

PRESS RELEASE

A new generation of freshness

For the first time in its 113-year history, Miele is launching a new generation of built-in refrigerators and freezers that are designed to blend perfectly with other Generation 6000 kitchen appliances. The cool members of the family fit harmoniously into the fully integrated kitchen trend, and impress with an extraordinary degree of freshness, energy efficiency and innovative surprises.

What do customers value most today when choosing a new refrigeration appliance? It should save energy, offer plenty of space, perfectly perform its primary task of keeping food fresh, and of course, it needs to look good.

Says Liam Gawne from Miele: "Miele has really set the industry benchmark with the launch of its new integrated fridge and freezer range – the K37472iD fridge and the FNS37402i freezer. They boast A++ energy efficiency, high performance regarding their cooling capabilities, impressive capacity, and like all of Miele's other appliances, they can be seamlessly integrated into the kitchen cabinetry for a truly streamlined overall aesthetic." He says that the new integrated refrigeration range comes with a host of great new features, which include:

Supremely eco-friendly

Miele's new integrated fridge and freezer pair sport an A++ energy efficiency rating – making them some of the most energy efficient refrigeration models on the market. However, it is not just in their great energy efficiency rating that these Miele appliances excel – like all of Miele's other appliances, this new range has been designed, manufactured and tested to last up to 20 years. When compared to the average 7-year lifespan of the majority of appliances, this greatly decreases their overall carbon footprint. Says Liam: "Over the years, the company has earned a well respected reputation for setting the benchmark in its cradle-to-grave approach to environmental sustainability. Miele considers the environment in absolutely everything it does."

Stunning light effects by FlexiLight

Illuminated refrigeration appliances have never been so stylish, elegant and refined – introducing the new FlexiLight glass-edge refrigeration lighting, exclusive to Miele. Says Liam: "Miele's new FlexiLight comprises LED light sources that gently increase in intensity, immersing the entire interior in a pleasant and uniform light. With regards to the K37472iD fridge, each of the light sources are each positioned on the front edge of the glass shelves, so that they cannot be blocked or covered by any large object. Their indirect orientation ensures that the user always has an optimum view and is never blinded. The light sources in the FNS37402i freezer are located at the top of the unit, pointing down to illuminate all the various drawers, whether closed or open."

The individual rack levels have electrical contacts for shelf placement

customisation. Liam explains: “If the user pulls out a glass shelf and puts it back in a lower or higher position, because the light is attached to the shelf, it moves with it. The shelf will make contact in the new position and the LEDs will light up again with full luminosity.”

High performance chilling with PerfectFresh

The K37472iD fridge boasts a PerfectFresh system that keeps fruits and vegetables crisp and fresh, vitamin-rich and tasty for up to three times longer than a conventional refrigerator. Liam explains that this is made possible by the PerfectFresh compartments, which offer adjustable temperatures, varying from close to 0°C upwards, and adjustable humidity to ensure optimum freshness and gentle storage: “Colours, flavour and vitamins are fully retained when using the PerfectFresh compartments. Humidity levels up to 90% and temperatures between 0°C and 1°C make these compartments, with their moist microclimate, ideal for keeping fruit and vegetables crisp and fresh. The dryer compartments offer lower temperatures and approximately 45% humidity and the ideal storage conditions for foodstuffs, such as dairy products, fresh meat, processed meats and fish for example.”

With push-push operation, the humidity can be controlled in three stages symbolised by one, two or three drops. The information system, exclusive to Miele, boasts clearly recognisable symbols that show you which stage is best for which foodstuffs. The PerfectFresh drawers run on telescopic runners, and because the drawers can be pulled clear of the cabinet, their contents are fully visible. The PerfectFresh drawers that are featured in the Miele K37472iD integrated fridge boast SelfClose buffered closing technology and low running noises. New LED lighting FlexiLighting, as mentioned above, featured in the PerfectFresh dividing plate provides additional overview and charm.

A host of other notable features

But the seemingly endless array of innovative and convenient features don't end there – Miele's new integrated refrigeration products also include the following:

DynaCool: Behind the PerfectFresh drawers, a fan in the rear panel ensures uniform temperatures is maintained in the rest of the refrigerator compartment, allowing food to be placed anywhere in the cabinet.

NoFrost technology: The NoFrost technology relieves users of the arduous task of having to defrost their freezers. It does this by circulating cool air throughout the cabinet to prevent the formation of ice.

SoftClose: These anti-slam door dampers ensure that doors close silently and without jolting the contents of door racks.

VarioBord rack system: Exclusive to Miele, this system enables inserts to be

taken out of their holders and carried to the table for serving.

The Active AirClean filter: Also exclusive to Miele, this filter significantly reduces pungent smells, such as those from mature cheese, fish or garlic for example. It keeps the air fresh and odours at bay.

Dishwasher-proof door racks and shelves: Thanks to the use of high-grade plastic (SAN), the racks are able to withstand 125 cycles in a dishwasher at the recommended temperature of 55°C – as confirmed by tests and a certificate from the LGA materials testing institute. The glass FlexiLight shelves can also be quickly, easily and hygienically cleaned in the dishwasher without damaging the LED lights.

Optimised door hinges: Excessive weight loaded in a fridge door may result in the door sagging over time and the door gasket leaking. Miele's optimised hinges give their refrigeration doors a greater load-bearing capacity.

Freezer alarm: If the temperature in your freezer has risen or if the door has been left open, an alarm will start beeping to let you know.

Large capacity: The Miele K37472iD fridge boasts a total capacity of 216 litres, while the FNS37402i freezer has eight deep drawers to ensure it can store food of all sizes. The freezer drawers are also sealed to prevent cross-contamination.

The Miele K37472iD fridge retails for R26 999,00, and the FNS37402i freezer retails for R2699,00. Visit www.miele.co.za to find a retailer closest to you. *(Note: Prices as at April 2014)*

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Released on behalf of Miele (www.miele.co.za) by The Line (ant@thelien.co.za, www.theline.co.za).