

## **PRESS RELEASE**

### **Just chilling**

*Exploring the latest and greatest refrigeration trends for 2017 with Liam Gawne from leading appliance manufacturer, Miele.*

30 January 2017, Johannesburg: The next generation of refrigeration appliances have some of the coolest design and technological innovations yet. Liam Gawne from award-winning appliance manufacturer, Miele, offers the inside scoop on the hottest refrigeration trends leading the way: "Refrigeration appliances have come a long way since the chunky, inefficient ice boxes of the past – modern refrigeration should offer excellent energy ratings, state-of-the art cooling systems and a whole host of other convenient features that take these new models to the next level in both design and efficiency."

#### **1.) Colour and finish**

Due to the growing popularity of open-plan design, where the kitchen flows seamlessly into the living spaces, kitchen appliances are more on display than ever before. As such, their appearance has become a considerably important overall factor. Refrigeration appliances are often the largest of all the kitchen appliances, and their aesthetics need to blend in seamlessly with surrounding cabinetry and make a bold statement with colour or luxurious finishes.

Says Liam: "Miele's range of refrigeration appliances are available in Brilliant White and CleanSteel. We also offer models with a glossy glass surface in either Brilliant White or Obsidian Black. All our refrigeration models are straight-laced and puristic in design, and blend in seamlessly with contemporary, high-end kitchens." He notes that if you desire a stainless steel finish, be sure to choose one with a finger-and-stain-resistant finish, such as Miele's Clean Steel finish for example, otherwise they become very difficult to keep clean."

Miele's Blackboard models are another innovative example of this trend: "Even though the K 20.000 range forms part of an extensive designer range, they were also designed with young families in mind. Shopping list, school timetable, and forthcoming doctors' appointments – all readily visible in many families because they are stuck to the door of a refrigerator using fridge magnets. Miele now offers a solution that is as practical as it is stylish: the Blackboard Edition fridge-freezer. The door on the Blackboard Edition can be written on with school chalk or liquid chalk markers, and it is incredibly easy to clean."

#### **2.) Flat lines**

When it comes to design, the latest release refrigerators are the epitome of simplicity, with super flat lines, seamless detailing and a truly elegant and streamlined overall appeal. The absence of overly elaborate detailing makes it easier to integrate these large appliances into virtually any low-key, open-plan kitchen space. Says Liam: "Miele has dispensed with visible handles in the K

20.000 series – offering seamless visual integration with handle-less cabinetry design. Instead of the traditional handles, a recessed handle with assisted opening action (Click2open) guarantees ease of operation, even when the door is opened several times in quick succession. The Click2open technology offers excellent user convenience – simply push the front of the fridge or freezer door with your finger, and the door opens automatically.”

Designs that allow your fridges to be entirely integrated with your cabinetry are also becoming increasingly more popular: “Full appliance integration is where kitchen design is taking us, and refrigeration is no different. Miele’s state-of-the-art MasterCool series for example, is a modular range that allows you to choose the ideal combination for your perfect kitchen. Designed to impress, it’s precision engineered to provide the ultimate in advanced refrigeration technology.”

### **3.) Smart storage**

Fresh food is the basis for wholesome, healthy living. Ideally you should eat fruit and vegetables when they are as crisp and fresh as when you bought them. Apart from the quality of the food at the point of purchase, the right storage conditions are also important. Says Liam: “Miele’s PerfectFresh is a special cooling zone in Miele refrigerators that offers ideal storage conditions for a variety of foods. Many types of fruit and vegetables, meat, fish and dairy products remain fresh for considerably longer in a Perfect fresh zone than they would do in a conventional refrigerator.”

Food is valuable commodity, notes Liam, and in an average household, it is estimated that as much as 20% of all food purchased ends up being thrown away. He believes that technologies such as PerfectFresh can help alleviate this wastage : “For example, meat, fish and almost all dairy products can be stored in Miele’s PerfectFresh dry compartment in ideal conditions. The temperature is between 0°C and 3°C - the low temperature ensures that food stays fresh for longer without losing its flavour. This allows yoghurt for example, to be consumed up to 3 weeks past its best before date.”

### **4.) Easier controls**

Temperature controls have gone considerably high-tech in recent years – with electronic touch-screen panels leading the way, explains Liam: “Now you can operate your fridge or freezer the same way you operate your smart phone – Miele’s K 20.000 model series for example, features a TFT colour display and touch controls, geared to match the design of Miele's Generation 6000 range of kitchen appliances. This display gives you easy and precise control over the temperature inside your fridge and freezer, some even allowing you to adjust up to six different areas in your fridge.”

### **5.) Lighting the way**

Any refrigeration appliance worth its salt should feature energy-saving LED lighting so that you can clearly see what is in your fridge or freezer at any time of the day. Miele's take on refrigeration lighting is borderline science fiction, explains Liam: "The LED lighting in Miele's refrigeration models gradually brightens when the door is opened. Exclusive to Miele and named FlexiLight technology, this feature provides uniform and non-glare lighting with light sources along the front edge of glass shelves where they cannot be covered or obstructed. Thanks to side electrical contacts at each shelf level, glass shelves can easily be relocated, taking their light source with them as they go in order, for example, to create space for a large gateau. And the whole subject of lighting is rounded off on fridge-freezer combinations by freezer lighting. This is located along the lower edge of the refrigerator door, providing illumination for the drawers below."

## **6.) Energy efficiency**

Your refrigeration appliances run 24/7/365 for many years – as such, Liam notes that to help save money and do your bit for the environment, it is imperative that you choose the most energy efficient model possible: "With its current refrigeration products, Miele has demonstrated that high performance and energy-saving can be achieved simultaneously. The majority of its refrigeration appliances exceed the A+ energy-efficiency classification. When compared to refrigeration appliances with an A rating, this offers savings of 20% on appliances with an energy-efficiency rating of A+, 40% on appliances with a rating of A++, and up to 60% on appliances with an A+++ rating.

"All Miele refrigeration appliances enjoy being top of their class and set standards in terms of environmental friendliness. Even Miele's flagship appliances are extremely economical. With an appliance that is in use 24 hours a day, every day over many years, this benefit goes straight to your pocket and is kind to the environment. Miele refrigerators and freezers are always an excellent choice, for your home and for the environment."

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