

## **PRESS RELEASE**

### **Top kitchen appliance trends for 2014**

*The design of kitchen appliances has always pivoted on providing timesaving benefits and added convenience to users. Although this design ethos hasn't changed, today there are other factors that are driving the evolution of modern appliance design. Mercia de Jager from Miele offers an overview on the latest kitchen appliance trends going forward.*

05 June 2013, Johannesburg: As kitchen styles and décor continues to evolve to accommodate our changing lifestyles, so does the design of kitchen appliances. Says Mercia de Jager from leading appliance manufacturer, Miele: "Some kitchen appliance trends come and go, while others become instant classics. The stainless steel finish, or in Miele's case, the CleanSteel finish, is a prime example – once only found in commercial kitchens, today it is a design staple in modern kitchen design. The trick is to sift through all the various trends and find the ones that will stand the test of time."

She says that new appliance design trends are centred on practicality, attractive aesthetics, as well as the changing trends in cooking and home entertaining. However, design trends aside, Mercia notes that it is important to choose appliances that best suit your particular lifestyle and needs: "At the end of the day, an appliance needs to be both attractive aesthetically, as well as functional – the role of any appliance remains that of simplifying your life, saving you time, and offering you more effective ways of preparing your food."

She provides an overview on the top five factors that are shaping the kitchen appliances of the future:

#### **1.) Touch screens designed for the future**

One of the most innovative technological developments to recently grab the public's attention has been the introduction of touch screen interfaces. The touch screen has had an enormous impact on the way we interact with machines and devices. In line with this trend, Mercia notes that Miele is leading the way by introducing new user interfaces and displays across all its built-in appliances: "The absolute highlight of the new Generation 6000 range from Miele is the M Touch interface, boasting a colour TFT (thin-film transistor) touch display that makes product handling simpler and more intuitive than ever before.

A double cappuccino at the touch of a single button, finding the desired automatic programme on a steam cooker in an instant, or selecting the operating mode and temperature in just a few simple steps before baking – all this can be achieved in an elegantly and simple manner with Miele's new M Touch controls. Mercia elaborates: "Reminiscent of smart phones and tablets, M Touch is the name Miele has given to the high-resolution TFT display featured on its flagship models. The menu is browsed by swiping or scrolling with the tip of a finger. Functions and menu options appear in brilliantly clear white letters on a black

background. Colour elements are favoured for the display in the interests of improved clarity and a low-key approach – 'OK' to confirm a function is highlighted in green and the 'Stop' button, logically, is red.”

“Alongside the intuitive user interface, M Touch offers further special features: As high-end models are most likely to feature a large number of automatic programmes, Miele has now incorporated a search function to simplify matters. Using a virtual keyboard, the user simply types in the first letter of a word, for instance 'B' for Beef, and is given a list of all entries containing the term from which to select the appropriate programme. When switched off, the M Touch display shows the time of day either using an analogue clock face or in digital form. Alternatively, the clock can be deactivated.”

## **2.) Timeless designer aesthetics**

The merging of the kitchen with the living and dining rooms continues to be a major kitchen design trend that is having an enormous impact on appliance design. “In modern kitchens with an open transition to the living area, built-in appliances should ideally form part of the overall concept of the interior design. As such, it is no longer acceptable for appliances to be purely functional – they need to look good too. Miele has catered for this trend in its new Generation 6000 range by incorporating the new PureLine design into the look and feel of all its appliances, as well as introducing appliances in four different colours,” notes Mercia.

The PureLine design line harmonises with modern and contemporary living styles, a modern kitchen and living environment being characterised by a puristic and linear design, which induces a sense of transparency and is often encountered in interior architecture in combination with large glass surfaces. The most common living style today is what is often classified as “contemporary”. The key features here are the use of a variety of materials and surface finishes which leave a harmonious overall impression.

Alongside adherence to particular architectural styles, colour has also a profound impact on the overall impression of a kitchen. And Miele is now set to inspire lovers of fine kitchens with new colours. In a cross-product approach, customers can choose within the PureLine range from Obsidian Black, Havana Brown, Brilliant White and CleanSteel Stainless Steel (a very easy-to-clean finish which puts paid to fingerprints). “No other manufacturer of built-in appliances covers such a broad spectrum of colours and materials, enabling such a range of options to ensure harmoniously matching colour schemes,” notes Mercia.

