

The Lifestyle Revolution

From smart appliances to the latest advances in home entertainment, Gerald Giles in Norwich is at the forefront of the lifestyle revolution.

Technology is revolutionising the way we live our lives – and especially at home. If you forget to switch the dishwasher on before you leave the house, you can set it going from your phone. And the latest generation of high-tech ovens will ensure your Sunday roast is cooked to perfection every time. The possibilities are endless. As a specialist in some of the most covetable home-tech brands – including Sony, Bose, Sonos, Bosch, Neff, Smeg and Miele – Norwich electrical retailer Gerald Giles is at the forefront of this lifestyle revolution.

As store manager Mark Gook says: "People don't tend to replace appliances such as cookers that often – perhaps every 10 years or so – and the technological advances that have been made in the past few years are amazing."

Gerald Giles is the only Miele Centre in Norfolk, and is particularly pleased to be able to offer Miele's new Generation 7000 series of appliances.

"If you love cooking and baking, there are lots of new innovations, such as ovens with 'food view' cameras, which you can see from your smartphone; ovens with 'auto



open' doors to prevent overcooking; and zoneless induction hobs, which enable up to six pots and pans to be placed and moved anywhere without making temperature adjustments," says Mark.

Built-in coffee makers are a big trend in kitchens, and the models in the Generation 7000 range offer a choice of three types of coffee beans, plus the machines have an integral Miele de-scaler cartridge and are now fully self-cleaning to make life easier.

The range also includes dishwashers that automatically dispense the optimum amount of detergent, as well as being compatible with the Miele@mobile app, allowing the dishwasher to be turned on or off remotely.

The Gerald Giles team receives regular manufacturer training, so they know the products they're selling inside out – and as fans of home-tech themselves, they

Gerald Giles is part of the RC Snelling Charitable Trust, which invests back into the local communities it is part of by supporting a range of organisations such as education, health and wellbeing and community groups and sports clubs, with donations and grants.

know what is trending in lifestyle innovation.

And the job's not done once you've chosen your new purchases. They will also set them up for you, ensure you know how to use them, and take away old kitchen appliances to be recycled. If you do encounter any problems thereafter, help is just a phone call away. ♦

Gerald Giles, 16-20 Ber Street, Norwich. 01603 621772 • geraldgiles.co.uk

Miele

Miele release its new Generation 7000 series of appliances. New features include 'TasteControl' no more over cooking, 'SmartSelect' full surface induction hobs and the most powerful steam oven to date.

Miele
CENTRE

Gerald Giles is the regions only dedicated Miele Centre, with over 60 appliances on display.

In the central Norwich showroom you can experience live, working demonstrations by our friendly, knowledgeable staff of nearly every appliance type, from ovens to warming drawers, washing machines to dishwashers, coffee machines and everything in between.

Visit us for a demonstration today.

Gerald Giles

www.geraldgiles.co.uk

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