruggesser, Corporate Director Human Resources, presented the plans to develop the trainee concept, including extending the programme to last 18 months, and an increased focus on internationalisation.

The programme is particularly aimed at graduates from the fields of industrial engineering, informatics, economics; engineers with a focus on mechanical engineering and electrical engineering; and young professionals with international management school qualifications. 71 of the 121 former trainees still work at Miele: Every second of these has taken on a management position within the company. In 2012, the Berlin job portal for academics Absolventa tested the Miele programme using a scientific test procedure and distinguished the programme as being "career-enhancing and fair".



TOP LEVEL LIVING

The Golf Estate will live up to its name: Exclusive apartments are being built at the heart of a 9-hole golf course.

Golf Estate, India

Miele has closed the largest single order in company history in India. The Golf Estate Luxury Apartments Guargaon is being built near Delhi under the lead of the project developer M3M India. Miele is to equip 3,000 exclusive apartments with a total of 12,000 built-in appliances. These will include gas hobs, extractor hoods, dishwashers and microwaves. Appliances have already been supplied for the first completed buildings this year.

Pankaj Bansal, Managing Director of M3M India, presented the project to the public at a press conference together with Dr Reinhard Zinkann, who had travelled to India to sign the contract. While Reinhard Zinkann explained the company's plans and vision to the media; Rana Pratap Singh, Managing Director of Miele India, clarified queries regarding technicalities, delivery dates and other significant nuances about the partnership.

The Golf Estate site spans some 75 acres along the upmarket Golf Course Road in Gurgaon. The name is significant: the site is surrounded by a 9-hole golf course. The apartments look directly out onto the green. The site was planned by Golf Plan – an American company that has already designed over 100 golf courses across the world. M3M has also involved experienced international partners in other areas: Le Group Arcop (Canada) designed the architecture. Bilkey Llinas Design (USA) has been responsible for the interior design of the apartments; meanwhile, Geyer Coburn Hutchins (USA) designed the landscaping.

One special feature of Golf Estate will be a large Club House. It will include art galleries, a library and bookshop, a spa and gym, as well as tennis courts. The inhabitants will, of course, also have access to different swimming pools.

M3M stands for "Magnificence in the trinity of Men, Materials & Money". The



Contract signing with Pankaj Bansal, Managing Director M3M India, Reinhard Zinkann, Mario Miranda, Regional Managing Director for Miele Asia, and Rana Pratap Singh, Managing Director Miele India (from left).

motto of the company is "quality, timely delivery and excellence". M3M is distinguished within the industry by its innovative, unique and unparalleled concepts, its multi-dimensional reality solutions and its unrivalled high service standards. Showing its commitment towards developing state-of-the-art real estate masterpieces, M3M has always strived to garner the best talent in the industry.

Miele has recently clinched the largest single order in company history in India. 3,000 apartments in the Golf Estate residential location are going to be fitted with Miele appliances. You can find further examples of exclusive living with Miele in Japan, Poland and Portugal.



Domestic appliances from Miele are amongst the high-quality kitchen fittings in the Park Axis Premier.

Park Axis Premier Nihonbashi Muromachi, Japan

As a hotspot of business and culture, the Nihonbashi district in the eastern centre of Tokyo offers a range of shops and cultural attractions, alongside many office blocks and commercial buildings. In the centre of Nihonbashi, the developer Mitsui Fudosan has built the Park Axis Premier Nihonbashi Muromachi property on the top four floors (18th to 21st floors) of the Mitsui Building, which opened in January 2014 comprising a total of 54 residences. The deluxe residences are between 54.76 and 140.48 square metres in size.

