

## **PRESS RELEASE**

### **Creating an aura above the hob**

*22 July 2014, Johannesburg:* Miele's new Aura Edition 6000 cookerhood, otherwise known as the DA6700, brings together form and function in a most harmonious manner, reflecting the innovative design ethos of Miele's Generation 6000 range of built-in appliances. Hanging from the ceiling by fine steel suspension wires, the island canopy appears to float as a slim silhouette above the hob unit. As this model was designed as a no-compromise recirculation unit, it is predestined for use in snugly insulated buildings.

### **Design at its best**

As a recirculation model, it does not need a chimney and therefore the DA 6700 is suspended from the ceiling on four virtually invisible steel wires. Says Mercia De Jager from Miele: "The 100cm-wide canopy is extremely slim, adding a touch of elegance and levity to the design. The control panel with touch-on-glass controls means that this island hood shows great affinity to Miele's range of Generation 6000 built-in appliances. As is the case with ovens, steam cookers and associated products, customers have four colours to choose from – these include Stainless Steel, Brilliant White, Obsidian Black and Havana Brown."

### **How does it work?**

The principle of air recirculation on a cookerhood is to filter captured steam and vapours and to return the clean air to the room. Recirculation systems thereby prevent heat dissipation, as warm air remains in the building and is not expelled into atmosphere, as is the case with vented installations. Says Mercia: "Building contractors and companies in the business of designing and building low-energy or green homes, often recommend the installation of a recirculation hood for their highly insulated buildings."

She explains that air is "scrubbed" clean by the DA6700 according to the following principle: "Rising steam and vapours first hit the 10-ply metal grease filter. These layers hold back the greasy air-borne particles. The metal grease filters can be conveniently cleaned in a dishwasher. As the two visible outer layers are made from stainless steel, there is no risk of the filter surface becoming discoloured. Aromatic molecules are bound by the Active AirClean charcoal filters. As the DA6700 features two such large-scale filters, cooking smells are effectively neutralised."

### **State-of-the-art technology**

The DA6700 features Con@ctivity 2.0 technology. Con@ctivity adjusts suction power automatically by pre-empting what is happening on the hob below, guaranteeing a pleasant room micro-climate. Mercia notes that Con@ctivity 2.0 is more advanced than Miele's previous system, as it now facilitates radio-frequency communication between hob and hood.

She says that installation is incredibly simple as all cookerhoods featuring Con@ctivity 2.0 are delivered with a plug-in RF antenna for Plug & Play use on any Con@ctivity-enabled (Miele) hob unit. Optionally, the DA6700 can also be controlled via the touch controls on the glass screen or using a remote control handset available as an accessory.

To illuminate the cooking area, Miele has equipped its island canopy with four 3-Watt high-power LED downlights. Compared with halogen spots, these are extremely energy-efficient, and shed warm white light for optimum cooking efficiency.

### **Optimum functionality**

Mercia notes that the DA6700 is built to blend seamlessly with your kitchen and your life: “The DA6700’s dishwasher-proof grease filters are easy and simple to keep clean. Furthermore, your kitchen will remain undisturbed thanks to quiet operation. Simply put – it offers brilliant usability, and gorgeous good looks. It is also built to last and boasts impressively green credentials.”

Like all Miele appliances, the DA6700 has been designed, manufactured and rigorously tested to last for a minimum of 20 years. “Compared to the average 7-year lifespan of most kitchen appliances, the impressive 20-year lifespan of Miele’s DA6700 further reduces its carbon footprint and adds to its already remarkable green ratings.”

In conclusion, Mercia surmises: “The exceptional Miele DA6700 cookerhood features an innovative ‘floating’ design that really sets it apart from anything else on the market. It also boasts striking LED lighting and slick touch-glass controls, making it an impressive focal point in any kitchen. It’s very powerful, using recirculation technology with charcoal filters to maintain a pleasant atmosphere in your kitchen and keep steam, odours and grease to a minimum. It truly sets the benchmark when it comes to modern day cookerhoods!”

*Miele’s new DA6700 retails for R39 999,00. The DA6700 with a CleanSteel finish is available in-stock, however, you need to pre-order the DA6700 in Brilliant White, Obsidian Black or Havana Brown. For more information or to find a retailer close to you, visit [www.miele.co.za](http://www.miele.co.za).*

ENDS

Released on behalf of Miele ([www.miele.co.za](http://www.miele.co.za)) by The Line ([www.theline.co.za](http://www.theline.co.za), [ant@theline.co.za](mailto:ant@theline.co.za)).