

First joint market appearances planned for autumn

Go-ahead from anti-trust authorities: Miele takes out majority interest in Steelco

Gütersloh/Riese Pio X, July 25, 2017. – It is now official: The Gütersloh family-owned Miele company is to take out a majority interest in the Italian medical technology specialist Steelco. In a common statement, both companies announced their intention to join forces on June 8 in order to offer customers an even more powerful portfolio of products and services. Now that anti-trust authorities have no objections to the new alliance, the agreement can be put into practice.

Both companies count among the world's most reputable manufacturers of washer-disinfectors and sterilisers for use in clinics, surgeries and dental practices as well as in laboratories. Furthermore, Steelco has also been highly successful in a special market segment covering the reprocessing of components use in the production of pharmaceuticals, a field new to Miele.

Founded in 1998, Steelco generated a turnover of € 71 m with 400 employees in 2016 and has been recording double-digit growth for years. Taken together, current Steelco sales and Miele Professional turnover in the field of medical technology amounts to € 250 m per annum and is experiencing strong growth. Turnover with the Steelco Group, which will be run as an independent entity within the Miele Group, is planned to at least double by 2020. According to the last published figures, the Miele Group generated a total turnover of € 3.71 bn and employs 19,400 employees worldwide.

Joint booth at Medica in Düsseldorf

With the go-ahead from anti-trust authorities, Miele and Steelco can now press ahead with their joint product and marketing strategy. Similar applies to a future division of labour which will focus activities on projects to plan and equip central sterile supply departments (CSSD) in hospitals with Steelco. In return, Miele will concentrate on business with surgeries and laboratories. A first joint market presentation is planned in Bonn at the WFHSS, the world congress for sterilisation in hospitals and clinics (October 4-7).

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On November 13-16, this will then be followed by a shared booth at Medica in Düsseldorf, the world's largest trade show for medical technology. In both cases, sales partners and users will have an opportunity to familiarise themselves at close quarters with the respective strengths of the products and services offered by Steelco and Miele.

(388 words, 2.474 characters, including spaces)

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