

Press release
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Save more than 40% energy during washing – with the new Eco programme package from Miele

- ▶ Free download for Benchmark washing machines
- ▶ Potential savings of up to € 620 per machine and year achievable

Gütersloh, June 13, 2023. – The energy crisis and a spike in electricity costs present the operators of on-premise laundries with the challenge of compensating for higher expenditure. Miele is therefore supporting its clients with a new Eco programme package, available as a free download, with the potential to achieve significant savings. This can be downloaded to all the various control types in use on Benchmark washing machines, available with load capacities of 9 to 20 kg.

The Eco package comprises two Cottons and two Minimum Iron programmes, intended above all for slightly to normally soiled textiles. One each is available as an 'Intensive' version with a main wash extended by 15 minutes. The effect: When used consistently (for example in a PWM 916 washing machine with a 16 kg load capacity), the two Eco programmes for 'Cottons' allow for energy savings of up to 42% compared with the standard 'Coloureds' programme. On a machine connected to a cold water supply, used for 8 hours a day on 250 working days per year and based on typical electricity costs of € 0.30 per kWh, this equates to savings of up to € 620 in running costs per year.

Clients can download the Eco programme package and transfer it to their machines, including those which have already been installed. Alternatively, the work can be performed by Customer Service.

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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, 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 2022 business year amounted to around € 5.43 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 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: Wash cost-effectively, despite rising energy prices: The new Eco programme package is available free of charge for use on Miele Benchmark washing machines. (Photo: Miele)



Photo 2: The Eco programme packages can also be downloaded to Benchmark washing machines with load capacities of 9 to 11 kg. (Photo: Miele)

Text and photo download: www.miele-press.com

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