

Miele further enhances Generation 6000 built-in appliances

Stylish and personalised at Eurocucina

Gütersloh/Milan, February 5, 2014. – Discerning lovers of fine kitchens are simply bound to be inspired by Miele at the forthcoming Eurocucina. To match the four colour worlds of its built-in appliances, the company is set to unveil new design features offering the ultimate in individuality in Milan. These include enhanced aesthetics through the inclusion of out-of-the-ordinary materials and status-boosting customised manufacturing. 'This means we are uncompromising in offering our customers the very best - moving away from off-the-shelf products', says Gernot Trettenbrein, Managing Director of the Domestic Appliances International business unit. No further details on this count will be revealed before the exhibition.

Around 300 built-in appliances will be on display at the exhibition booth which will cover an area of 760 m², showcased with a focus on pleasure. Exhibits will cover the two design lines PureLine and ContourLine as well as the colours Obsidian Black, Brilliant White, Havana Brown and CleanSteel stainless steel. 'For the first time we will be presenting our entire Generation 6000 range at an international trade show', Trettenbrein announced. Miele is a perfect match for the design connoisseurs who visit the Milan fair – from an inspirationally designed booth through to exclusive machine features such as M Touch controls allowing ovens, steam ovens or coffee machines to be operated with a smartphone-like interface.

Relaxation and a retreat from the hustle and bustle of the trade show is offered by the Miele Café at the heart of the booth, a well-loved fixture at brand publicity events of this size. Two show kitchens at the entrance will allow chefs de cuisine to spoil visitors with tasty titbits.

Eurocucina 2014 will run from April 8 until April 13. The Miele booth (Hall 9, Booth A02/B03) is part of a special show called 'Technology for the Kitchen'.

Miele – Immer Besser

Media enquiries to: Anne Tesch or Eliza Mielczarek, Tesch Communications
PR Consultants to Miele Australia Pty Ltd, 03 9690 9199 or Fax 03 9690 9399

atesch@tesch.com.au or eliza@tesch.com.au

Website: www.miele.com.au