## **3.) Simpler, better, faster**

Functionality has always, and will continue to shape appliance trends, says Mercia: “Regarding appliances, design should never be an end in itself – it should always occur in symbiosis with maximum functionality. In terms of Miele’s new

Generation 6000 range of kitchen appliances for example, this means a host of added features that ensure optimum performance and user-friendliness.

“Ovens with pyrolytic cleaning for example, offer users an effortless way of removing grease splashes and residue in the cabinet by incinerating them to ash at a very high temperatures. All that remains is for the ash to be wiped away. Miele’s Generation 6000 now also include new PyroFit accessories for models with pyrolytic cleaning. Whereas side racks, combi racks and FlexiClip telescopic runners previously had to be removed prior to pyrolytic cleaning, these accessories can now remain in the oven as they are resistant to extremely high temperatures. This saves time and effort in cleaning.”

Another notable feature on Miele’s Generation 6000 coffee makers is the new CupSensor – the coffee dispenser automatically adjusts to the height of the cup being used. Mercia explains: “Far more than a mere gimmick, the CupSensor helps prevent splashes of coffee and means that the specialty coffee does not suffer from a fall in temperature.”

#### **4.) Going green**

Concern for the environment continues to be a major trend that is shaping the way appliances are made, says Mercia: “Energy efficient appliances are an imperative in today’s market as more and more consumers are becoming increasingly aware of how delicate our environment is, and who are also looking to save money on their ever-increasing water and electricity bills.”

She says that Miele’s dedication to the environment has been around since 1899, long before it was such a popular cause: “Over the decades, Miele’s cradle-to-grave eco-friendly approach has earned it the reputation for setting the benchmark for smart technology with an environmental conscious. Miele’s appliances are all designed to offer best-in-market energy-efficiency. They are also designed, manufactured and rigorously tested to last for a minimum of 20 years, which compared to the average 7-year lifespan of most appliances, seriously reduces their carbon footprint.”

Technology such as induction cooking has made real inroads as a result of the green trend says Mercia: “Hardly any other appliance category has experienced such fast growth year on year as induction cooking, thanks to benefits of speed, controllability and economy. Unlike conventional cooking with gas or electricity, induction cooking - as the name implies - ‘induces’ heat directly in the base of the pan. Miele’s KM6395 FlexTouch induction hob for example, saves time, energy and allows users to adapt its preferences to suit their individual cooking preferences and habits for the very best end results. The 90cm-wide FlexTouch hob boasts an intuitive user interface, which allows pots and pans to be placed anywhere on the ceramic screen. No longer is there any need to align pans with the rings below.”

#### **5.) Looking and feeling good**

As modern lifestyles create new health challenges, maintaining or improving health and wellness has become a well-established priority in many people's lives. As health infrastructures feel the strain of rising demand and falling support, the responsibility for people to find their own path to good health has become more important.

Says Mercia: "The global recession seems to have shifted the focus of health and wellness toward managing the basics. Being proactive in keeping yourself as healthy as possible not only has the benefit of ensuring that you look your best, but it also negates the need for costly medical treatment and time-out from the workplace. As a result, improving your basic nutrition has become a major objective for many."

She notes that cooking methods such as steaming have really grown in popularity: "Steam ovens represent a mega-trend in the kitchen, incorporating the principles of healthy, wholesome cooking like no other appliance. With the launch of Generation 6000 appliances, Miele is set to launch a full-scale product offensive on the steam-cooking front. Food enthusiasts can look forward to completely new models and a unique method of generating and delivering steam.

"MultiSteam is the highlight on the new Miele steam ovens. This technology is predestined for use on models with the new 38-litre cabinet and combination steam cookers in XL format (48 l) - water from the tank is pumped into a powerful steam generator located behind the inner cabinet. The steam is admitted through 8 inlet ports (6 on combination steam ovens). This shortens heat-up cycles, distributes steam fast and uniformly and results in perfect cooking results every time."

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