

# Miele



## Market

Miele stands for quality. With the faith in and following of everything summoned in the motto "Forever better", which was long ago created by the founders of the company, Miele has assured itself the position of a premium brand in an exceptionally competitive market of household appliances.

Quality, durability, easy use, innovation and design are only some of the characteristics of Miele appliances, which make them sought after worldwide. In order to bring these appliances closer to the Croatian customers, the company Miele trgovina i servis d.o.o., opened in 2004 and is the only importer of Miele appliances for the regions of Croatia, Bosnia and Herzegovina and Montenegro.

## Achievements

Miele d.o.o opened the first Miele Gallery in Croatia on 28<sup>th</sup> of April 2008 and with this made an important advancement towards positioning itself as a premium brand and providing all interested customers with the possibility of finding out everything about Miele appliances in one place.

Keeping to their basic business philosophy, Miele invests a great deal in development, research and

innovations, as a company can only satisfy consumers' demands with constant effort and growth.

## History

Mr Carl Miele and Mr Reinhard Zinkann founded the company Miele & Cie.KG in 1899. The company has to this day remained a family-owned business and is presently managed by the fourth generation of the founding families. They still remain loyal to the basic principles; quality, durability, innovation and design are the basics of good business.

This constant need for innovations, large investments in further development and improvement of appliances is still present today in everything that Miele does.

The first product range consisted of a cream separator and a butter churn, whose design was the basis for the first Miele washing machine in 1900. With further development, by the early 20<sup>th</sup> century, Miele became a pioneer in many fields and so in

1929 the company introduced the first electrical dishwasher in Europe. Growth and constant development continued: in 1956 the first fully automated washing machine was introduced for the first time, soon after this, in 1958 the first household tumble dryer was put on the market. One of the newest achievements of the company is a washing machine with the patented honeycomb drum and special programmes for gentle washing of wool and silk. In the category of built-in appliances there are also new development including the PerfectClean layer inside ovens and innovative technology of steam ovens. Parallel to the development of appliances the presence of Miele on the international market has also grown. Therefore, one can find Miele products in many countries on all five continents.

## Product

Recognised for product quality and durability, Miele is also seen as a leading designer brand. This is due to the company's attention to detail and eagerness to compete in a market of luxury household appliances.

Kitchen appliances are the best examples of Miele design: attractive clear and simple lines offer great flexibility when combining various machines, while the quality materials and concepts used provide long term advantages.

To complete the process of creating and manufacturing a quality appliance, Miele also pays special attention to comfortable use. Therefore, new operation technologies have been introduced to make the use of all appliances easy, logical and most importantly safe.

The manufacturing of "Forever better" and more comfortable appliances is also preconditioned by the continuous development of the production processes, because to achieve Miele quality and





durability, it is necessary to make revolutionary advances in manufacturing. Therefore, Miele owns a variety of patents for the production process.

Only with the optimal combination of innovation and the production concept can the company offer the customers suitable solutions and quality appliances.

#### Recent Developments

The development of production methods made the realization of some new revolutionary products possible. The patented honeycomb drum, innovative technology of steam ovens, the intelligent Navitronic sensor operation system, the S4 compact vacuum cleaner, new ranges of freestanding and built-in appliances are just some of Miele's innovations of the last few years.

The attributes of Miele's basic competency as a company are their growth and development department and their own production of electronic components for the appliances which open up many opportunities and make any idea and need possible to achieve.

Miele professionals have developed special programmes in their washing and drying machines that can adapt to different types of materials (wool, silk) and also to different types of laundry (shirts, pillows).

In early 2008, a completely new range of built-in appliances was introduced to the market. These appliances combine three important factors in an optimal manner: quality, comfort of use and design. This new range of built-in appliances offers numerous revolutionary advantages and features, such as

Moisture plus program in the ovens or the possibility of automatic preparation of a Latte Macchiato in the coffee machines. To make this kind of advanced technology easy to use, a suitable operating system has also been developed. This Navitronic system enables the use of Miele appliances' many functions intuitive, logical and easy. This kind of development is aimed at providing the highest comfort in everyday life and enhancement of the quality of life.

#### Promotion

In order to convey the obvious comparative values of the products to the customer, Miele's promotional tactics have always been characterized by the clear message of appliances' quality combined with a hundred percent trustworthiness. Promotion in the current market demands much more and Miele has adapted accordingly.

Miele customers are different because they are orientated towards comfort,

satisfaction, design and style; therefore, the company aims to promote fascination and wonder in its advertisements. Miele is oriented towards a promotion that is delightful and visually unique. This enables the transference of a message that is aimed at a specific target group with the aid of various communication channels and at the same time raises the image and



awareness of the Miele brand.

As a unique way to communicate with its customers, Miele has in the past ten years invested into exhibition galleries across the globe. In these Miele Galleries visitors can experience the Miele products firsthand.

#### Brand Values

Carl Miele and Reinhard Zinkann invested their unwavering faith into the manufacturing of appliances of the highest quality and easy use, thus creating the basis which makes Miele the sought after brand that it is today, clearly placed in the premium segment. A combination of being a world-wide brand, customer satisfaction, faith in the product and a high percentage of customers that keep buying Miele products, are all signs that Miele is a company ready for the future. Miele takes this seriously and will, therefore, continue to invest great effort, time and funds into creating better appliances for households as well as for commercial use.

[www.miele.hr](http://www.miele.hr)

#### THINGS YOU DIDN'T KNOW ABOUT...

##### Miele

- Miele appliances are expected to have an exceptionally long working life, therefore, they undergo various tests to establish their durability. For example, Miele washing machines have to work continuously for 10,000 hours which equals a 20 year working period in an average household.
- Miele previously manufactured bicycles, motorbikes and cars.
- Miele in its range of products offers special household appliances adapted for people with allergies.
- The Miele dishwasher that can wash 12 dinner sets uses only 10 l of water.
- Between 2001 and 2005, Miele applied for 350 various patent rights in Germany, 112 in Europe and 62 in the United States of America.

