

For student hostels and launderettes

Laundry care made easy – with new and quiet machines from Miele Professional

Gütersloh, April 5, 2017. – Easy to operate, fast and extremely smooth running – even in the spin cycle: Two new washing machines from Miele Professional are ideally suited to launderettes, shared laundries in blocks of flats and to student hostels. These models are available with immediate effect under the Performance logo, can be loaded with up to 14 or 20 kg of laundry and offer more programmes than domestic models.

The machines feature a new and patented lock which greatly simplifies opening and closing the door. Just the touch of a finger suffices to automatically activate the lock and launch a wash programme. A door opening with a diameter of 415 mm makes for simple loading and unloading – and improves ergonomics at the same time.

Six practical quick-start pushbuttons give direct access to 12 programmes, for example for dark items or denim, Turkish towelling, outdoor clothing or sportswear, duvets and pillows. The display even issues a warning if the previous user ran a programme at a temperature below 50°C. At this point, an optional sanitising programme can be run.

The ideal prerequisites for short programme cycles and low energy consumption are created by Miele's new, patented Mark II honeycomb drum. Its modified shower ribs scoop up the 30 l of water in the drum and transport it high up towards the top. The new arrangement of perforations in the shower ribs makes for particularly thorough wetting and drenching of loads by allowing up to 500 l of water in total to shower down onto the load. Furthermore, the sculptured body of the Miele honeycomb drum lets garments glide gently on a thin film of water. The combination of the two features allows thorough washing whilst at the same time ensuring exemplary gentle fabric care.

The inner drum fits snugly inside the new, oval-shaped outer drum which has no corners or edges. This prevents any detergent residue or other particles

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from accumulating in the drum. This, too, ensures the ideal conditions for the efficient use of water and electricity.

Simpler, too, is machine transportation and installation at the point of use as the plinth of the new machines is designed to facilitate the use of a fork lift or palletiser. Thanks to their slimline dimensions, these machines also fit with ease through standard doors. Additional convenience is guaranteed by the extremely smooth running properties of all the new models. The secret behind this is a combination of additional shock absorbers and a patented system comprising two independent sets of suspension springs which noticeably reduce vibration during spinning.

Where required, automatic and precise metering of liquid detergents is provided by dispenser systems. The two Performance machines can also be connected to Miele payment systems, allowing precise pay-by-use operation. Various plinths adapt the machine height to the ergonomic requirements of users.

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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 19,100, 10,800 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

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There are three photographs with this text

Photo 1: Ready for the big wash – and more: The new Performance washing machines from Miele Professional offer more programmes than domestic machines and are child's play to use. (Photo: Miele)

Photo 2: Wash everything from outdoor clothing to sportswear – even in large quantities: Performance machines from Miele Professional are indispensable in modern launderettes. (Photo: Miele)

Photo 3: From office to launderette and then off home with clean laundry: Washing machines and tumble dryers from Miele Professional guarantee short programme cycles, making sure that leisure time is for leisure. (Photo: Miele)

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