

Leading the field in medical technology with enhanced portfolio and improved service

Successful appearance at Medica – and first joint trade show for Miele and Steelco

Düsseldorf, November 14, 2017. – Full house at the Miele Group at Medica: At the world's largest medical technology exhibition, the Gütersloh family-owned company presented itself for the first time in the company of its new Steelco subsidiary, which is hosting this fair on behalf of the Miele Group. 'Steelco – Miele Group Member': Under this umbrella, the two companies are jointly presenting a significantly enlarged portfolio of products and services on an area covering more than 350 m² (November 13-16, Building 12, Booth F 18). The exhibition kicked off with a press conference for trade journalists.

Aggregated, the recent turnover of Steelco and Miele Medical Technology amounts to € 250 m, still growing strongly and putting the company squarely in a leading position on the world market. 'By bringing together the best of both companies, we are able to offer an even more compelling and enhanced product portfolio', were the words of Dr. Markus Miele at the press conference marking the beginning of the trade show, also followed with interest by more than 100 other exhibition visitors and employees. The main common objective is to service for example hospitals, surgeries and laboratories faster, more flexibly and with greater individuality than anyone else in the marketplace.

For this purpose, the responsibility for the project business with a focus on planning and equipping central sterile supply departments (CSSD) in hospitals will in future lie with Steelco, while Miele's Professional unit will cater for the needs of specialist surgeries, laboratories and dental practices. The business covering the reprocessing of equipment used in pharmaceutical production, a new field of activity for Miele, will also remain with Steelco.

Ottorino Casonato, founder and CEO of the medical technology company set up in 1998 in the Veneto region, recalled the first negotiations just over a year ago and explained why Steelco and Miele are such a good match: 'Both are

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family-run companies based on quality and values and both count among the world's leading suppliers of washer-disinfectors and sterilisers, each however with its own strengths which ideally complement each other.'

Further details on product highlights on display at the booth were provided by Nicoletta Casonato, director of the pharmaceutical division at Steelco. As an example of innovation geared to clients' needs, a dual-chamber index washer for medical instruments with separate chambers for washing and drying was presented which facilitates particularly fast and space-saving reprocessing. Furthermore, thanks to its compact design, a cart washer with a width of only 180 cm is ideal for reprocessing instrument containers, wheelchairs and other bulky loads.

Also new to Miele customers are Steelco systems for the automatic loading and unloading of machines, allowing processes to be speeded up considerably whilst at the same time cutting back on staffing needs. In contrast, the large steam sterilisers from Steelco will be further enhanced in future by the inclusion of the patented 4D sensor from Miele. This process allows the monitoring of steam saturation, an important parameter in guaranteeing first-class sterilisation results.

(521 words, 3,388 characters, incl. spaces)

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Photo 1: Promises an even more effective range of products and services: Dr. Markus Miele, Executive Director and Co-Proprietor of the Miele Group at the press conference marking the start of the Medica show. (Photo: Miele)

Photo 2: 'Family get-together' at the exhibition booth: Dr. Markus Miele, Executive Director of the Miele Group, Steelco founder and CEO Ottorino Casonato, and Nicoletta Casonato, Director of Steelco's pharmaceutical business unit (from left to right). (Photo: Miele)

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Photo 3: A central element at Miele and Steelco's new joint Medica exhibition booth: Powerful sterilisers with automatic loading and unloading.
(Photo: Miele)

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