

For Immediate Release

Vancouver – September 21, 2023

Sustainability Takes Center Stage: Miele Canada Showcases Innovative Designs at the Interior Design Show Vancouver 2023.

Miele Canada is pleased to return to the Interior Design Show (IDS) in Vancouver as the official Presenting Sponsor. Following a successful showcase at IDS Toronto earlier this year, Miele is ready to captivate the design community and consumers with its innovative appliances and commitment to sustainability at the Vancouver Convention Centre from September 21 to 24, 2023.

Sustainability and climate protection take center stage in the Miele exhibit at IDS Vancouver, with a spotlight on Miele products and features that support consumers in leading responsible lives at home. Visitors can explore the booth's 'Sustainability Alley' and discover smart innovations available from Miele:

- Miele G7000 Dishwashers featuring integrated AutoDos and PowerDisk, an automatic detergent system dispensing the optimal amount of detergent at the right time.
- Miele heat-pump dryers featuring EcoDry technology, ensuring long-term low energy consumption and efficient drying times.
- Miele Washers with auto-dosing system TwinDos save up to 30% detergent while providing a convenient and sustainable way to wash and preserve your clothing.
- Miele Induction cooktops with the shortest heating-up times, thanks to TwinBooster.
- Miele MasterCool refrigeration with PerfectFresh and DynaCool, to keep food fresher up to 5 times longer.

“Our dedication to sustainability is reflected in our products and the booth design at IDS Vancouver. All components are carefully stored for future reuse, locally-sourced furniture and decorative furnishings are thoughtfully repurposed,” said Nelson Fresco, President of Miele Canada. “We’re thrilled to be part of IDS Vancouver once again and eagerly look forward to welcoming everyone during the show.”

A Miele culinary expert will lead cooking demonstrations for guests to experience throughout the event. The booth will also showcase a full suite of appliances from its latest Generation 7000 cooking line, MasterCool built-in refrigeration, W1 and T1 laundry appliances, a full line-up of coffee systems, cordless stick vacuum cleaners and Miele's own Cleaning and Care Products.

For additional details and to experience the latest Miele appliances, visit Miele at Booth #503. For more information, visit [Miele.ca](https://www.miele.ca).

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Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).