

**Miele**

Inside the brand

Some relationships  
last a lifetime.

Some relationships have a particularly special quality. Something to treasure – a special moment, a special experience, a special dynamic.

Those who already know Miele will have been delighted by products that have been well designed, last a long time, are of exceptional quality, and offer the ultimate in convenience. And because of this our customers will invariably choose Miele as long as they live.

Our book "Inside the brand" is an invitation for you to get to know our company, our products, our values and our history on many levels and to experience Miele afresh. And also experience what we stand for. You may even discover some unusual insights and new perspectives.

Welcome to Miele.

# Welcome to Miele.

A smile, a nod of the head. Bringing the personal touch to a meeting. This isn't just about being genuine and respectful – it's about making people feel really welcome.

> We cordially invite people to visit us – and enjoy coffee, freshly brewed by a Miele coffee machine – at our German headquarters in Gütersloh or in one of our many showrooms around the world.



## The Miele brand

"We don't win prizes for being cheap, but we do win prizes for producing the best products."

Dr. Markus Miele

"These thoughts epitomise all that we do – and are a cornerstone for the brand and the Miele company."

Dr. Reinhard Zinkann

vision

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# Stronger together ...

Since the business was set up in 1899, Miele has remained a family-owned, family-run company. Today the company is led by fourth generation Markus Miele and Reinhard Zinkann – together with three other directors. A company based on trust and the recognition that you can only be successful if you truly believe in what you are doing.

> The "Miele family" has grown steadily since it was first founded: in 2015 about 17,700 people were employed by Miele worldwide, more than 10,300 of them in Germany. Miele is now represented in 46 countries. A healthy company: turnover increased by 8.3 percent in the last financial year.





# ...and part of a long tradition.

In 1899, with 11 employees, four lathes and one drilling machine, the engineer Carl Miele and the businessman Reinhard Zinkann founded a company manufacturing cream separators in Herzebrock. The company developed rapidly during that first year. When the next generation, Carl Miele junior and Kurt Christian Zinkann, took over the reins in 1935, Miele was already employing more than 2000 people. Success was unstoppable: when third generation Rudolf Miele and Dr. Peter Zinkann took over in the 1950s Miele was the leading producer of washing machines.



> Four generations of the Miele family:  
top row, left to right:  
Carl Miele senior, Carl Miele junior,  
Rudolf Miele, Dr. Markus Miele  
bottom row left to right:  
Reinhard Zinkann, Kurt Christian Zinkann,  
Dr. Peter Zinkann, Dr. Reinhard Zinkann



# Defining dimensions.

We live and love our roots – but in order to be competitive in today's international markets we need to go that bit further. This is reflected in our senior management: today Miele is jointly managed by five directors.

> Miele & Cie. KG is jointly managed by five directors:  
Dr. Eduard Sailer (Managing Director, Technology),  
Dr. Markus Miele (Managing Partner), Olaf Bartsch  
(Managing Director, Finance and Central Administration),  
Dr. Reinhard Zinkann (Managing Partner) and  
Dr. Axel Kniehl (Managing Director, Sales and Marketing).







# Highly regarded.

You can rely on a recommendation, if it's come from a trusted source. Exclusive projects worldwide are equipped with Miele appliances: the very best recommendation that we could wish for. Our appliances are highly regarded in today's modern, multi-faceted lifestyle, where the focus is on comfort and design – in apartment blocks, clinics and hotels, on cruise liners and in private homes.

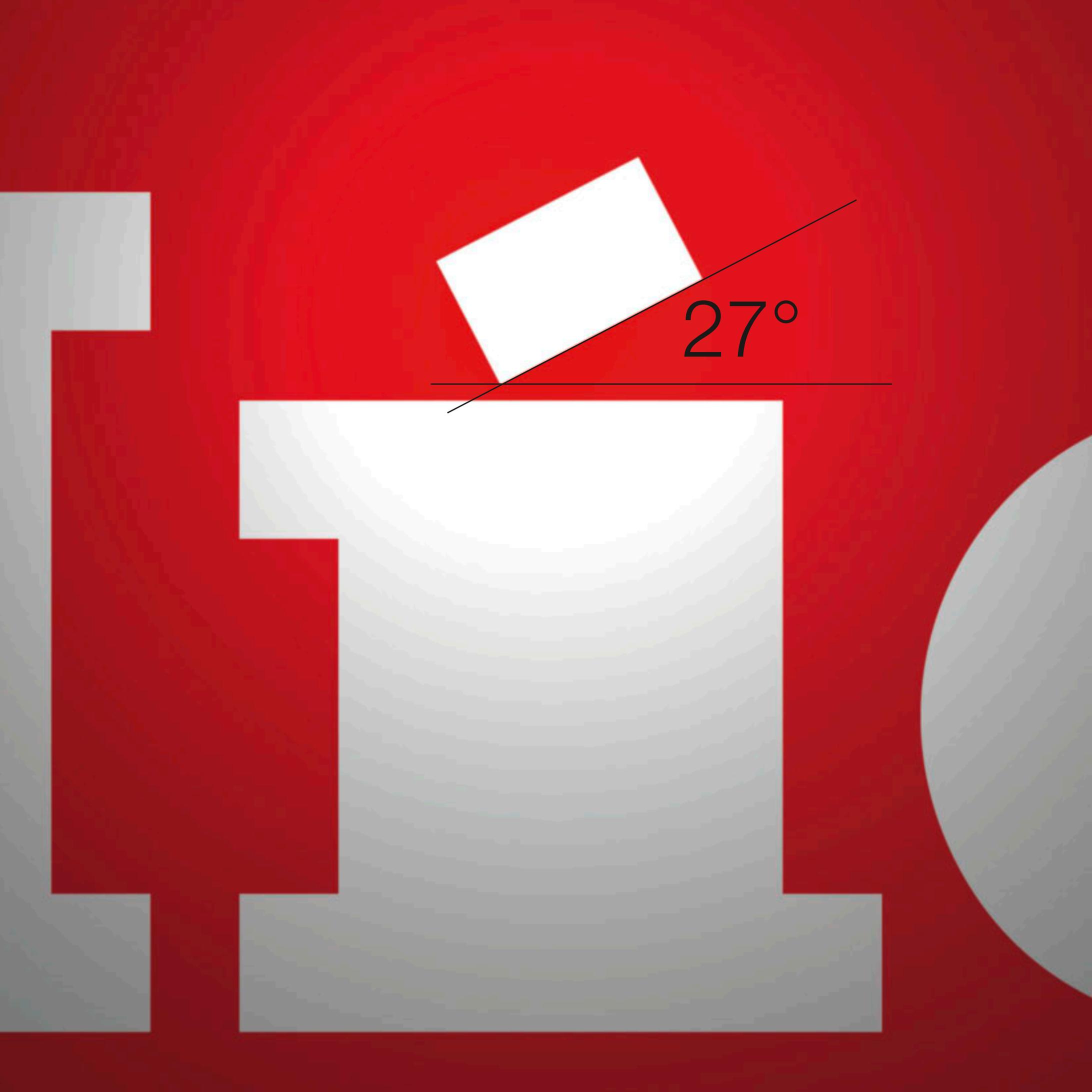


> Project: Burj Khalifa, Dubai  
Architects: Skidmore, Owings & Merrill LLP (SOM)  
with Adrian Smith FAIA, RIBA  
Completion: 2010  
Total area: approx. 560,000 square metres  
Kitchens: equipped with Miele appliances

# Originality makes a brand strong.

And unmistakable. The Miele logo is recognised internationally as a symbol of quality and reliability – and has been for generations. Then as now. Always of the moment.

> A few years ago the "Süddeutsche Zeitung" carried out research into brand recognition in Europe. The result: the "i" on its own was sufficient to know it's Miele.



27°





# Look closely. Explore every opportunity.

Then you invest personally in the things you are responsible for. Experience the products through the eyes of those using them and those developing them. In doing so something quite special happens: an appreciation of shared goals and ideas that enrich and inspire.

> Dr. Zinkann and Dr. Miele at the opening of the Miele Gallery in Berlin, together with top chef, Cornelia Poletto (Photo: Jason Wang/Epochtimes.de)

> "Looking through some old invoices I came across one for the purchase of a Miele W 429 washing machine" is how one letter from Austria starts. The invoice dates back to 1970 – this machine has been in use for 28 years, almost without a break. And (almost) without needing to be repaired: it's only ever needed a hose to be replaced.

# Thank you!

Praise where praise is due: Miele receives numerous letters every year which are all replied to individually. A typical theme: praise for Miele appliances that customers have owned for many years and have loved.

B: Me and I, warum  
Der Brief wurde  
von Hr. Dr. Miele  
beantwortet.  
GmD  
C. Rothmann

> 36 years old and still going strong: "You might be interested to know how excellent this machine has been" writes one of our customers from Neuss about her Miele Automatic de Luxe 420. Once a Miele, always a Miele: "If one day we have to part company, I would have to say "thank you" and go and buy myself a new Miele".

