

Press Release
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Microwave in new guise

- ▶ Microwave ovens grow in terms of elegance and combination options
- ▶ Three cabinet sizes to meet all needs

Gütersloh, February 5, 2019. – A kitchen without a microwave? – For many, that is simply not an option. All the more reason for Miele to devote the attention it deserves to this product category. The new built-in Generation 7000 models take consideration of calls for various sizes and feature sets and their design lends itself perfectly to combination with other products such as wall ovens.

The new microwave ovens come in two forms: Models with their controls above the oven interior (TopControl) and ones with side touch controls. As a result, the appliance fronts appear uncluttered, the design is elegant and the combination options with other units – whether in a vertical or horizontal array – are legion.

TopControl models are intended for a 45 cm recess and feature a very large oven interior (46 l); correspondingly, the turntable has a diameter of 40.6 cm. On these models, the door is bottom-hinged so that food can rest on the inner door face. Popcorn function, programming options, and particularly smooth-operating hinges are standard in this category; the top model offers a quartz grill and is available in stainless steel and in graphite grey, brilliant white and obsidian black.

SideControl models are more compact. Hence they only require a recess height of 35 cm. In this case, 17 l of space is available, and the door is side-hinged and opens at the touch of a button. In the absence of a handle, the glass front appears minimalistic and ideally matches other Miele appliances in obsidian black and brilliant white. Here, too, an integrated grill is available, and automatic programmes simplify operation. And don't forget: On all microwave units from Miele, resource-saving and long-lasting LED lighting is standard.

SideControl microwaves are also available for a 45 cm recess, in which case they then have a 26 l interior.

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Professional Business Unit). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. 2017/18 turnover amounted to approx. EUR 4.1 bn, with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,100, whereof 11,200 are employed in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There is one photograph with this text



Photo 1: 40 l chamber, touch controls and slider on control panel: The M 7244 TC, shown here in graphite grey, is the flagship among Generation 7000 microwave ovens. (Photo: Miele)

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