

Focus on laundry technology at Internorga presentation

Convenient and economical – the new washing machines from Miele Professional

Gütersloh/Hamburg, March 1, 2017. – Far lower consumption and simpler to use: these aspects characterise the new washing machines which Miele Professional will be presenting at Internorga 2017. These will be accompanied by matching dryers and flatwork ironers with a selection of heating systems – and a comprehensive portfolio of commercial dishwashers. (March 17-21; Hall A 3, Stand 308/410).

With the new washing machines, users can choose between two model ranges: 'Performance' entry-line models are available in octoblue, while 'Performance Plus' offers a greater choice of programmes, even lower consumption and comes in a high-quality stainless-steel finish. With a maximum load capacity of between 10 and 20 kg and sporting more than 90 standard and special-purpose programmes, for example for pillows, kitchen laundry or starched table linen, machines adapt perfectly to the requirements of hotel laundries, guesthouses and restaurants.

This further improvement in consumption stems from the close interplay of several components. The new suds container with an oval cross-section, for instance, reduces the water level in all wash and rinse cycles, which in itself results in a more efficient use of resources. This effect is further supported by a modification to the design of the shower ribs. Their patented array of perforations allows water to shower repeatedly on to textiles, ensuring they are wetted faster and more thoroughly than on the previous generation of machines. Together with the sculptured honeycomb structure of the drum body which produces a film of water on which laundry gently glides, this all takes fabric care to a new and unprecedented level.

Simplicity in operation is guaranteed, for example, by a new and patented door lock which allows the door to be opened and shut at the mere touch of a finger. The slightest of pressure suffices to activate the automatic door lock and start a cycle. A considerably enlarged door opening brings added ergonomic benefits.

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Matching tumble dryers in a variety of versions will be on display at the Internorga booth to match all washing machine sizes up to a load capacity of 32 kg available from Miele Professional. The clear focus with dryers will be on alternative heating methods – for example hot water and heat-pump technology. These also reduce consumption costs considerably and include for example Miele's SlimLine heat-pump dryer which is only 71 cm wide and therefore fits comfortably into tight spaces.

Miele Professional also has a range of tailored solutions for kitchens in hotels and restaurants. These include undercounter tank dishwashers with programmes featuring cycles geared to the needs of specific loads and degrees of soiling. Hooded passthrough and fresh water dishwashers, together with matching process chemicals, round off Miele's portfolio of commercial dishwashers.

(459 words, 2,992 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. 2015/16 turnover amounted to approx. EUR 3.71 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 19,000, 10,500 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There is one photograph with this text

Photo 1: A large door simplifies loading: A washing machine from the new 'Performance Plus' model series from Miele Professional. The door can simply be opened and closed at the mere touch of a finger. (Photo: Miele)

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