

## PRESS RELEASE

### Get “Active” with Miele

*Miele’s new Active H2265 oven offers enhanced features at an affordable price point.*

*12 May 2017, Johannesburg:* The newly launched Miele entry-line H2265 oven, with spacious cabinet and user-friendly displays, offers greater convenience, more elegance and better value for money. So says Mercia de Jager from Miele, who goes on to add: “With our new ‘Active’ models, Miele is upgrading its entry-line ovens – offering better all-round features at a more affordable price.”

She notes that the centrepiece of the new Miele H2265 oven is the large oven interior: “With a volume of 76-litres (the predecessor only offered a 56-litre capacity), the oven interior on this model represents the largest on the market for conventional 60cm wide ovens. It features five rack levels, and like all Miele models, the patented PerfectClean finish. This surface finish is characterised by its excellent non-stick properties, which makes cleaning incredibly simple – food does not burn onto surfaces and residues can be very simply removed after use.”

Pyrolytic oven cleaning is another very desirable feature that has been added, says Mercia: “When in the market for a new oven, more and more consumers are now opting for a pyrolytic model to make oven cleaning as simple as possible. Miele is meeting this trend by now ensuring that it comes standard in the entry-line H2265 BP model as well. Pyrolytic cleaning is a self-cleaning process in which soil is incinerated in the oven at high temperatures, leaving only ash behind, which can simply be wiped out with a cloth. This makes pyrolytic cleaning by far the most convenient way to clean ovens.”

Mercia adds that with the new H2265 oven, you really get more bang for your buck: “The H2265 allows many more people to benefit from all the features, energy efficiency and good looks of a Miele oven. What’s more, is that like all of Miele’s appliances, this oven has been designed, built and tested to last for a minimum of 20 years and made in Germany. This best-in-market durability not only offers owners the ability to enjoy its longevity, but it also ensures a smaller overall cradle-to-grave carbon footprint – meaning it is a far more eco-friendly choice than the majority of appliances that are only designed to last for seven years.”

Here is an overview of some of the many desirable features in the Miele H2265 oven:

- **Energy efficiency:** The H2265 oven is categorised in energy efficiency class A+. This protects the environment, and saves you money on your utility bill, which can add up to a large amount over time.
- **CleanSteel:** Offering protection for immaculate stainless-steel surfaces, Miele’s CleanSteel finish is very easy to look after and fingerprints are nearly invisible.

- **Self-cleaning catalytic panels:** Offering the ultimate cleaning convenience with minimum effort, Miele ovens with PerfectClean have an additional catalytic liner at the back and on the interior sides of the oven. During baking and roasting, grease residue is continuously broken down – and PerfectClean helps keep the cleaning effort on the rear panel to a minimum.
- **PerfectClean finish:** Inherent on many components in this Miele oven, including on the oven's interior and baking trays, the PerfectClean feature is Miele's patented surface finish with unique non-stick properties, making persistent soiling easy to remove using water with a dash of washing-up liquid and a sponge.
- **CleanGlass door:** Allowing for quick cleaning after roasting is completed, the interior surface of the oven door is completely flat, without any corners or edges. This allows the door to be cleaned very easily and in addition, it can be used as a shelf when open.
- **Appliance cooling system:** Ensuring pleasantly cool surfaces for optimum safety and protection against burns. Miele ovens are cooled on all sides, and this keeps the user and handle areas, as well as adjacent cabinetry, relatively cool. For a high level of safety and protection against burns, the multi-pane door provides effective insulation and ensures lower temperatures on the outside of the door.
- **Safety features:** Boasting automatic switch-off for maximum safety – you can lock this oven with the touch of a finger to protect it from being switched on by mistake. A Miele oven will also automatically switch off if the maximum operating time is exceeded – offering peace of mind should you forget to switch the appliance off.
- **Individual settings:** Now you can configure your appliance to suit your individual needs. With the H2265, you can individually alter the factory default settings, for example audible tones, display brightness and much more, allowing you to adapt it to suit your personal preferences.
- **Clock/timer functions:** Leave time management to your oven – Miele's new entry-level oven offers multiple timer functions and a minute minder. These features allow you to select a start and finish time or the duration of a cooking process, ensuring that your food will be perfectly cooked at exactly the right time for the correct amount of time. The process is completed automatically at the end of the programmed time. Furthermore, during a power cut, the set time is saved for up to approx. 200 hours.

Despite all these additional features, the Miele H2265 B entry-line oven offering excellent value for money will be available at a starting price of R9,999.00 and the self-cleaning – pyrolytic oven –H2265 BP will retail at : R14,999.00

For more information, you can visit [www.miele.co.za](http://www.miele.co.za).

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