

Miele Professional expands ProCare Shine portfolio of detergents

For clean crockery and a pure environment: New detergents and rinse aid

Gütersloh, September 7, 2017. – Gentle on crockery and the environment: A new set for commercial dishwashers from Miele Professional consisting of detergent and rinse aid. These two products and a further powder detergent now augment the range of products available under the ProCare Shine label.

Detergents and the rinse aid can be used on all tank and fresh water dishwashers from Miele Professional. The new ProCare Shine 10 GC liquid detergent is free from phosphates and active chlorine. Alongside its reliability in removing soil, it is particularly suited to cleaning glassware on account of its protective formula. The matching and slightly acidic rinse aid is perfect for use on tank dishwashers thanks to its foam-inhibiting properties.

The detergent and rinse aid ensure good dishwashing results across the board. If, on a tank dishwasher, reverse osmosis is additionally used to provide soft water, sparklingly clean glasses are guaranteed. This method removes all mineral salts from the water, ensuring residue-free drainage and drying.

Furthermore, these detergents and the surfactant carry the EU 'Euroflower' eco label which has been in use in all EU member states as well as Norway, Liechtenstein and Iceland since 1992 (Reg. nos. DE/038/036 and DE/038/037). The label identifies products and services which demonstrably contribute towards a reduced burden on the environment.

A mildly alkaline powder detergent is now also available from Miele Professional which is particularly effective in removing coffee and tea stains. With a formulation which goes gentle on décors, this detergent can be used for all types of loads, including aluminium and silver, and ensures top-class cleaning results in fresh water machines.

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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 eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2016/17 turnover amounted to approx. EUR 3.93 bn with sales outside Germany accounting for 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 19,500, 10,900 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There is one photograph with this text

Photo 1: New detergents and rinse aid from the ProCare Shine portfolio:

Guaranteeing reliable cleanliness and a spotless finish – whilst making the biggest possible contribution towards protecting the environment.

(Photo: Miele)

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