

# Miele



## Market

Miele is first and foremost a synonym for quality. Consistently upholding the company slogan "Always Better", created long ago by its founders, Miele has positioned itself as a premium brand at the extremely competitive market of household and professional appliances.

Quality, durability, simplicity of use, innovativeness and design are just some of the features of Miele appliances, which make them extremely sought after worldwide. In order to bring these appliances closer to the Croatian customers, the company Miele trgovina i servis d.o.o. (Miele Trade and Service Ltd.) was founded in 2004, and it 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 April 2008, thus making another important step towards positioning itself as a premium brand and enabling all interested customers to find out everything they want to know about Miele appliances in one place.

Adhering to its fundamental business philosophy, Miele invests a great deal in development, research and progress, since the only way to satisfy consumers' criteria is by constant effort and continuous progress.

## History

Mr. Carl Miele and Mr. Reinhard Zinkann founded the company Miele & Cie.KG in 1899. The company remains

a family-owned business to this day, and is presently managed by the fourth generation of the founding families, still loyal to the initial beliefs that quality, durability, innovations and design represent the fundamentals of good business.

It is precisely this blind adherence to the original premises that explains Miele's constant need for innovations and substantial investments into further development and improvement of its products.

The basis of the initial product range included a cream separator and a butter churn, which were used as 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, so in 1929 the company introduced the first electrical dishwasher in Europe. Company growth and constant development continued: in 1956 the first fully automated washing machine was introduced, and soon after, in 1958, the first household tumble dryer.

Recent company achievements include a washing machine with special programmes for gentle washing of wool and silk, the patented honeycomb drum in washing machines and dryers, while the category of built-in appliances includes, for example, the PerfectClean layer inside ovens and innovative technology of steam ovens.

The company's presence at the international market has grown parallel to the development of its appliances, so today Miele products are available in many countries on all five continents.

## Product

Apart from product quality and durability, Miele's excellent image throughout the world is also greatly



conditioned by product design since exceptional household appliances, in addition to their practical use, must be distinguished for superior design as well.

Kitchen appliances are the best examples of Miele design: attractive, clear and simple lines offer great flexibility when combining various devices, while high-quality materials and concepts of usage ensure numerous long-term advantages.

To round up the entire process of designing and manufacturing a quality appliance Miele pays special attention to comfortable use, so numerous new operation technologies have been introduced to facilitate the easy, logical, and most importantly safe use of all appliances.

The production of always better and more comfortable appliances is also preconditioned by constant development of production processes, because in order to achieve Miele quality and durability it is necessary to make revolutionary advances in manufacturing. Therefore, Miele also owns a variety of patents in the field of production processes.

Only with the optimal combination of innovativeness and production concepts can a company provide its customers with adequate solutions and high-quality appliances.

## Recent Developments

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

The basis of Miele's competency as a company are its own development department and manufacture of electronic components for the appliances, which open up the possibility of bringing to life practically all ideas and satisfying market demands.

A completely new range of built-in kitchen appliances was introduced in early 2008, combining in an optimal manner three most important factors: quality, comfort of use and design. At the same time it offers

numerous revolutionary advantages and features, such as Moisture Plus Programme in the ovens or the possibility of automatic preparation of latte macchiato on coffee machines.

Miele experts have also developed special programmes for washing and drying machines adaptable to different types of materials (wool, silk) and also to different types of laundry (shirts, pillows). Furthermore, in the course of the last two years a brand new range of washing machines and dryers was presented to the market, with numerous innovative features. Thus, for example, Miele offers tumble dryers classified as an A category in terms of energy efficiency; as they are even 46 percent more economical than standard condensation dryers, while some of the washing machines now have the option of automatic dosage of liquid detergents. Optimal

harmonisation of washing machines and dryers ensures carefree, easy and perfect laundry care.

To ensure that this kind of technological advancement is adequately followed by simplicity of use, suitable systems have also been developed such as, for example the TouchControl-Navitronic operating system, which enables intuitive and logical use of Miele appliances' many functions.

This kind of development is aimed at providing the highest comfort for users in everyday life and at improving the quality of life in general.

## Promotion

In order to convey all the comparative advantages of Miele products to customers, from the very beginning Miele's promotional strategy has been clearly focused on highlighting product quality with a hundred percent trustworthiness. At present, however, promotion must offer far more than that.

Miele customers are characterised by special focus



on comfort, satisfaction, design and style; therefore, promotion must incite fascination and admiration; it is delightful and visually unique at the same time. Messages are conveyed to specific target groups by using different communication channels, while rising the image and awareness of the Miele brand at the same time.

As a unique way to communicate with its customers, in the past ten years Miele has greatly invested into original showrooms across the globe where visitors can experience Miele products with all their senses.

## Brand Values

Carl Miele and Reinhard Zirkorn launched the manufacture of appliances of highest quality and comfort in use with unwavering faith, thus creating the basis of what Miele is today: an exceptionally popular and sought after brand, clearly positioned in the premium sector.

Worldwide presence, millions of satisfied customers, great consumer confidence and a very high percentage of customers that keep buying Miele products, are clear indicators that Miele is a company for the future.

Miele takes this very seriously and will therefore continue to invest great efforts, time and funds into creating always better appliances both for households and for professional use.

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

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

### Miele

- This year Miele is celebrating its 110<sup>th</sup> birthday, and 80 years of dishwasher production.
- Miele appliances are expected to have an exceptionally long working life; therefore, they undergo numerous tests to examine their durability. For example, Miele washing machines must be able to work continuously for 10,000 hours, which equals a 20-year working life in an average household.
- In the past Miele used to manufacture bicycles, motorcycles and even automobiles in its factories.
- As part of its product range Miele offers household appliances specially developed for people with allergies.
- The Miele dishwasher with a washing capacity for 14 dinner sets uses up only 7 l of water.
- Between 2001 and 2005, Miele registered a record figure of 350 various patent rights in Germany, 112 in Europe and 62 in the United States of America.

