

MEDIA RELEASE

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Miele H 6860 BP 'PureLine Oven with M-Touch controls' wins Good Design Award®

Miele's recently launched, flagship H 6860 BP 'PureLine Oven with M-Touch controls' has achieved a prestigious 2014 Good Design Award®, presented by Good Design Australia.

One of 38 products in the Domestic Appliance Category, the Miele H 6860 BP not only met, but exceeded the rigorous criteria to receive a coveted Good Design Award®. This year, more than 150 qualifying entries were judged against criteria focusing on form, function, safety, sustainability, quality, commerciality and innovation.

Miele Australia Product Manager for Food & Beverage Preparation, Thorsten Kissel is incredibly proud of this significant recognition:

"The result of five years extensive product development, careful attention to detail went into ensuring the striking Miele H 6860 BP's superior design to deliver unprecedented performance, convenience and elegance.

"We are thrilled to receive this prestigious accolade as it confirms the oven's design excellence and rewards the outstanding efforts of the Miele design, engineering and product management team in Germany," Thorsten said.

Once again reinforcing the Miele company maxim 'Immer Besser' (Forever Better), the elegant H 6860 BP is available in striking colour combinations including CleanSteel, Brilliant White, Obsidian Black and Mink, and offers innovative design opportunities, superior ease of use and above all, perfect cooking results.

To take the guesswork out of producing exceptional dishes, this remarkable oven features Miele's innovative M-touch user interface and is complete with a set of automatic programmes developed by Australian Cooking Specialists to cater for Australian tastes and Australian ingredients.

Dr Brandon Gien, CEO of Good Design Australia, said this year's Good Design Awards and Good Design Festival have focused on highlighting how design can play a key role in helping businesses, manufacturers and service providers thrive – not just survive – in a competitive marketplace:

"So many products in this year's program were clearly born from a planned and considered design process that sought to not only create a beautiful, stylish and functional product or service, but also address business and commercial challenges to help the business grow and prosper.

"It was great to see so many companies investing in design in this way and maintaining such a high standard," Dr Gien said.

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Part of the technologically ground-breaking Generation 6000 range of Cooking Appliances, the remarkable Miele H 6860 BP Moisture Plus Oven is available from Miele Chartered Agents for a selling price of \$6,599.

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Miele – Immer Besser

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