TO WRITE TO YOU, AND  
MIELE, WASHING  
1981.  
THIS MACHIN  
ITS STILL  
10 3 2013

Behr:  
Sehr ge

Thuringen, 16. 6. 12  
An die Firma Miele!  
Im September 1980 kaufte  
ich bei Ihnen die  
Waschmaschine  
Miele de Luxe W 433.  
"In der langen Zeit  
gab es mir eine Repa-  
ratur. (Riemen)  
"In mehr als zufriede-  
nit der Maschine  
zum gar nicht  
ein, daß sie noch  
läuft. Ein herz-  
liches Dankeschön an  
die Größe Erika Ewert  
Erika Ewert, Expen-  
weg 7, 59519 Wöhr

> Ein Loblied auf die Firma Miele,  
Hausgeräte wie diese gibt's nicht viele.  
Ihre Qualität ist einfach Spitze,  
davor kann man nur zieh'n die Mütze!  
Es gleicht fast einer Sensation,  
unsere Waschmaschine wäscht nun 30 Jahre schon.  
Bei einem Haushalt mit fünf Personen  
muß man diese Einsatzfreude  
in den höchsten Tönen loben!  
Zweimal nur war sie krank in dieser Zeit,  
sonst war sie zu jeder Zeit einsatzbereit.  
Sie wäscht noch immer blütenweiß die Wäsche,  
stöhnt sie in der letzten Zeit auch schon vor Altersschwäche.  
Ich hoffe, sie hält uns noch die Treue,  
ich könnt' mich nur schwer gewöhnen an eine Neue.  
Wenn es doch einmal wird unvermeidlich sein,  
muß es in jedem Fall wieder eine ‚Miele‘ sein!

*One of our customers was so impressed by her Miele washing machine, that had served her faithfully for more than 30 years, that she wrote a "song of praise" for it! If it ever goes wrong ... I would definitely buy another Miele!*

> A Miele Automatic W 430 does all the laundry for a 13 bed guesthouse as well as all the laundry for a family of four in Frankenberg/Rengershausen – and it's been doing so for 28 years! Even the dishwasher, a commercial machine, has been running for 25 years. Impressed by the long-lasting quality of Miele, we've bought Miele again. Our children even got a Miele dishwasher for a wedding present." Thank you so much for the good quality", the owner the guesthouse wrote in her letter to Miele.



Der Deutsche  
Nachhaltigkeitspreis  
Düsseldorf 2014





# Excellence.

Success is confirmation that you've done everything the right way. Confirmation that you've performed well. Success engenders an impetus, to progress further, to be even better. True moments of success don't happen very often. But with Miele they do: countless awards affirm continually high standards of product quality, strength in innovation and total trust in the brand.



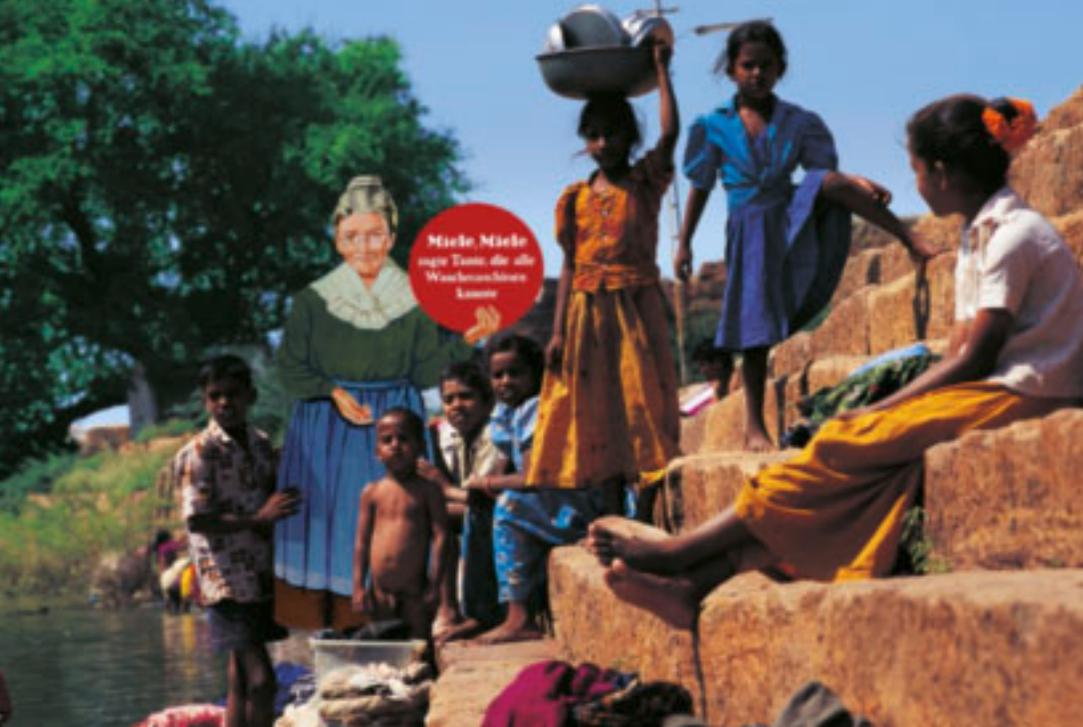
> Miele was awarded the German Sustainability Prize 2014 for the consistent manner with which the whole company embraces the principles of sustainability.

# Home is not just in one place.

It's everywhere you find the familiar, a sense of belonging and dependability. Home is where the heart is. It's wherever you go. Miele's Aunty has become an international ambassador for Miele with the strapline "Miele, Miele sagte Tante, die alle Waschmaschinen kannte" – and has become a symbol of our values and our identity: accountability, attitude, independence.

> The photographer Alexander Haselhoff took the Miele Aunty with him on his travels around the world. And took some photographs in some unique situations and locations.





# Give it your best.

Be there completely, every moment of the day. Be engaged. Our colleagues give their best, so that they get the best in return: giving advice for us means finding the right solution for each of our customers. We don't need to try and win them over. Our products do that for us.



> Our customers experience Miele on many different levels in our showrooms. In addition to receiving advice in an inspiring location, our guests can, for example, enjoy a coffee or a glass of wine at a wine tasting event. They can also take part in one of our Lifestyle events. And in doing so experience Miele appliances on a totally new level.

Life







# It takes courage to experiment.

Our talent for being inventive has led the company down some unusual paths during the course of its history: Miele manufactured bicycles, motorised bicycles and motorbikes between 1924 and 1960. And from 1912 to 1914 even made cars. In doing so we have gained a wealth of experience and yet still stayed on track. And being level-headed, we have never strayed away from our core competence: high quality appliances, that have often lasted longer than a car.

> A true one of a kind: the last Miele car was bought by Rudolf Miele in 1996 in Norway. It can now be seen in all its glory in the Miele Museum in Gütersloh.

# To respect is to cherish.

Our employees are our most important asset. And this is why Miele was one of the first companies in Germany to set up an employee health insurance fund back in 1909. Today we promote equal opportunity, personal development and a healthy work-life balance. And we do all this with total conviction: we can only be good leaders and remain so, if each and every one of our employees can identify with Miele and its values. After all, you get back what you give.

> The traditionally very low staff turnover rate of just one percent speaks volumes in terms of staff satisfaction. More than 12,000 employees have, since the founding of the company, celebrated their 25, 40 and even 50 year milestones with Miele.





# Immer besser: yesterday ...

Rethinking old technology: this is exactly what Carl Miele and Reinhard Zinkann did back in 1901, when they transformed their very successful wooden butter churn into a wooden tub washing machine. The wooden tub, the paddle and the hand-driven flywheel were no longer churning the cream to butter, instead they were agitating the laundry. The exceptional quality of this appliance – the "Meteor" was a winner and it rapidly became a bestseller.



> "Immer besser" for Miele stands for the very best quality – and for long-lasting materials and the very best craftsmanship: the base of the wooden tub washing machine was made from pitch pine because it is very resistant to alkalis. And it was much more durable than the wood being used by other manufacturers.



... | Lisas Cappuccino | Cappuccino



Cappuccino

Milk froth

Espresso

St

# Immer besser: today ...

Move with the times but remain true to yourself. With M Touch, Miele has developed a new type of operating system, for the latest Generation 6000 kitchen appliances, that works by swiping, scrolling and touching in the same way as a modern Smartphone. To translate "Immer besser" into today's language: Miele develops and manufactures not just products – but also solutions, which, thanks to automated and networked features, offer the highest levels of convenience. And all this on appliances with a lifespan that remains unique.



> With its current generation of appliances Miele is the first manufacturer in the market to introduce a fleet design operating concept across more than eleven different product groups, including dishwashers and refrigeration appliances. And in doing so has enabled intuitive operation of a wide range of appliances.