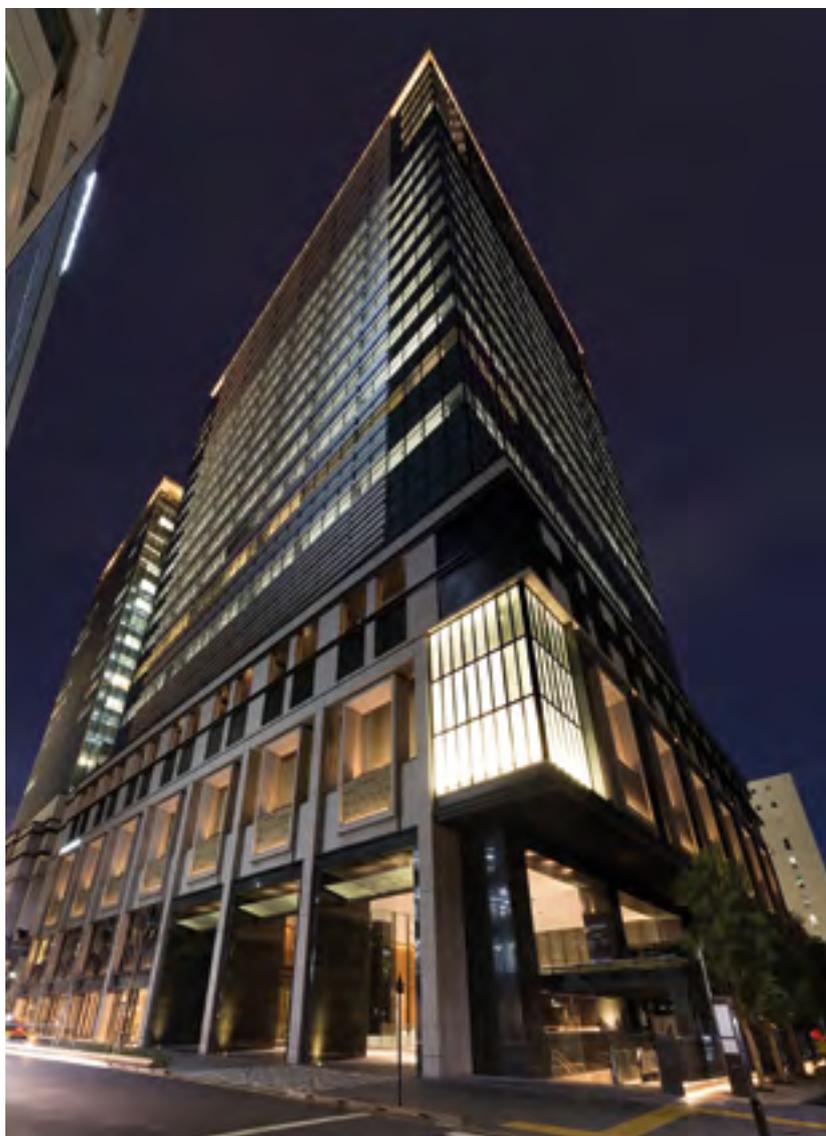
A beautiful lobby lounge welcomes the residents to the 19th storey. The lobby floor's centrepiece is "Suehatsu no Niwa" – a lush and relaxing courtyard garden presenting the changing seasons of Japanese nature. Facilities include a gym as well as wireless internet access in the lobby lounge, which can also be used to hold meetings and events. On the lower floors, residents and visitors can find a wide variety of shops and delicatessens, and can also enjoy movies in the cinema housed within the same building. Various trains and underground lines are just a few minutes away.

Mitsui Fudosan provides extensive services for its residents in partnership with facilities in and around Nihonbashi including a concierge service. It is designed to support the daily lives of the residents in for example holding packages and deliveries, calling taxis and cleaning the rooms. A personalised shopping service has been created in co-operation with Nihonbashi Mitsukoshi department store, which is located just across the street.

An extensive safety concept has been implemented in the building to provide protection against earthquakes. The building has solid seismic and wind resistance performance due to the adoption of a system that combines three types of vibration control devices. Disaster supply stockrooms provisioned with various disaster supplies are set up on every residential floor. Electricity provision to the building services is safeguarded during emergencies by a generator, and a data connection to the building energy management system guarantees that the residents' PCs, smartphones and other devices will work without interruption.

The property is the first of its kind to receive the "Premier" designation in the Park Axis series for its exceptional urban location, the extremely high quality specifications and interiors, along with varied services available for the residents. In this deluxe compound, Miele Japan has installed 198 appliances, including dishwashers, hobs, CombiSets, ovens and washing machines, washer-dryers and tumble dryers.

The building in the heart of Tokyo's Nihonbashi district provides its residences with a range of amenities.



Cosmopolitan building, Poland

Designed by world-class architect Helmut Jahn, the Cosmopolitan building is a new unique landmark in Warsaw. The 44-storey tower is 160 metres tall and features 236 apartments spanning from 54 to 700 square metres in size. Cosmopolitan is the only residential building in Poland to offer top-end fully furnished apartments. This fact alone suggests a cooperation with Miele and, in fact, the company's premium appliances – such as the 90 cm wide induction hobs, combination steam ovens, coffee machines and island ventilation hoods – have been fitted in the apartments. The penthouse apartments, which feature bespoke fittings, benefit from the MasterCool range and wine coolers. In addition to Miele, apartments are finished with premium brands including Alno kitchens, bathrooms finished with tiles and fittings from world-class suppliers, as well as fully-fitted walk-in wardrobes, and a laundry and dryer room.

