

## PRESS RELEASE

### The big chill

*18 January 2012, Johannesburg:* The purpose of a refrigerator is clear – it needs to keep food fresh for longer, to keep beverages cool, make ice and to freeze certain food. “However, unlike other appliances, a refrigerator is on duty 24 hours a day, seven days a week, which is why it is important to choose the best quality model you can afford.” says Liam Gawne from Miele.

Today, there are a wide variety of refrigerators on the market, each offering a host of various extra features, which makes the task of choosing a model somewhat overwhelming. Liam provides the following pointers on what to look for when shopping around:

### Different types

Miele offers two main types of refrigerators, explains Liam, namely:

- **Bottom-freezer:** Bottom-freezers, as their name implies, includes a freezer compartment that is located below the fridge. With these models, the freezer usually comprises pullout drawers, instead of shelving. These models are very convenient, as the fridge is at eye-level to provide quick and convenient access to regularly required foodstuff, while the freezer, which isn’t accessed quite as often, is located out of the way below.
- **Separate side-by-sides:** These are two completely separate appliances that have been specially designed to stand next to each other. When positioned alongside one another, they give the impression of being a single appliance. They usually comprise a separate freezer on one side, and a separate fridge on the other. The bonus about having two separate appliances is that you can configure the choice of appliances to suit your individual preferences – for example, if you require far more refrigerator space compared to freezer space, then you can choose a separate fridge, set aside a fridge/freezer combo, or alternatively, you can choose three appliances, such as two fridges set aside a single freezer. Another benefit of separate side-by-side refrigerators is that they are smaller than their single side-by-side counterparts, which makes them easier to manoeuvre and transport.

### Choose a style

“How the refrigerator looks is also a very important consideration – ideally, the refrigerator should complement the kitchen design, as well as blend seamlessly with the rest of the appliances,” explains Liam. He goes on to add that one of the leading appliances trends is the drive to create a seamless and fully integrated look in the kitchen: “While top-quality performance is critical in this market, aesthetic appeal continues to play a key role in the design of specialty appliances, particularly those that are featured in open-plan kitchens.

“The design of many of Miele’s appliances have already been at the receiving end of numerous international design awards - one reason for these accolades is the way Miele products from widely differing product groups, harmonise perfectly with respect to form and function, appearing to come from the same mould. Miele’s range of refrigeration is no different – their design complements the style and finish of all of Miele’s other appliances to ensure a clean, streamlined appearance in any kitchen space,” explains Liam.

### **The finishing touch**

Design aside, a refrigerator’s finish is also important, says Liam: “Refrigerators are readily available in white, and for a price, they are available in a number of bright colours as well. However, refrigerators with a stainless steel finish have become all the rage. The problem with stainless steel however, is that it can be difficult keeping it looking good as it is prone to dirty smudges and fingerprints. This is why Miele has introduced a unique finish called CleanSteel, which is a special coating that looks very similar to stainless steel, but it resists marks, such as fingerprints, so that your appliance requires very little cleaning to keep it looking great.”

### **Consider the size**

If you are building a new kitchen from scratch, Liam recommends that you work out exactly which refrigerator you are going to purchase beforehand, so that you can comfortably accommodate it in the cabinetry design. If, however, you are buying a refrigerator for an existing kitchen, it is essential to measure the dimensions of the area in which it must fit before you go shopping. “Measure the height, width and depth of the space, so that you can be certain the refrigerator you buy will fit comfortably in the existing space. Don’t forget to allow a few centimetres above and behind the unit for air to circulate, and be sure that there is enough room for the refrigerator’s doors to swing open comfortably,” he says.

### **Getting into the swing of things**

“Make sure that the doors of the refrigerator open in the right direction compared to the orientation of your kitchen cabinetry design. You need to know if, like Miele refrigerators, the refrigerator doors can be reversed to accommodate your particular kitchen. If this is the case, you should order them to be readjusted before delivery,” explains Liam.

