

# Design for life.

ContourLine

Built-in appliances: Autumn 2014



Welcome to Miele



## IMMER BESSER (forever better) – our pledge

When our two great grandfathers were in the process of founding the Miele company, they had to make sure they stood apart from the competition in order to be successful. There are effectively only two ways of doing this: either by being cheaper than the rest or by being better than the rest. It is not really possible to be both at the same time.

They decided to be "better" than the rest.

Numerous best in class awards and certificates attest to the fact that Miele has continued to renew its commitment to being "Immer Besser" throughout the past 115 years. However, the millions of satisfied customers around the world are perhaps the most important endorsement.

At the heart of this success lies a continuity of values and goals which are typically only found in companies which have been family-run for generations, rather than in businesses which are guided by the often short-term interests of the stock market.

It is in this sense that Miele has embodied first-class product quality and German engineering since 1899. Miele also stands in equal measure for respect, fairness and mutual esteem towards sales partners, customers, suppliers, employees and neighbours. Buying a Miele is an environmentally friendly decision. We ensure this by using methods of production that save resources as well by producing products which set new standards in terms of their consumption of electricity, water and detergent – and save you money at the same time.\*

As directors and co-proprietors of the fourth generation of our business we promise you that this will not change.

*Markus Miele*      *Reinhard Zinkann*

Dr. Markus Miele

Dr. Reinhard Zinkann

\* Please visit [www.miele-sustainability.com](http://www.miele-sustainability.com) for more information on our efforts and guiding principles

# IMMER BESSER

## Our brand promise

### There are many good reasons for choosing Miele

Here are just six of them.

Since the company was founded in 1899, Miele has remained true to its "Immer Besser" brand promise. This means that we will do all that we can to be 'forever better' than our competitors and 'forever better' than we already are. For our customers this means the peace of mind of knowing that choosing Miele is a good decision – and probably the decision of a lifetime!



### The Miele brand

In many countries, Miele is the most desired brand in its field. In its German home market, Miele was even voted 'best brand ever' in 2013 across all product branches. And the ownership of products from such a brand reveals much about its users: Miele customers have high expectations for the performance, convenience, design and the environmental friendliness of their domestic appliances. People who buy Miele are quality conscious and have style!



### **Miele quality**

For more than 100 years it has been a proven adage that you can trust Miele and rely on our appliances. We are the only manufacturer in our branch of industry to test products such as our washing machines, tumble dryers, dishwashers and ovens to the equivalent of 20 years of use. Once a Miele, always a Miele: Miele customers around the world remain loyal to Miele and recommend Miele to others. Looking to the future, we promise not to entertain any compromises when it comes to quality and durability!



### **Miele technology**

Miele stands for excellent results combined with the lowest possible energy consumption. This goes for the hygienic and gentle care of your laundry, your flooring and your crockery as well as when conjuring up exquisite culinary delights. The key to this is a wealth of innovative features available only from Miele. This is borne out by numerous first places in leading product tests conducted around the world.



### **Miele convenience**

Whether conventional rotary switch, discreet sensor controls or a high-resolution touch display like the one on your smartphone: operating a Miele is both easy and fun. Add to this a multitude of convenient and reliable automatic programmes and a great love of detail - success is guaranteed - on board both laundry and kitchen appliances. Make life easier for yourself with Miele!



### **Miele design**

Miele believes in clean lines and timeless elegance. Nowhere else will you find such a comparable range of built-in kitchen appliances, with consistency in Design lines and colour options, to suit the most diverse of interior designs and kitchen furniture fronts. Great care is taken to coordinate appliance design across the range. Whatever the style of your kitchen: Miele is the perfect match.



### **Miele service**

Miele customers enjoy preferential treatment: thanks to our fast and efficient after-sales service operation which has been voted best in its branch of industry many times over. Even if you need personalised instructions on appliance use or professional cleaning of your machines, Miele will gladly make a home visit. We will always be there for you. That's a promise!

# Rediscover the joy of cooking!

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Miele premium appliances are designed with quality, individuality and culinary perfection in mind.

# Our philosophy

Design for quality

## Design for life.

We believe that design encompasses the outward appearance of an object, as well as the experience of using it and this is the principle on which our new built-in ContourLine kitchen appliances are based.

With world class designers and engineers, Miele are proud to showcase the Generation 6000 range of appliances. Designed to complement one another within each family in terms of form, function and materials these appliances take design consistency to a completely new level.

Discover perfection for yourself.





**ContourLine – self-assured**

ContourLine in CleanSteel offers a first-class cooking experience. The pure geometric lines of the handle and frame create a striking framework, and at the same time give a reassuring sense of the familiar.

# Precise controls and intuitive operation

## User interfaces



All appliances in Generation 6000 feature controls using the same logic. For example, the display is always located in the centre – no matter which user interface you decide to have. All feature innovative display technology which excels in its brilliance, longevity, high resolution and its high-end appeal. The array of sensors is the central element of all user interfaces where functions directly available to you during a cooking process are located.



**SensorTronic:** a 5-line TFT display with sensor controls to the side presents all the menu options clearly. Featuring a host of high-end functionality, these controls are intuitively easy to use.



**DirectControl:** operating modes are selected by turning the dial on the left-hand side. Settings in the 4-line text display, such as temperatures and cooking durations, are selected using the right-hand dial and confirmed with the sensor controls.



**EasyControl:** controls are the same as the DirectControl user interface but with information such as temperature and time settings shown in a 7-segment liquid-crystal display.



**EasySensor:** on steam ovens the minimalist 7-segment display shows the temperature and cooking duration. Settings are selected and confirmed using integrated sensor controls.