Clients interested in buying a Cosmopolitan apartment will look for a top-end product in an excellent location, but they are not necessarily interested in doing the decorating themselves. After all, final results are not always satisfactory, even if you hire professional decorators, especially if you have no contact with the contractor in charge of the finishing. Cosmopolitan benefits from using only first-rate solutions, high-end fittings, perfect materials and functional concepts. All of the apartments are 3 metres in height with generous floor-to-ceiling windows offering breathtaking views and the perfect amount of light. Designers have paid attention to every detail to make the space ultimately functional. Walk-in wardrobes come with 2.6 metre tall cupboards fitted with interior lighting and glass doors, while the marble floors in the bathroom feature underfloor heating. Another difference is marked by the HMS smart home management system, which remotely controls window blinds, lighting, heating and air-conditioning via a smartphone or tablet.

Residents have access to an exclusive health and spa zone on the fourth floor,

featuring a Jacuzzi, club rooms, a gym plus a spacious green terrace with grass, bushes and flowers. Poland's first Behihana restaurant specialising in teppanyaki cuisine is due to open in the tower in early 2015.

Construction of Cosmopolitan kicked off in May 2010. The first residents moved into Cosmopolitan in June 2014 and over 80 percent of apartments have been sold to-date. The speed of the investment and the equally swift sale of the apartments is admirable, and also indicates that there is

no shortage of clients seeking luxury back-to-back solutions in Poland. Miele suits the strategy adopted by the designers of Cosmopolitan perfectly, and caters fully to the needs of their clients. Miele and Cosmopolitan worked together seamlessly to create the only building of its size in Poland to be fitted exclusively from cellar to roof with products from one premium domestic appliance brand. In turn, Cosmopolitan has now become the ultimate reference for Miele in Eastern Europe.



The high-end kitchens by Alno are equipped with Miele appliances.



Everything is top-of-the-range in the Cosmopolitan building in Warsaw.



The Atlantico Estoril offers the very best in home comforts.



The residents enjoy magical views of the Atlantic Ocean.

Atlantico Estoril Residence, Portugal

The town of Estoril on the Portuguese Atlantic coast, around 25 kilometres to the west of Lisbon, was once the heart of Portuguese tourism, and is now the most glamorous area in Portugal. The townscape is shaped by old villas dating back to the time when Estoril served as a seaside resort for aristocrats and members of the former Portuguese royal family.

The area has been a preferred holiday region for the general population since the beginning of the 20th century. Many of Lisbon's residents take the opportunity to escape the hustle and bustle of the big city on the weekend and to recuperate at the town's beach Tamariz.

A wide range of musical, cultural and sporting events and activities are available. The casino has repeatedly been used for filming, and is the oldest in Portugal. Estoril even has its own racetrack – formerly the location for the Formula One prize in Portugal – and still the stage for numerous car and motorbike races to this day.

The Atlantico Estoril Residence, which lies directly by the coast, is a luxury hotel housing 59 guest rooms and 25 residences for permanent inhabitants. Their balconies are sea-facing – a glass balcony railing is all that separates the residents from the picturesque Bay of Cascais coast.

The five-star hotel offers its guests a wealth of conveniences and services, and these are open to the residents too. They include an on-site restaurant, the coffee shop and a bar. The terrace, which features an attached promenade, is the perfect place for guests to enjoy the ocean view or to enjoy a walk along the coast. Hotel guests and residents can keep fit in the indoor and outdoor swimming pools and the gym, or can relax and indulge in the spa with its Turkish bath, sauna, jacuzzi and aromatherapy. The hotel also provides a business centre, a cleaning service and room service.

The large glass windows bring the sea atmosphere into the expansive living areas of the large residences, which measure between 185 and 405 square metres in size. A great deal of attention has been paid to first-rate fittings and furnishings in the rooms; beginning with dark wooden floors, and incorporating the stylish and predominantly light-coloured furnishings. The bright colour scheme continues in the kitchens. In order to ensure that the kitchens were equipped with the highest quality appliances, Miele supplied the ovens, hobs, cooling appliances, wine coolers, extractor hoods, dishwashers, microwaves and coffee machines. Washing machines and tumble dryers complete the equipment supplied. Miele Portugal provided a total of 220 appliances.