### **Consider the environment and save money**

Refrigerators are permanently on, and as a result, they tend to use more energy than other appliances. In fact, it is estimated that they can consume as much as 20% of your monthly electricity usage. As such, it is important to consider the energy rating of the refrigerator before you buy it. Today, most brands offer energy saving models, which for the most part bear the European Union energy label. With this labelling system, the energy efficiency of an appliance is rated in terms of a set of energy efficiency classes from “A” to “G” on the label – with A-

rated appliances being the most energy efficient, and G-rated appliances being the least efficient.

Says Liam: “Simply put – the more energy efficient a refrigerator is, the less it will cost you to run. Miele aims to set the benchmark with regards to manufacturing energy-efficient appliances, which is why all Miele’s refrigerators have a minimum of an A+ rating, with some even boasting an A++ rating. A refrigerator with an A+ rating is 10% more efficient than an A-rated model, and A++ is 20% more efficient than an A-rated model.”

Apart from energy efficiency ratings however, Liam notes that consumers should also buy the best quality machines that they can afford: “All of Miele’s appliances are designed and tested to last up to 20 years. Longevity and build quality represent a much-underestimated contribution towards an appliance’s environmental credentials. Simply put, the longer a machine lasts, the less carbon footprint it will leave. It also has the added benefit of providing its owner more bang for their buck – the average appliance is designed to last for seven to nine years – Miele’s appliances are manufactured to last for up to 20 years.”

### **Added features**

Modern refrigerators should offer a whole host of added features, which would make them function better and more convenient to operate. Some of the more notable added features include:

- **Ice on demand:** an automatic icemaker ensures that you have access to ice cubes whenever you require them. Miele’s built-in icemaker for example, is connected to the mains water supply for the quick and easy formation of ice cubes. In case no ice is required, the function can be easily switched off.
- **A temperature controlled environment:** Miele’s refrigerators offer PerfectFresh drawers, which allows you to set the temperature just above freezing point and adjust humidity levels to create the most perfect storage conditions for fresh produce. In these drawers, fruit, vegetables, fish and meat can stay fresh for up to three times longer than in standard refrigerator compartments.
- **Well-designed drawers:** Any top-end refrigerator worth its salt, such as Miele’s refrigerators for example, should boast drawers that run on telescopic runners to make easy and silent work of opening and closing the drawers. Miele’s drawers also boast a self-closing mechanism that gently and automatically pulls the drawers shut after the last 4cm.
- **Easy cleaning:** Just like the exterior of the refrigerator, the interior needs to be easily cleaned to maintain optimum hygiene and cleanliness. Miele’s door rack for example, is dishwasher-proof – meaning that it can be simply inserted into the dishwasher for a through and convenient clean when required.
- **Fan-assisted cooling:** To prevent layering, Miele has introduced DynaCool, which comprises a fan that is installed in the rear of the unit to ensure the uniform distribution of temperature and humidity throughout the cabinet.

- **Ban the formation of ice:** Defrosting your fridge can be a time-consuming and messy business, especially if the freezer gets encrusted with ice over time. Some refrigerators prevent the formation of ice from forming, such as Miele's NoFrost system, which prevents ice from forming in the freezer cabinet and on food by continuously circulating cool air throughout.
- **Prevent slamming:** Special soft closing mechanisms, such as Miele's SoftClose door, ensures that the fridge door never slams shut.
- **Clever storage additions:** Look out for innovative refrigerator storage innovations, such as Miele's VarioBord rack system, which allows inserts to be lifted free of the racks and used for serving directly.
- **No smell:** A good quality refrigerator should boast an air filter, such as Miele's Active AirClean filter, which can reduce pungent smells generated by food items such as cheese, fish or garlic for example, to ensure a pleasant microclimate within the refrigerator.
- **A weighty issue:** Consumers are storing more and more items in their refrigerator doors, which places increasingly more stress on the doors hinges. Excessive weight can eventually lead to door sagging or the door's gasket leaking. As such, it is important to ensure that the refrigerator's door hinges are strong – for example, Miele for example, are fitted with improved hinges that are able to carry a greater weight, which dramatically increases the load bearing capacity of the refrigerator's door.

**ENDS**

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