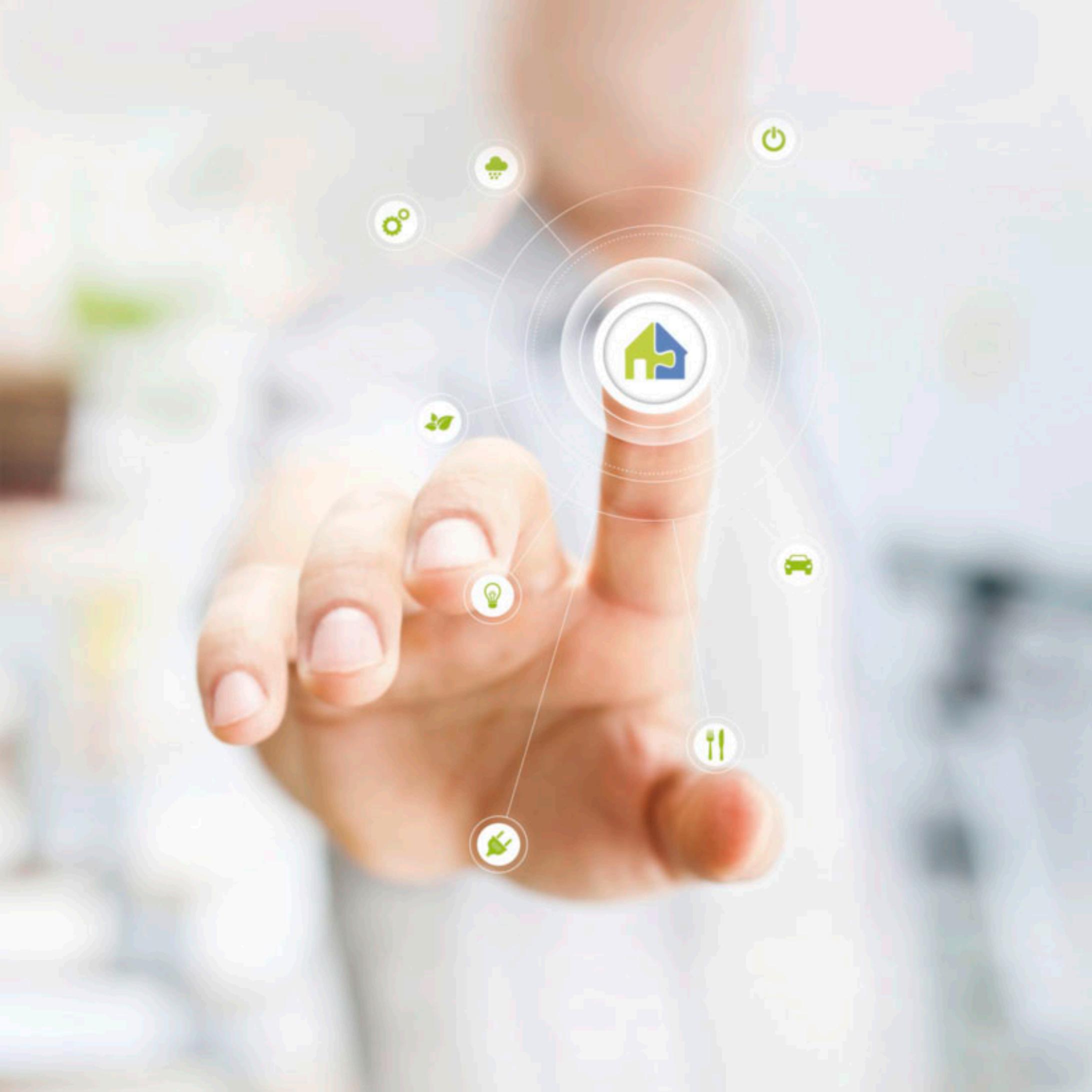
# Immer besser: tomorrow.

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What do we mean by "Quality" in the future? It's understanding the continual evolution of the world around us. The ability to imagine our future daily wants and needs. Miele constantly researches what is currently feasible and what might be possible in the future. For example: Miele is a partner in a government sponsored research project called "KogniHome" which is looking at how a networked home can support the health, quality of life and security of families, single people and senior citizens. Other projects are looking at kitchen appliances and the consequences of any future environmental impact. After all, it is our aim to make products that improve our quality of life – even in the future.

> Energy efficiency, sustainability, architecture of the future and interface design: in the "Universal Home" network, Miele and other partners are linking their knowledge into one system for the future. The goal: user friendly and useful solutions for people of all generations.





# Culinary delight.

We want you to be happy. Miele appliances with their automatic programmes are particularly easy to use. Special features such as pyrolytic programmes reduce the effort of cleaning to a minimum, make your day to day life more efficient, offer unbeatable user convenience and improve your quality of life. At the same time unique technology such as that used in MultiSteam steam production always ensures perfect results. Delight on every level.

> Double the fun: Miele's warming drawer is not just for keeping your plates warm. It's also an expert when it comes to low temperature cooking for the perfect tender joint of meat.

Design

"Looking to the future - setting the scene up until 2030."

Andreas Enslin, Head of the Miele Design Centre

discover

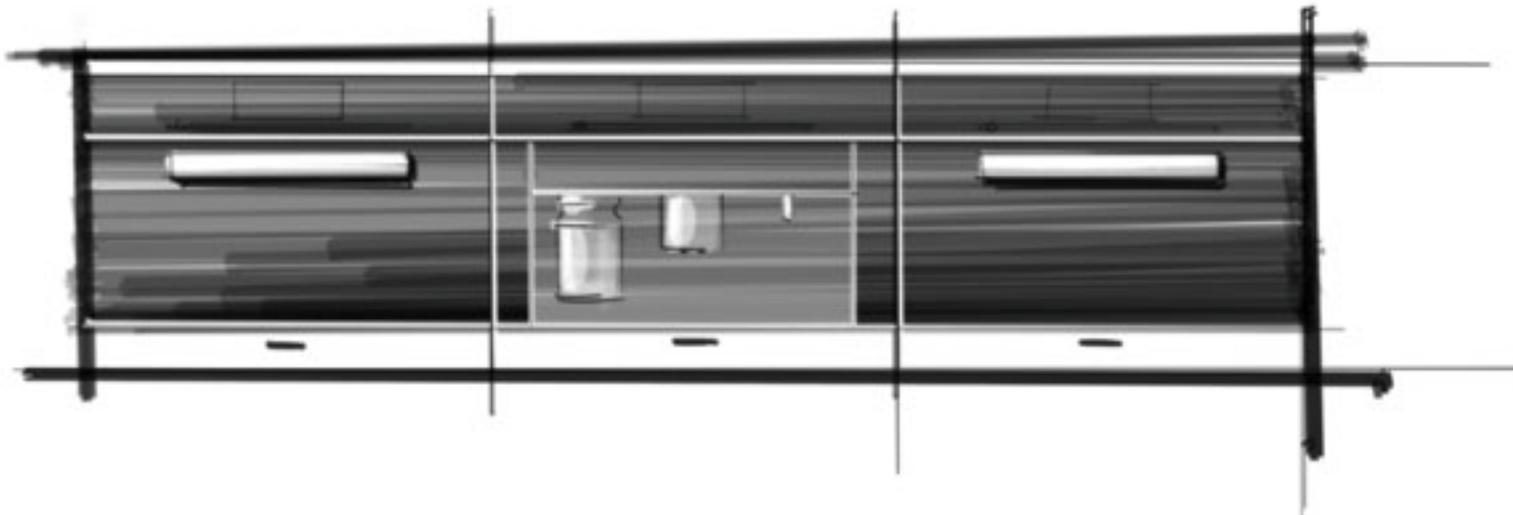
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# Visualise it, sketch it.