A modern design featuring exclusive built-in appliances from Miele distinguishes the kitchens of the residences.





Raising standards in Switzerland

The stand, which spanned over 900 square metres, allowed exhibition visitors to immerse themselves in the world of Miele.

Miele looks back on a thoroughly successful year in Switzerland. At Swissbau – the most important trade fair for the construction and real-estate industries in Switzerland – the company presented a first-rate exhibition stand across some 900 square metres. Besides the new products in the built-in appliances and laundry care sectors, the subsidiary had a special highlight for customers in its programme: The new dishwasher in line with the Swiss standard, special kitchen meas-

urements with a total width of 55 centimetres. These models make up around 50 percent of the sold appliances in Switzerland.

Managing Director Rico Fallegger sees great potential for the new generation of appliances: "We have killed several birds with one stone with our new range of dishwashers: We consume significantly less energy and water; we increase user convenience, and we provide plenty of space with the wash cabinet that is some ten centimetres taller."

The subsidiary had also prepared something special for its key partners: A historical Spiegelzelt (tent of mirrors) was positioned directly in front of the exhibition buildings. In it the Swiss team welcomed around 700 guests to a show featuring lots of emotional highlights over the duration of the exhibition. The show was moderated by singer and former Miss Switzerland Linda Fäh. Besides an exquisite menu, the individual events were rounded off with a presentation of the latest products and an artistic show.

Three products awarded prizes in Russia

In Russia, Miele won the National Product of the Year 2014 Award in three domestic appliance categories: Washing Machine, Ironing System and Design Solution. 494 products were nominated for the award. All of the products were either launched on the market in 2014 or due to be launched in the near future. Famous international and domestic brands competed for the award on equal terms. An impartial jury comprising independent experts and leading publications in the field of consumer electronics selected the best new products.

The expert panel made their selection in favour of Miele; crowning the Miele WMH 120 WPS washing machine, the FashionMaster 2.0 ironing system and the Generation 6000 kitchen appliances as the winners in their respective categories.

The National Product of the Year Award has been taking place in Russia every year since 2004, and represents a landmark event for both industry experts and end users, acting as a platform for the selection of the best audio, video, computer, mobile and home appliances available on the Russian market.

Faster and more flexible: Miele invests 30 million euros in Bielefeld

Miele has recently thoroughly modernised and extended its production plant in Bielefeld: The newly created Innovation Centre for Professional Cleaning Systems (PRS), where all washer-disinfectors are designed and developed, plays a significant role in this constellation. This means that Miele can now respond faster, more flexibly and with greater precision

to customer wishes – and to further enhance the legendary quality of its machines (read more about the new washer-disinfectors on page 48).

The company has invested just under 30 million euros since 2008 in the PRS facilities at its second-largest and second-oldest production site. The most well-known products to originate from the factory, founded in 1916, are vac-

uum cleaners and dishwashers for domestic use. But a little known fact is that one third of expenditure on research and development is ploughed into commercial cleaning systems. The equipment built belongs to the Miele Professional business unit and is destined for use in commercial operations, hospitals, doctors' surgeries and laboratories. Commercial products are developed and produced

by 300 out of a total of 1,800 Miele employees at its Bielefeld plant which is currently in the throes of introducing a completely new generation of products. "A large proportion of our machines is being replaced by new model series", says Lutz Döhnert, responsible at Miele Bielefeld for commercial cleaning systems.

All new facilities are designed to minimise production times, keep inventory levels low and improve productivity. And, indeed, orders are now processed some 50 percent faster and stock levels have been reduced by 20 percent compared with previously. This has all been achieved with the latest production concepts, with 10 million euros alone being invested in a new inner cabinet production facility. "Thanks to these investments, we can work faster and more economically than before", says Döhnert. And, not least, Miele paid great attention to climate protection and the good husbandry of resources when investing in buildings and production plant and equipment: Thus energy consumption in the new facilities was cut by more than 10 percent.



A bird's-eye view of the new production building, where all new lab washers and disinfectors are built.

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Cover: Cooking with the Microsoft Azure cloud
Photo: Weber

Sustainable to the CORE



This rather uncommon Miele mode of transport in Africa is almost emission-free. The new Sustainability Report addresses the issue of reducing CO₂ emissions too. Miele is exemplary, both in this regard and when it comes to other sustainability criteria, and was awarded one of the most important sustainability awards in Europe at the end of 2014 as a result. Read more about the awards ceremony and how sustainability is lived within the company on pages 8 and 9.