Joint anniversary of Miele Professional and Kreussler

25 years of wet cleaning – thorough care of delicate textiles

Gütersloh/Frankfurt, June 11, 2016. – From cashmere pullover to down-filled duvet, from ball-gown to theatre costume: 25 years ago, such delicate items were considered 'non-washable'. That changed radically, though, when Miele and the Wiesbaden-based textile chemistry specialist Kreussler, both family-owned companies with a tradition spanning more than 100 years, developed a new wet-cleaning system. That was back in 1991. Today, this process is well known to dry-cleaners under the term WetCare – and stands for the particularly thorough but gentle removal of stains, and for lower operating costs.

The key components of the WetCare system are water, biologically degradable detergents and chemicals and the gentle mechanical action afforded by washer-extractors from Miele Professional. Limited but vigorous rotation in the patented honeycomb drum combined with a low water level and the precise dispensing of liquid detergent avoids damage to fibres and prevents felting. As a result, perspiration, blood, fats and food stains disappear from natural and synthetic fibres as they dissolve completely in water. This also works with sportswear, functional textiles and even leatherwear – and in all Miele machines, from the smallest 6.5 kg model to the largest machines with a load capacity of 32 kg.

For dry-cleaners, wet cleaning is also a more cost-efficient alternative to conventional dry cleaning. The system works without solvents and detergency enhancers and there is no residue from distillation, or cooling and contact water, and therefore the system does not require sophisticated technical equipment such as tanks or special plinths – and does not require the services of specialist companies to dispose of distillation residues. Every kilogramme of dry-cleaned laundry requires around 10 l of cooling water and energy for the distillation process. Costs and resources in wet cleaning, which takes place at a maximum temperature of 40°C, are far lower by comparison. Under this regime, only three to four litres of water are taken in with each water intake for
each kilogramme of laundry washed (depending on the textiles). Consequently, cleaners using the WetCare system can advertise with the 'Blue Angel' award in Germany. Germany’s oldest environmental marque highlights services using machines and processes which reduce the waste water burden and prevent emissions of air-borne toxins.

Customers and employees of dry-cleaners often notice the fresher fragrance of wet-cleaned textiles. A further positive aspect is the greater vibrancy of colours, making for an improved visual impact. Miele tumble dryers with their precise temperature controls and moisture sensing, together with suitable finishing equipment such as ironing dummies and trouser toppers bring even suits, silk blouses and other business attire back into shape. In Germany, these machines are marketed by the Veit company.

The WetCare system is rounded off by a comprehensive range of Miele services, including training for dry-cleaners and laundry employees. Furthermore, Miele's sales representatives offer economic feasibility studies and leasing plans to laundries and dry-cleaners. The functioning of machines is ensured, where desirable, by maintenance and full-service contracts guaranteeing the annual inspection of all machines. Great importance is attached at Miele to after-sales service. Around 160 dedicated Miele service engineers are on the road servicing these machines each day in Germany alone.

(532 words, 3,610 characters incl. spaces)

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2014/15 turnover amounted to approx. EUR 3.5 bn with sales outside Germany accounting for around 70%. Miele is
represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 17,740, 10,350 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There are two photographs with this text

**Photo 1:** Everything clean: With the WetCare aqueous cleaning system, delicate garments keep their shape for a long time – and even textiles which were considered 'non-washable' some 25 years ago can now be cleaned without the use of chemical solvents. (Photo: Miele)

**Photo 2:** Garments made from polycotton blends are particularly suited to wet cleaning. Miele's honeycomb drum, with its limited but vigorous rotation, prevents any damage to fabrics. This is further supported by a low water level and the precise dispensing of detergent. (Photo: Miele)

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