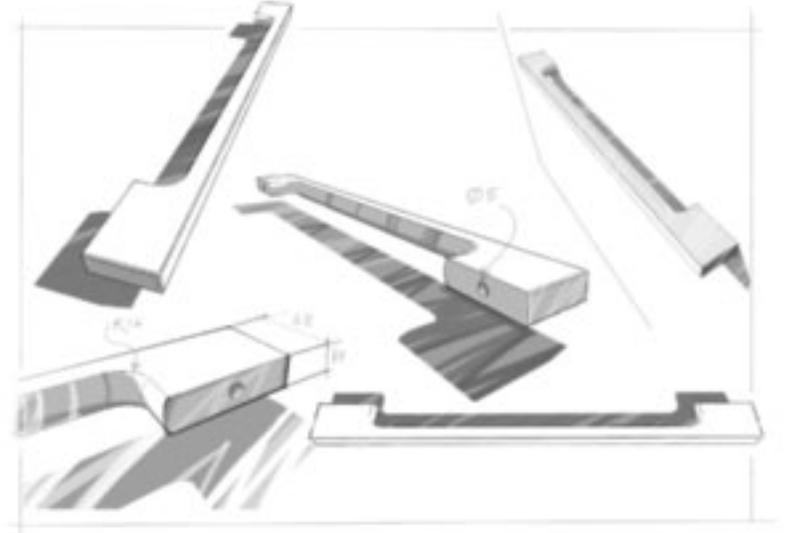
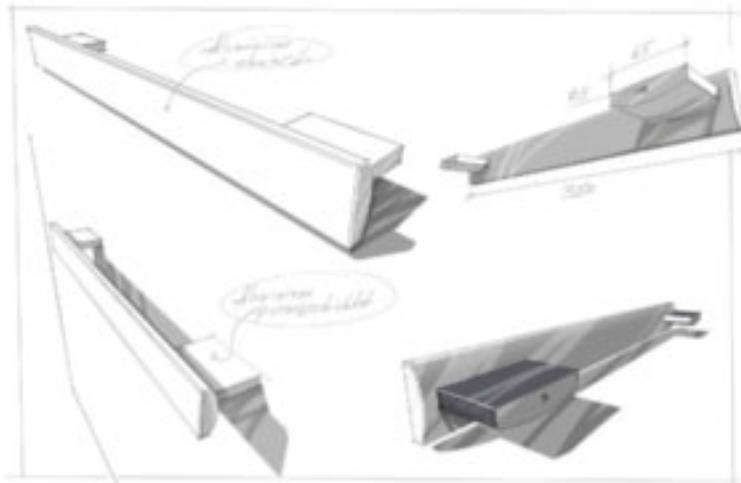
Individual. Convenient. Luxurious. Sustainable.  
Knowing which short term trends and which real  
needs require new solutions. What happens when  
global developments become regional issues? By  
having our finger on the pulse we turn the imaginable  
and the possible into reality – and meet the demands,  
wishes and needs of our time.



a homogenous unity



create space



tangible materials

Differentiate,  
define.

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> Focus on the essentials. Unity in materials. Luxurious. PureLine blends into the kitchen design with its obsidian black, brilliant white or havana brown glass front and with its almost floating handle makes a strong statement in the kitchen.

The various design prizes awarded to Miele appliances time and time again attest to the high quality of their design. Examples include Red dot and the iF product design award.





> Totally at home. ContourLine emanates a passion for cooking. Trusted elements reinterpreted: the handle is part of the solid door frame and takes centre stage.



# Interpret, in detail.

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Its personality shines through: Miele Signature is a collection of handles made from a range of quality materials. Slate inlay, wood and glass satisfy the quest for natural materials and look unique. And gold for that very special look.

Miele Signature is our way of meeting the demand for a very individual kitchen appearance. And it also enables a personal interpretation of the things around you, in both the kitchen and your living areas.





# Intensify, maximise.

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Miele's new Range Cookers offer space for an unashamedly intensive cooking experience. Here it's not about holding back and discreetly integrating your appliances in the kitchen. It's about all the senses and a visible delight in what you do best.



> Generously dimensioned rotary dials and handles emanate stability and help make the Range Cooker the heart of your kitchen.



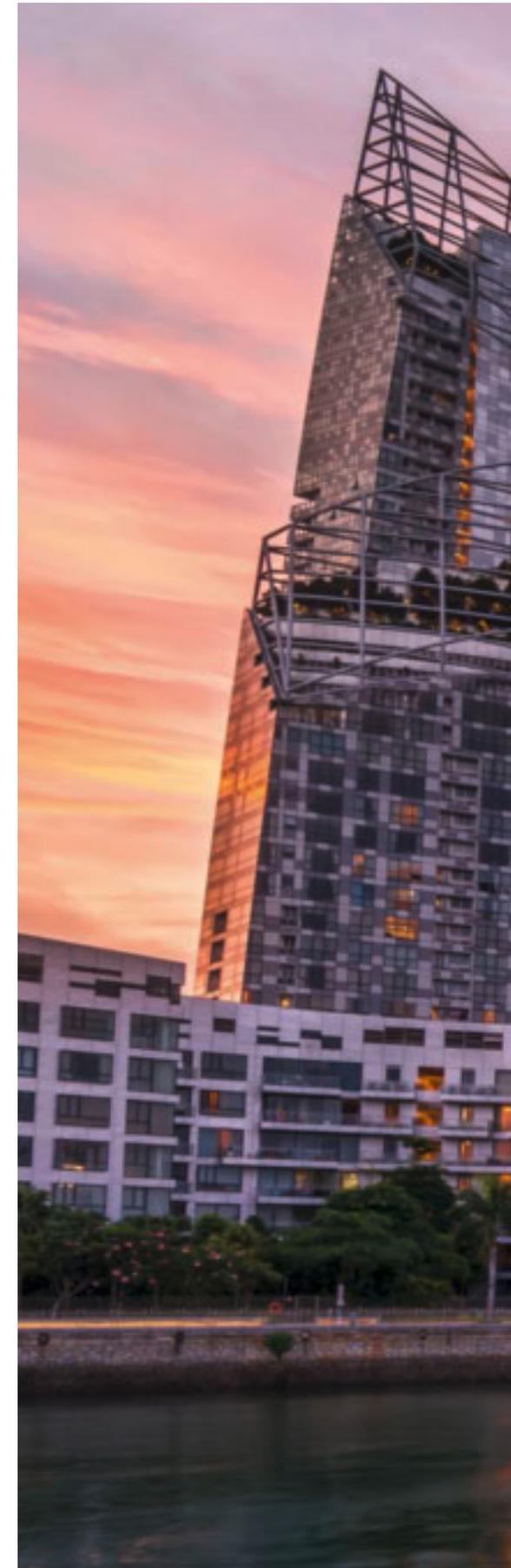


# Close together, yet individual.

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A top location in Singapore: Keppel Bay. With the "Reflections" project, the architect Daniel Libeskind was able to find a balance between very restricted space in which to build and the requirement to provide high quality, individual living space. Twists and turns in the construction of each building provide unique rooms and views on every level. Miele appliances in the kitchens fulfil the requirement for the highest quality and exclusive design.

> Reflections at Keppel Bay, Singapore  
Architect: Studio Daniel Libeskind  
Completion: December 2011  
Total area: 185,806 square metres  
Kitchens: equipped with Miele appliances





# Technology

"I got more thrill out of my Miele washer and dryer than I have out of any piece of high tech in years."

Steve Jobs – from an interview in WIRED, February 1996

SUCCESS

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# Sometimes less is more effective.

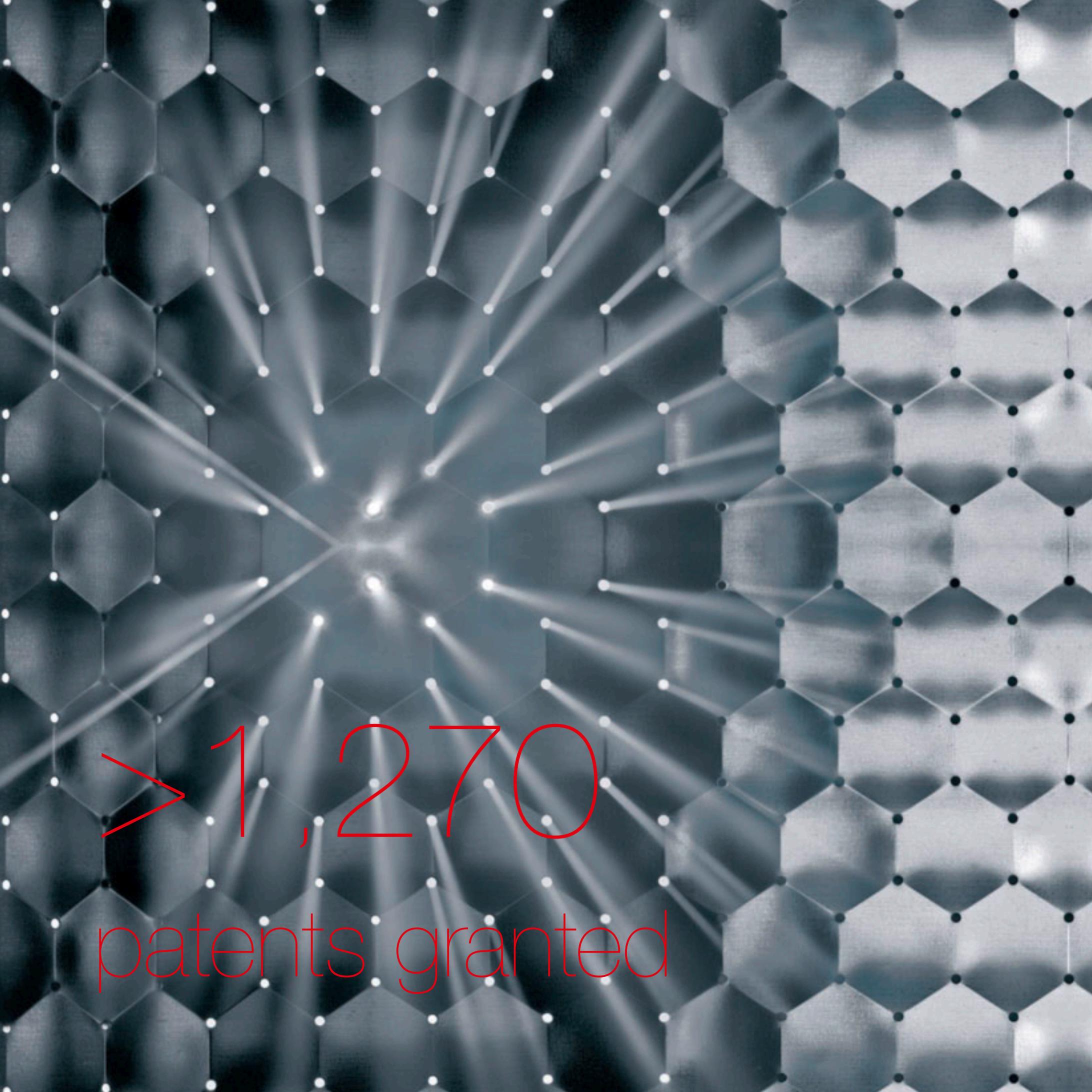
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More is not always better. And a higher wattage doesn't necessarily mean better cleaning results with a vacuum cleaner. It depends on the right ratio and perfect interplay: with Miele vacuum cleaners wattage, airflow and floorhead are carefully fine-tuned to meet the widest range of customer's needs. And in doing so we get the best results – not just for cleaning performance, but also for energy consumption.



