

Press release  
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## Miele at the IFA Kick-off: 125 years of quality and innovation meet 100 years of IFA

- ▶ New standards in laundry care and design
- ▶ Sustainability as a common thread - with a focus on circularity and AI
- ▶ Attractive promotional appliances and new colour worlds for the anniversary

**Gütersloh/Berlin, 27 June 2024.** – "I am delighted to have the opportunity to speak to you in this symbolic year" - with these words, Dr Reinhard Zinkann welcomed around 150 journalists to the IFA kick-off in Berlin. The Managing Partner of the Miele Group presented an initial preview of the Gütersloh-based premium manufacturer's trade fair innovations and other focal topics. Product highlights include, in particular, the new 'Nova Edition' series of washing machines and dryers, which promises, for example, maximum protection of textiles.

"Once a Miele. Always a Miele. 125 Years of Quality" - this is the Miele motto for this year's IFA. "Like no other company in the industry, Miele stands for quality and longevity", says Reinhard Zinkann, whose great-grandfather founded the company together with Carl Miele Sr. In its anniversary year, Miele is presenting more than 70 attractively equipped special models from all product ranges in two series of special offers: The "125 Edition" includes a total of 28 attractively equipped models with a price advantage and/or free accessories. The 45 appliances in the "125 Gala Edition" also offer a free warranty extension of 125 weeks.

At the same time, the great-grandson of the company's co-founder of the same name reaffirms his clear commitment to Germany, where Miele currently operates eight of its 15 plants, with investment commitments for the German plants totalling 500 million euros. According to Zinkann, the same strict quality standards apply in all Miele plants and are implemented and monitored 100 per cent everywhere. "Made by Miele is indivisible", says Zinkann.

### Giving appliances a second life

Another part of Miele's 'DNA' is sustainability - at this IFA with a focus on circularity and the inclusion of AI. "We want to give our appliances a second life and are focussing on the reusability and recycling of appliance components and materials." The company therefore



continues to focus on durable, repair-friendly products and resource-saving production. At IFA, the company is also presenting a concept study of an appliance that is made almost entirely from recycled material and can also be returned nearly completely to the material cycle.

In the field of AI, the company utilises digital applications throughout the entire life cycle of its products: From AI-supported software in research and development, to AI-based optimisation of product quality in production, to AI-supported Smart Food ID cooking detection. Zinkann gave an example of one of the latest functions of the Miele app, which also contributes to greater sustainability: "With AI Diagnostics, we offer our users self-help in the event of appliance malfunctions and thus save many unnecessary customer service calls."

### **Sustainable stand concept reused**

As announced in 2022, Miele is reusing the sustainably designed IFA stand with modular structures for the third time at this trade fair. This is in combination with the extensive avoidance of waste, climate-friendly logistics and the use of environmentally friendly cleaning agents. In addition, Miele will also be prominently represented in the IFA 'Sustainability Zone' exhibition area this year, where it will present innovative approaches and technologies for the topic of circularity.

Zinkann gave an initial preview of one of the most exciting new products at IFA under the heading "Nova Edition", which refers to the washing machines and dryers that stand out above all in terms of laundry care and design. "I can't reveal any more here yet, all the details will follow at IFA."

### **Versatile new design options**

The two new colour worlds for built-in appliances in the handleless ArtLine range are real eye-catchers. With 'Pearlbeige', Miele presents a versatile mix of grey and beige, and with 'Obsidian black matt', the premium manufacturer picks up on the trend for matt surface textures. Both colours can be individually and harmoniously integrated - both in a dark overall concept or as an elegant accent in a light environment.

As usual, Miele will be presenting its new products with 270 appliances on a stand area of 3,000 square metres in Premium Hall 2.1. Two-star chef Alexander Herrmann will be providing tasty samples at the stand.

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**Company profile:** Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was 4,96 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

## There are two photographs with this text



**Photo 1:** Dr Reinhard Zinkann, Executive Director and Co-Proprietor of the Miele Group, presents an initial preview of the company's IFA innovations. (Photo: Viktor Strasse)



**Photo 2:** The Designline ArtLine in the new, warm Pearlbeige colour can be combined with dark woods for a striking yet warm look. In combination with white or pastel colours, Pearlbeige creates a graceful and airy living atmosphere. (Photo: Miele)

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