

Press release  
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## Miele Professional opens new, interactive and sustainable showroom in Gütersloh

- ▶ Customer-oriented exhibition area on approx. 140 square meters
- ▶ Professional system solutions - as diverse as the customer groups

**Gütersloh, June 23, 2022. – "A space that focuses on the needs of our commercial customers and where we offer them practical solutions for everyday work": This is how Dr. Christian Kluge, Head of the Professional Business Unit at Miele, describes the new Professional Showroom at Miele's headquarters in Gütersloh. Together with Executive Directors Dr. Axel Kniehl, Dr. Markus Miele and Dr. Reinhard Zinkann, Kluge inaugurated the exhibition area, which has been extensively redesigned and also expanded to include interactive elements.**

How clean do down filled jackets, hotel bed linen or fire brigade helmets get in the washing machine? What solutions does Miele offer for the fast and safe reprocessing of crockery, laboratory glassware or medical instruments? Answers are now available to commercial customers from all over the world on an area of around 140 square metres – as '360PRO system solution' for different customer segments. Doctors and dentists, for example, will find a reprocessing room they are familiar with from their surgeries: with familiar instruments whose efficient reprocessing can be demonstrated if required. Anyone planning to set up a launderette or an in-house laundry can also see the corresponding machines in action. Visitors can also see for themselves how quick and easy it is to load a laboratory glass washer with the patented EasyLoad system. All machines are fully connected and can therefore be tested live. This opens up a large part of the spectrum of proven and innovative Miele technology to customers.

Compared to the product presentation in the old showroom, a lot has changed. Because sustainability was a top priority, a floor covering made of naturally occurring, mineral components and domestic production was laid on the floor. Among other things, it is Cradle-to-Cradle certified, i.e. with a view to consistent reuse of the material, and thus meets the highest standard for eco-effectiveness. An intelligent and dimmable lighting system consisting of 42 LED spotlights and two pendant lights reduces power consumption. Fabric walls can be flexibly rearranged as needed so that customer areas are always up to date. The possibilities offered by digital solutions, for example when networked via the "Miele MOVE" portal, are impressively demonstrated on a large projection screen on the walls, in the entrance and conference area.

The room with its eight-meter-high walls is part of a historic company building. Until 2005, part of Miele's energy centre was located next door, and the steam engine from 1927 is still there. Traditional muntin windows have also been preserved in the new showroom and form an attractive contrast to the modern design of the most recent Miele appliances.

For added peace of mind when visiting, a mobile air purifier ensures hygienically clean air – the Miele Aircontrol unit has been part of the portfolio since 2021. Customers interested in visiting the new showroom can call 0800/22 44 644 or e-mail [vertrieb@miele-professional.de](mailto:vertrieb@miele-professional.de) to book a consultation appointment and use the well-equipped space for project planning.

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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. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2021 business year amounted to around € 4.84 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

## There are eight photographs with this text



**Photo 1:** They have officially inaugurated the new showroom: Dr. Markus Miele, Executive Director and Co-Proprietor, Dr. Christian Kluge, Senior Vice President Business Unit Professional, Dr. Axel Kniehl, Executive Director Marketing & Sales, and Dr. Reinhard Zinkann, Executive Director and Co-Proprietor (from left), cut the red ribbon in front of the entrance to the new showroom. (Photo: Miele)



**Photo 2:** View from above: In Miele's new commercial technology showroom, customers can find inspiration in an area of around 140 square meters. The portfolio ranges from system solutions for laboratory and medical technology to laundry machines and commercial dishwashers. (Photo: Miele)



**Photo 3:** They developed and implemented the showroom's customer-segment-specific concept (from left): Michael Sedlag, Business Unit Professional, Dennis Schröder, Customer Service Miele Professional, Oliver Zimmermann, Miele Forum, Interior Designer Alexandra Kast and Eike Kellermeier, Business Unit Professional. (Photo: Miele)



**Photo 4:** Laboratory washers and industrial cleaners at the cutting edge and in several sizes: There is a separate niche for these appliances, showcasing the full range of different applications. (Photo: Miele)



**Photo 5:** For contract cleaners: Interested customers can try out live how mops and wiping cloths quickly become clean and dry again with Miele technology. (Photo: Miele)



**Photo 6:** Members of fire departments can also find out about the latest technology for reprocessing turnout gear, helmets and respirators - in front of the right backdrop. (Photo: Miele)



**Photo 7:** Rinsing technology that reliably dries even plastic dishes used, for example, in facilities for the elderly: This section presents a facility for residential groups and ward kitchens. (Photo: Miele)



**Photo 8:** Laundry technology for larger requirements - either in partition wall design (left) or as machines of the new "Benchmark" generation. An ironing system for commercial use (right) completes the in-house laundry. (Photo: Miele)

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