Energy efficiency rating A





> 1,270

patents granted



# Setting milestones.

Innovation drives us forward. But not as an end in itself! The aim is always to make our products better in terms of their usefulness and sustainability. Back in 1997 Miele set a real milestone in laundry care with the patent for the honeycomb drum: smaller drum perforations arranged in a honeycomb pattern enabled laundry to glide smoothly on a thin film of water. The result: gentle laundry care.

Never too  
much or too  
little, always  
just right.

Automatic detergent dispensing reduces the amount used and optimises wash results: TwinDos with Miele's 2 phase system is the best liquid dispensing system on the market. TwinDos UltraPhase 1 and UltraPhase 2 dispense at exactly the right time during the wash process for the most effective results. Another option with TwinDos: liquid detergent and fabric conditioner can be dispensed from containers available as optional accessories from Miele.

> Up to 30 % detergent savings are possible with TwinDos according to tests carried out by the Öko-Institut e. V. on 06.09.2013 – it's hard to dispense so precisely and according to need with manual dispensing. Two 1.5 litre cartridges are used to automatically dispense the highly effective 2 component detergent during the wash process.





2

1,5 l/pe  
(52.79 fl oz)

Miele

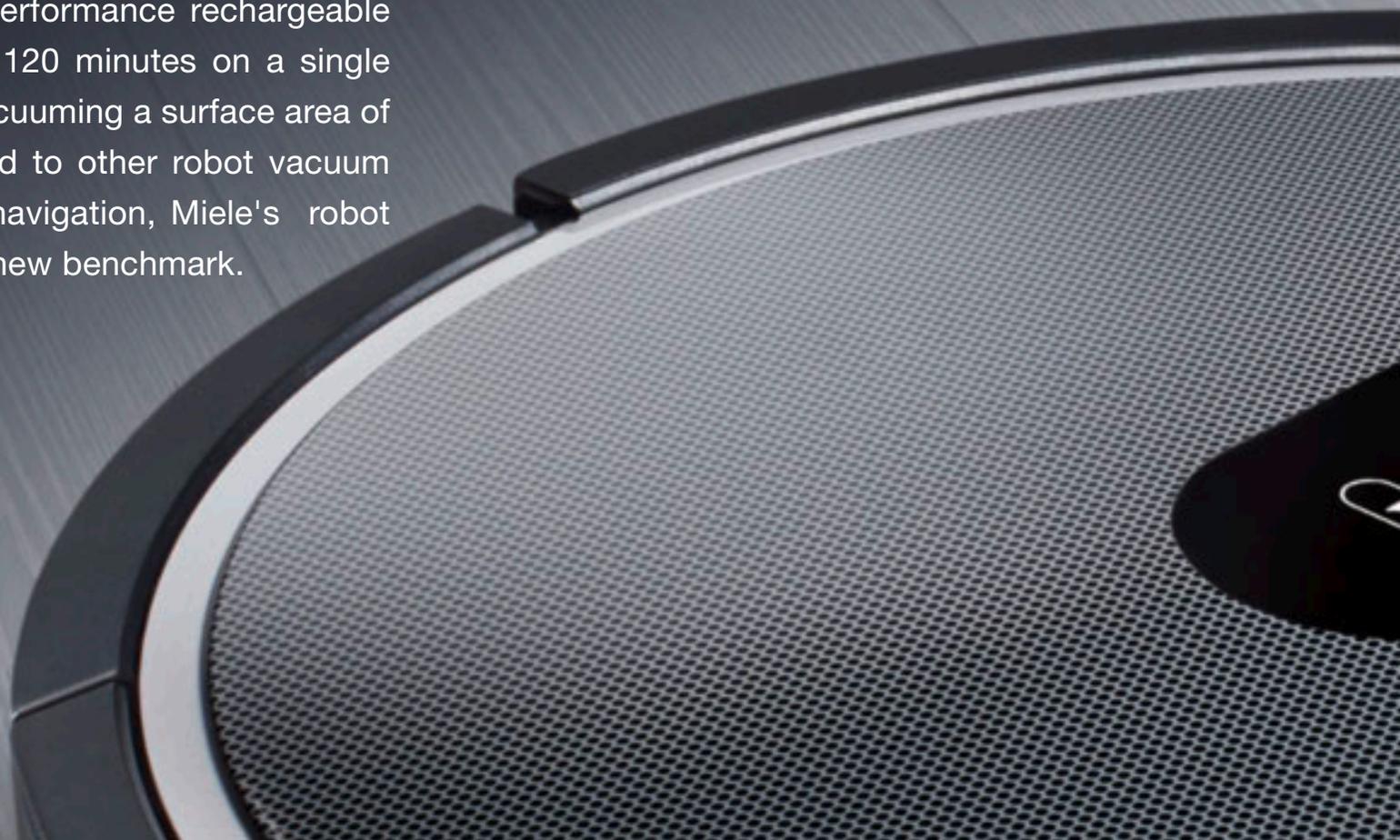
Miele

2 phase

# This equation works.

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Scout RX1 with its high performance rechargeable battery can run for up to 120 minutes on a single charge. This equates to vacuuming a surface area of approx. 150 m<sup>2</sup>. Compared to other robot vacuum cleaners with systematic navigation, Miele's robot vacuum cleaner has set a new benchmark.



$2h = 150 \text{ m}^2$



# Results that last.

Long lasting freshness: with the FragranceDos system, a Miele fragrance flacon envelops your laundry in your favourite scent whilst it dries. A family-run company in the south of France, which has been creating perfumes since 1871, produces the fragrances for Miele. Using a patented process their perfume specialists ensure that the essential oils in the perfume are preserved. The result: pleasantly fresh laundry with a natural fragrance that will last for up to four weeks.





4 weeks

# Self regulating.

Convenience is when intelligent technology takes charge for you: with Miele Con@ctivity 2.0 the cooker hood communicates with the hob and adjusts its output to suit what's happening on the hob. When the hob is switched off, the cooker hood will continue to run for up to 15 minutes depending on what's been cooking – and then switch itself off automatically. All that's left for you to do is to cook and enjoy.



Miele

Con@ctivity 2.0

on the same level



# Multi-tasking: monitoring and calculating.

Cooking is not just about choosing the right temperature. It's also about the optimum level of moisture. Miele uses a very clever sensor to monitor both of these parameters: it measures and then controls the amount of moisture in the oven. And in doing so ensures that the optimum conditions are always provided for the food being cooked.

86 °C

**Miele**



8 x steam



# From 0 to 100 in record time.

Eight steam inlets give it their all in Miele steam ovens: this ensures that the oven fills with steam evenly and as quickly as possible. And this enables short cooking durations – and perfect results, of course.





春  
調  
娘



# Ancient, yet new.

Cooking with steam: a technique that's been used for more than 2000 years in Asia. Miele took this method and turned it into something new with the non-pressurised steam ovens. This gentle method of cooking food and the retention of vitamins during cooking offers unique advantages for the modern kitchen. In 1998, Miele launched the first generation of steam ovens without pressure to the market. And even successfully introduced it as a "re-import" back into Asia!

100% steam



> Passionate about everything to do with steam cooking: the Miele book "Steam. The spirit of life". The photographer Alexander Haselhoff travelled to Tokyo, Seoul, Singapore, Taipei, Bali, Shanghai, Bangkok and Hong Kong – with a steam oven in his luggage.



# Quality

"Quality is never static. It changes along with the user's needs."

Dr. Markus Miele

"Quality is the decisive characteristic which defines the perception of our brand and our products."

Dr. Reinhard Zinkann

experience

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# Set your own benchmark.

