

Press release
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New at IFA trade show: Wash laundry and clean dishes in commercial operations with Miele Professional

- ▶ New MasterLine dishwasher: Connectivity-enabled and with fresh water system
- ▶ Book washing machines and dryers online with appWash

Gütersloh/Berlin, August 31, 2022. – Many commercial machines have similar dimensions to washing machines, tumble dryers and dishwashers designed for domestic use. But they have more to offer: Inside, they use even more rugged componentry to match the higher strain of commercial use and ensure particularly short programme cycles. For example, 8 kg of laundry are washed and dried in around 90 minutes – or two baskets of dirty crockery are cleaned in only 5 minutes. At IFA 2022, Miele Professional will be presenting numerous models in this size range, products which are also connectivity-enabled.

Thanks to the Miele MOVE portal, commercial laundry machines and dishwashers from Miele Professional can now be monitored remotely. A glance at a smartphone, tablet or PC reveals which machines are switched on and when they can be unloaded. This saves a lot of legwork on the part of staff. And, in the event of error messages, these can be forwarded to Miele Service or a certified Miele agent.

At IFA, Miele will also be presenting the first commercial dishwashers from the MasterLine series which will be on sale from January 2023 and will naturally feature an integrated WiFi module for connection to Miele MOVE. In addition, these models offer superior hygiene as fresh water is taken in afresh for each phase of the cycle – in suitable quantities and adjusted to the needs of individual programmes. A new easy-to-clean touch display which is both intuitive and can be operated by gloved hands simplifies work. Indicators and various settings can be adjusted to individual preferences via the display. Thanks to a deeper upper basket with improved adjustment features, loading is simpler and more ergonomic than ever before.

State-of-the-art dishwashing technology based on the fresh water system is also available on the 'hiSPEED' promotional offering from the current model series, available at a discount of up to €420 compared with similar standard models. This model is ideal for cafés, bistros and schools, for example. Like its regular counterparts, 'hiSPEED' excels with its short cycle

lasting as little as 5 minutes and its excellent cleaning performance. In the versatile standard baskets, up to 360 plates are washed clean on two levels in just one hour.

Laundry technology for shared accommodation and student hostels

Little Giants from Miele are washing machines and tumble dryers offering space for 6 to 8 kg of textiles. The shortest wash cycle lasts only 49 minutes, and programme packages such as 'Sportswear' or 'Outdoor' and special programmes for shirts, jeans and dark laundry as well as the 'Pre-ironing' function were specifically developed for private use – above all in housing associations and student hostels. The latter is not least the case because these machines can be connected to 'appWash by Miele' as well as to Miele MOVE. appWash allows online machine bookings and reservations as well as cashless payment using pre-paid credit for wash programmes and drying time. Over the coming years, it will also be possible to pay direct by credit card, smartphone or smartwatch.

The appWash service model from Miele Operations & Payment Solutions GmbH (OPS), founded in 2019, has been a success throughout Europe. As former Miele employees, Martin Hüntten and Frederik Wiedeï are familiar with the workings of the company and enjoy best contacts to Miele subsidiaries, service technicians and Miele's field sales force. They offer two models: Clients purchasing machines and running their own launderette can use a personal online portal free of charge for their accounting. appWash sees to all transactions and assumes user support (PAY model). Clients preferring an outsourcing model can rely on Hüntten and Wiedeï to install machines and organise the entire operation of a laundry. In this case, appWash provides the machines and looks after installation and service – including the direct billing of users (RELAX model).

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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 two photographs with this text



Photo 1: Fully connected, with new touch display and operating according to the fresh water principle: A model from the MasterLine series. These Miele dishwashers will be available from January 2023 onwards. (Photo: Miele)



Photo 2: Online reservation followed by fast washing and drying: The appWash service model makes the use of shared Little Giants simpler and more convenient. (Photo: Miele)

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