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Regardless of whether it's a washing machine, an ironer or a vacuum cleaner: we are the only manufacturer in our branch of industry who test our products for the equivalent of 20 years' use. And we don't cut corners: for example, in our test laboratory, the floorheads on our vacuum cleaners have to pass over a threshold 60,000 times. During testing we also check every single component, however small.



twist, flex and stretch 120,000 times

16,500 collisions and impacts

vacuum 1,000 km

run the motor for 1,000 hours

rewind the cable 10,000 times

All values quoted comply with test conditions on a Complete C3.



> Miele suction hoses are twisted, flexed and stretched with a 5 kg weight 120,000 times in the laboratory. You can pull your Miele vacuum cleaner behind you without a worry.



> Miele supply cables are unwound and rewound more than 10,000 times in our test apparatus. We're only satisfied if they still function perfectly at the end of the test.

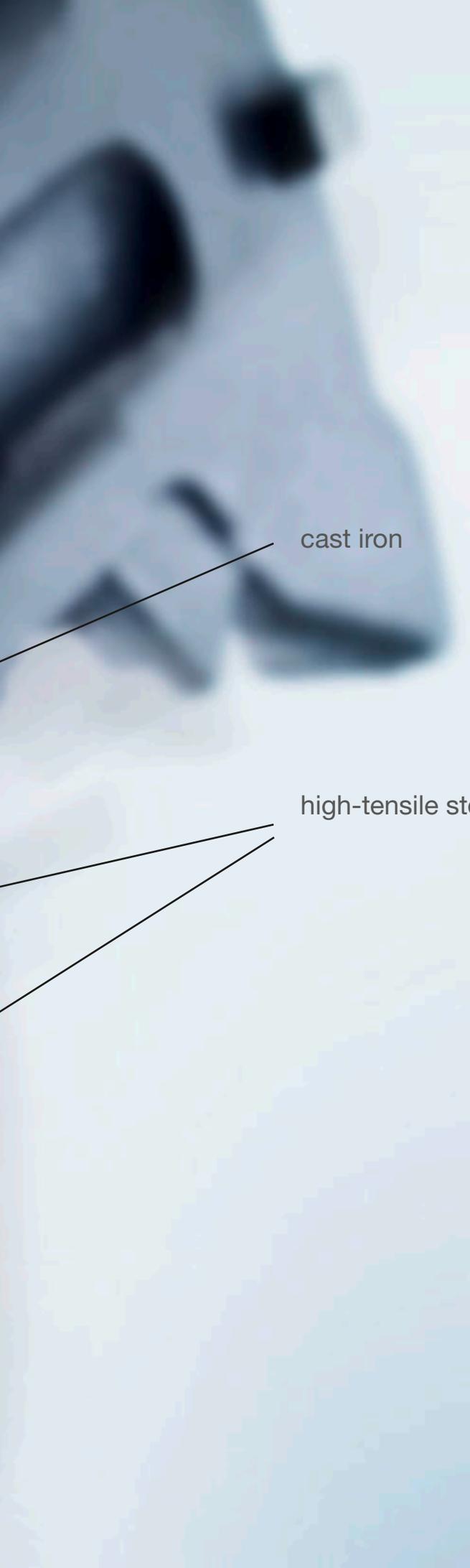


> In real life a Miele vacuum cleaner has to endure many door thresholds and impacts – in this test 16,500 times in a row. This is where Miele casings and swivel castors prove their resilience.



> We demand top performance from our vacuum cleaners from the first day to the last: Miele motors have to demonstrate their quality during an intense endurance test which includes repeatedly switching them on and off.





# Show your mettle.

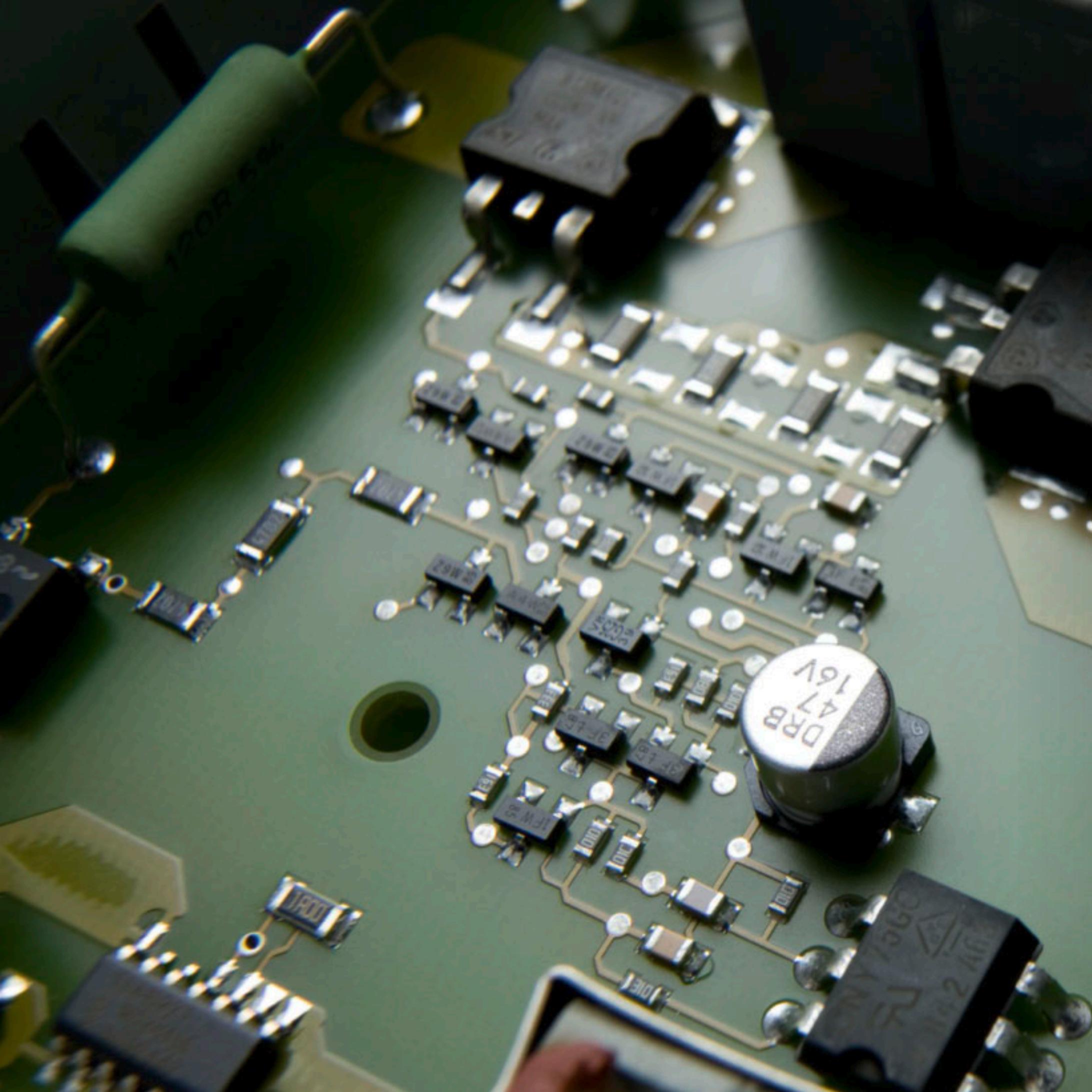
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Our washing machines don't show signs of distress as they get older. The reason: we use a cast iron bearing cross for the drum bearing. This ensures absolute stability, even at high spin speeds – for the lifespan of the machine.

cast iron

high-tensile steel



# Decide for yourself what is good.

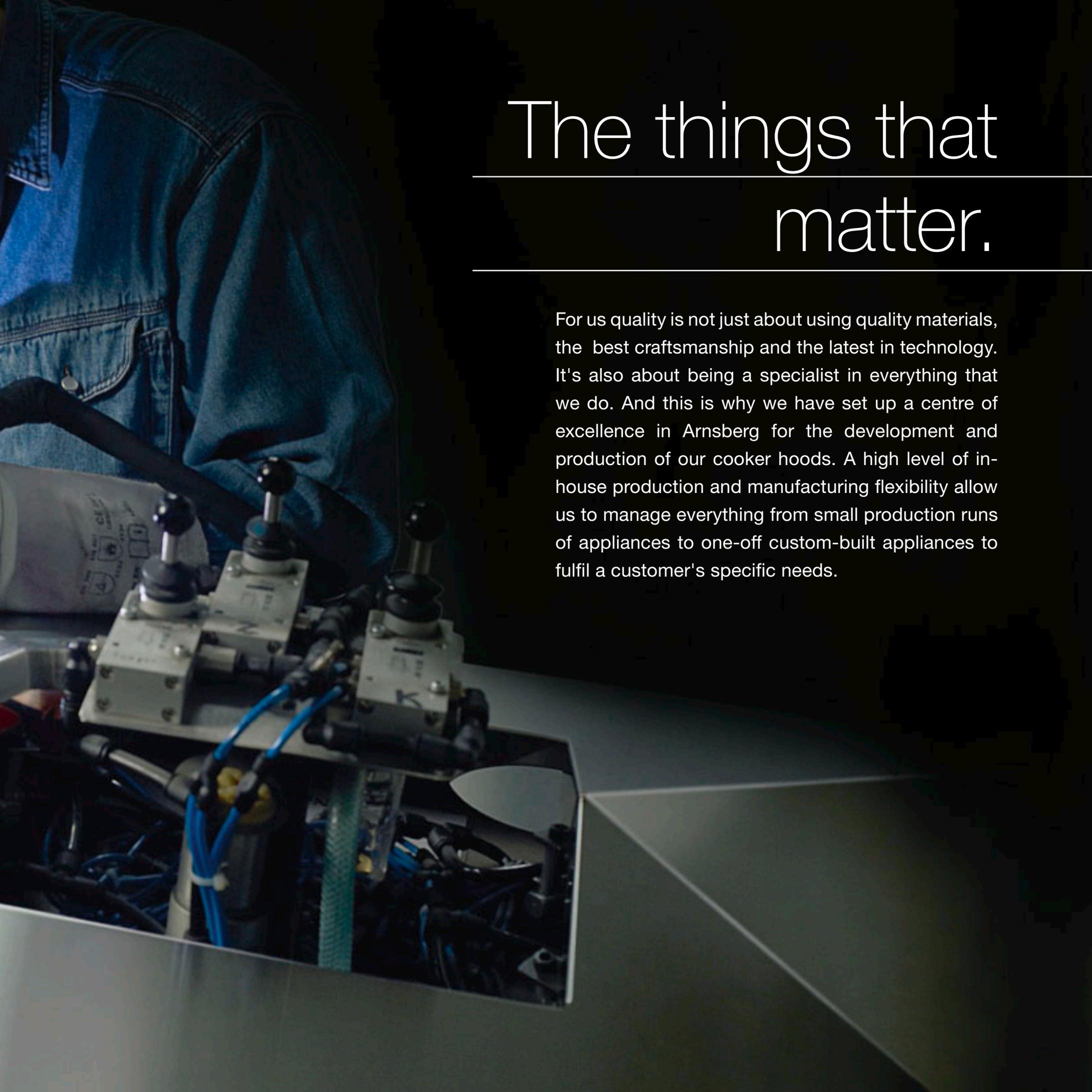
Being independent gives you the freedom to make your own decisions about how you make things. We develop and manufacture the electronic units for virtually all our Miele products in our own electronics factory in Gütersloh. This also ensures that these components fit perfectly into the whole-product concept of our appliances and makes it possible to incorporate applications that can only be found in Miele appliances. And so we achieve the goal we set ourselves – a particularly long lifespan for our appliances.





More than 20 years of experience

53 % in-house production



# The things that matter.

For us quality is not just about using quality materials, the best craftsmanship and the latest in technology. It's also about being a specialist in everything that we do. And this is why we have set up a centre of excellence in Arnsberg for the development and production of our cooker hoods. A high level of in-house production and manufacturing flexibility allow us to manage everything from small production runs of appliances to one-off custom-built appliances to fulfil a customer's specific needs.

# Opinions matter.

We are convinced we're doing the right thing. The most important thing for us, however, is knowing that others are impressed by our appliances. And that's why we regularly invite professionals to use our appliances. Their feedback helps us keep our products up to the minute.

Intelligent  
controls





Customisable  
Automatic programmes

# HOTEL ADLON



# Highest endorsement

We are particularly proud to see how trusted our appliances are in places where only the very best will do. With a focus on perfection and an ambience of well-being, as well as an unprecedented level of luxury, the Hotel Adlon has been setting new standards since 1997. The stylish atmosphere in the 304 bed, 76 suite hotel is a dream come true. Perfect too is the in-house laundry service, delivered by Miele Professional.



> Hotel Adlon, Berlin, Germany  
Opened in 1907  
Rebuilt in 1997

Comfort

"What happens without a break is not permanent."

Ovid

relax

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# The one thing that matters: you.

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Our goal: to maximise convenience for the user and achieve perfect results, always. Ease of use, automatic programmes or special product features, such as PerfectClean on our ovens, guarantee peace of mind for you in the kitchen. And leave you free to concentrate on the things that really matter.



# With all your senses.

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Sometimes tastes vary. And sometimes things are the same the world over. Our senses are sharp: locally, regionally, culturally. Our aim is to create appliances that are perfect in every way, appliances that appeal to the senses and meet your every need. Aesthetically, visually and functionally. And last but not least, perfect results, for example perfectly conditioned wine.



# The aromas of nature.

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Perfect bread – crispy on the outside, soft on the inside. Controlling moisture levels with Miele's Moisture plus function allows the full flavour to unfold. The real art of baking, simply and with perfect results.





# An aroma that awakens the senses.

Coffee lovers will love our bean-to-cup coffee machines. And when there's two of you: the OneTouch for Two function will let you make two special coffees at the same time – and with frothed milk too, if you wish.



> Our latest countertop machines also offer tea in their repertoire: with individual programmes for different types of tea, the right temperature is automatically selected for the water.



**Miele**



# Taste to perfection.

The built-in vacuum drawer lets you prepare food perfectly for sous-vide cooking. Using low, evenly maintained temperatures food can be cooked over a longer period in the steam oven. Appearance, minerals and vitamins in the food are retained. The result: perfection.



# Favourite foods from around the world.

A British Christmas pudding or an Australian Beef Wellington – regional dishes always hit the spot. With a wide range of automatic programmes for Miele ovens, steam ovens and other appliances the Prestige class comes up trumps. For us this means customisation at the highest level.



Chicken tikka masala



British treacle sponge pudding



Dutch ginger loaf



Belgian chicory gratin



Swiss farmhouse bread



Austrian Sachertorte



Australian pumpkin soup



Beef Wellington



# Individually served.

Designer Touch controls or traditional rotary dials: whatever type of controls you have, ergonomics, ease of use and functionality are of the utmost importance for us. And just as important are our users' individual preferences.



**Mie**  
INDUC





# Perfectly tempered.

The ideal conditions for your wine: precision temperature control allows you to set different temperatures in each zone of your wine conditioning unit. So you can lay down different wines as well as your very best vintages for optimum conditioning. That is something wine connoisseurs can rely on.



Bordeaux



# Sensitive and caring.

Hand or machine blown, your delicate glassware is gently cleaned in the dishwasher. That is, of course, if it's a Miele. A unique combination of intelligent features ensure that your glassware sparkles without having to buff it later. And because we like to look at the complete picture, we also offer cleaning products formulated specifically for purpose – so you have the reassurance that your expensive glassware will still be as good as new after numerous washes. That's why Riedel only recommend Miele dishwashers for their quality wine glasses.



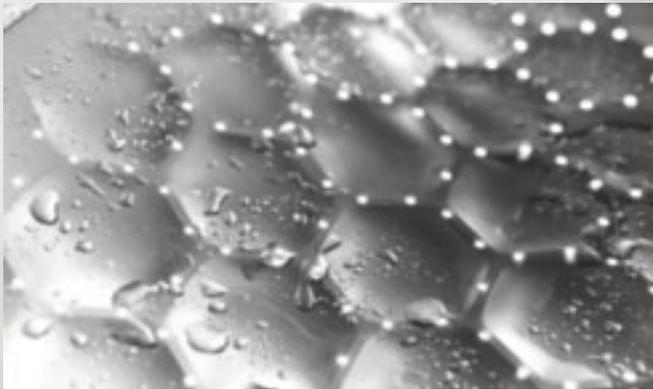




– let your Miele  
take care of it.

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Your expensive mohair jumper. Your little black number in silk. Our washing machines and tumble dryers care about your favourite garments just as much as you do. Which is why our washing machines and tumble dryers offer special programmes for textiles such as woollens and silks with the utmost care.





# Tangible care.

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Washing, drying, ironing: our laundry-care system takes care of the entire process. Miele's FashionMaster 2.0 ironing system adds the finishing touches with its compact combination of iron, steam generator and ironing table. Unsurpassed convenience and precision smoothing: optimum results with the minimum of effort.







# Quiet. Quieter. Miele.

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Our appliances epitomise high performance. And are particularly quiet when in use. And, if that's not quiet enough for you, Miele washing machines and dishwashers also offer the "Extra quiet" option: with minimum noise levels these appliances can be left to run whilst you're sleeping. For greater versatility and the very best in user convenience.

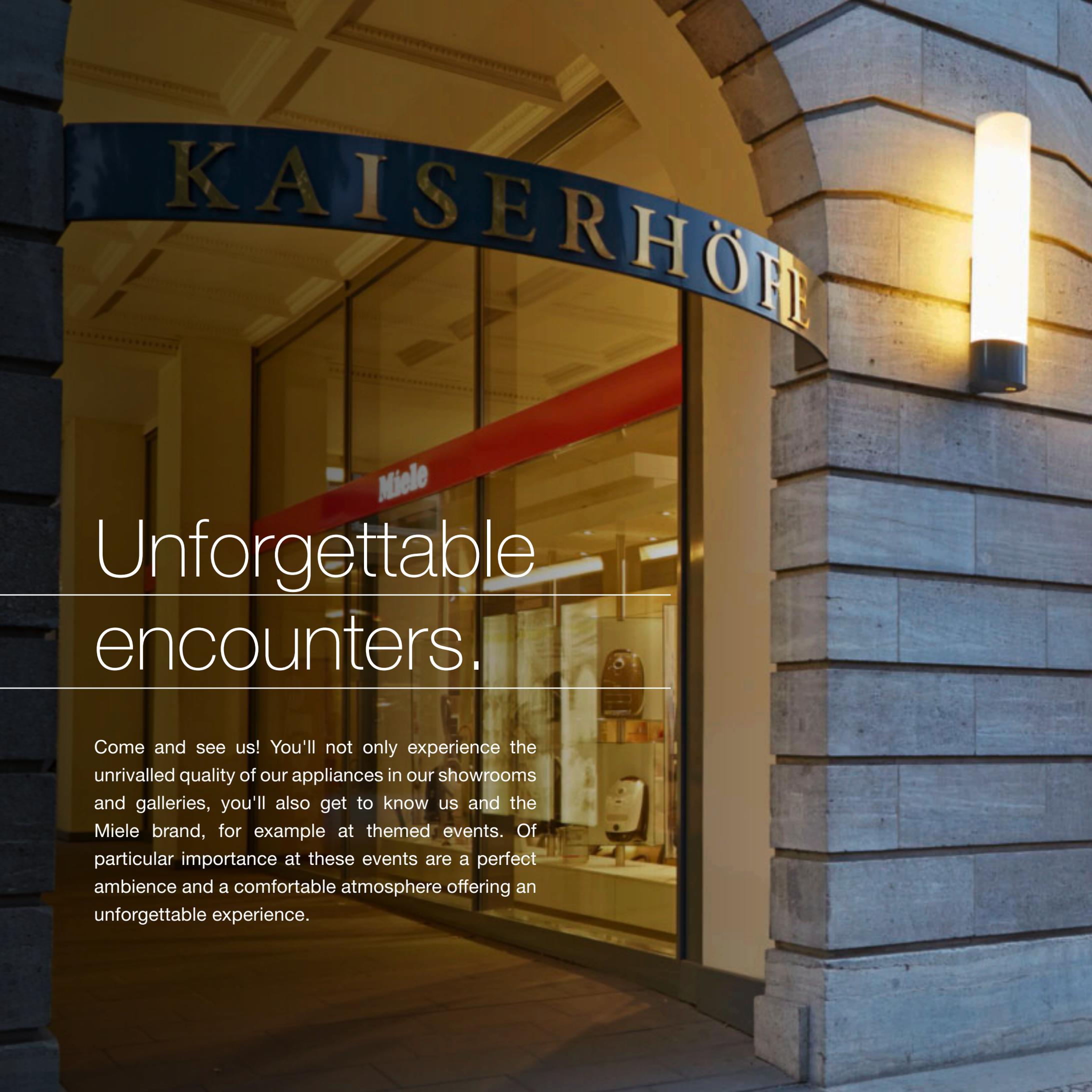
Service

"Being near is not a question of distance."

Hermann Lahm, German poet

fulfilment

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KAISERHÖFE

# Unforgettable encounters.

Come and see us! You'll not only experience the unrivalled quality of our appliances in our showrooms and galleries, you'll also get to know us and the Miele brand, for example at themed events. Of particular importance at these events are a perfect ambience and a comfortable atmosphere offering an unforgettable experience.



GALLERY

**Miele**

GALLERY

**Miele**

GALLERY

**Miele**

# Seldom required.

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When you buy a Miele appliance you choose longevity and the best in quality. However, should you ever need to call for assistance, our Miele in-house service team will be with you quickly to provide reliable help. That's what our customers say: And this is why the Service team for Miele appliances is a regular winner of independent awards for customer service.



www.miele.de

**Miele**

Testsieger



Bundesverband  
Deutscher





# Empathy for us is nothing new.

Consistent, persistent, honest – that's how the people in Eastern Westphalia, Miele's homeland, have often been described. And we know that's right because, when it comes to the quality of our appliances, there is no room for compromise. Even when it's about customer advice we are honest without compromise. Our aim: to find the optimum appliance for your needs from our wide range of appliances – the one that suits your personal lifestyle and home environment. Why not talk to us?





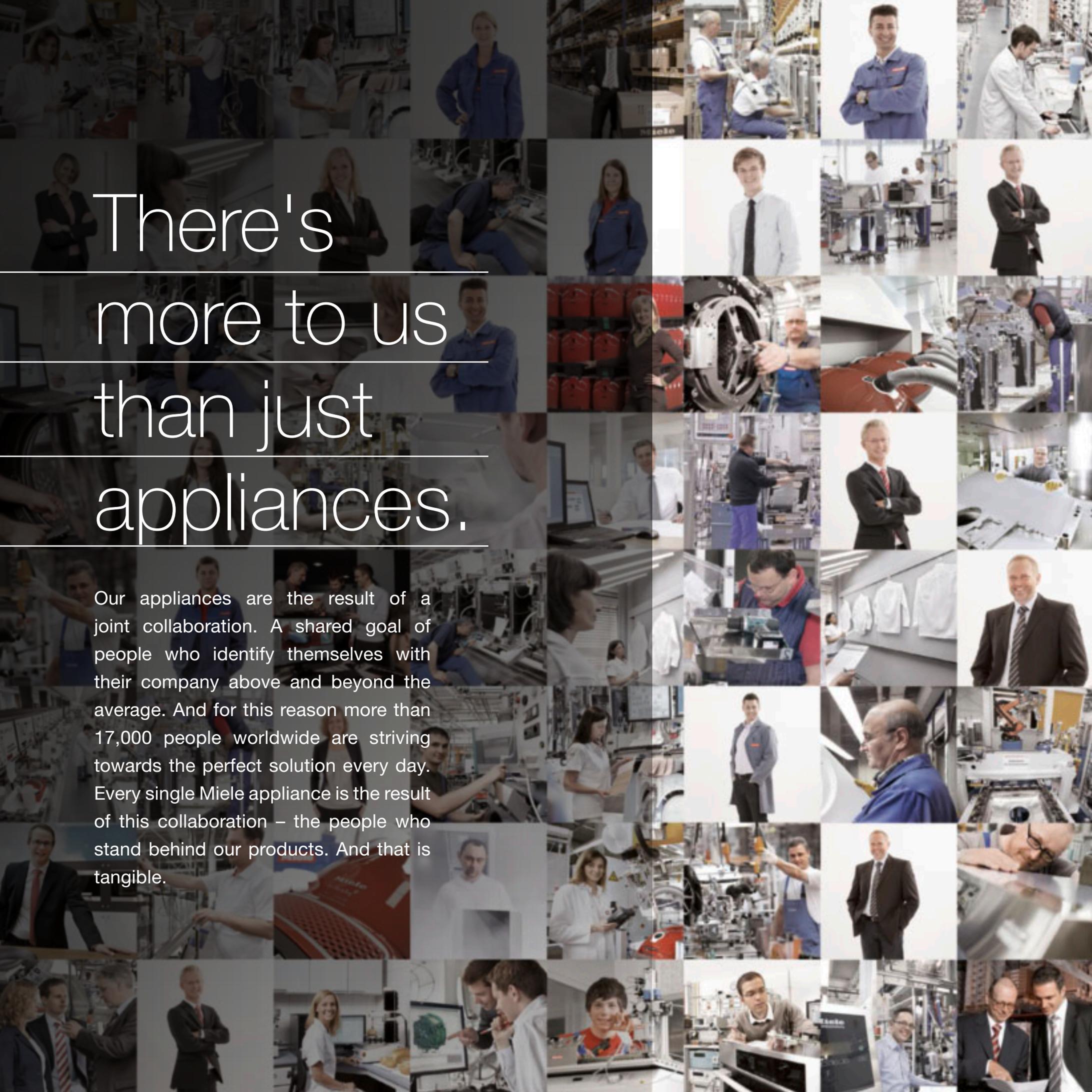
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To keep  
a promise, we'll even  
take to the sky.

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Sometimes our customers have very high expectations. And that just encourages us: by being highly efficient our factories are able to achieve short delivery times, even with small production runs and custom-built appliances. We can deliver very quickly to our customers wherever they may be – even if we have to take to the skies to do so.





# There's more to us than just appliances.

Our appliances are the result of a joint collaboration. A shared goal of people who identify themselves with their company above and beyond the average. And for this reason more than 17,000 people worldwide are striving towards the perfect solution every day. Every single Miele appliance is the result of this collaboration – the people who stand behind our products. And that is tangible.









# Impressum

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