

Press release
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PRO series: Laundry and dishwashing technology for commercial clients from Miele dealers

- ▶ Matching machines for offices, hairdressers, bakers and gyms
- ▶ Robust machines with short cycles – for top-class performance on a small footprint

Gütersloh/Berlin, August 30, 2023. – Miele also offers the perfect technology for small businesses requiring large quantities of clean laundry and spotless crockery. Commercial machines must live up to higher standards than appliances for residential use: In offices, workshops, bakeries, hair salons and gyms where, above all, speed is of the essence. The robustly equipped machines for semi-professional and professional use were previously offered almost exclusively through specialists. From October 1 onwards, they will be found under the name ‘PRO Series’ in many showrooms of German Miele specialist retailers.

Dealers will then be able to offer their customers even more targeted advice - for example, on whether a domestic appliance or a PRO Series product is recommended for the intended use. Thanks to their compact dimensions, these machines often take up little more space than their domestic counterparts, and include washing machines and dryers marketed under the 'SmartBiz' logo with a maximum load capacity of 7 kg. Where machines are used up to three times a day, these products represent a stepping stone into the world of commercial laundry care – at an attractive price.

Miele's Little Giants are built to withstand even greater rough and tumble: Washing machines and dryers for load capacities of 7 to 8 kg which, for example, excel with their short cycle times. As a result, the fastest wash programme takes only 49 minutes, and a cycle in the dryer can be finished in just 37 minutes.

Little Giants are connectivity-enabled, as are all laundry machines from The New Benchmark Machines. Specialist retailers will above all have models catering for 9 to 11 kg of laundry on display, although machines with load capacities of up to 20 kg will also be available. All machines are designed for at least 30,000 programme cycles and can be operated from a colour touch display. The user interface can be set to show all details and options or be reduced to basics, depending on the needs of the application – in more than 30 languages. Regularly used washing and drying programmes can, for example, be given a coloured frame for recognition in order to virtually eliminate human error during operation. A free Eco

programme package helps reduce energy costs. Practical: The washing machine door closes at the touch of a finger. It locks automatically at the start of a programme and opens at the end without any further intervention on the part of the user.

Connectivity and Miele MOVE online portal

A link to the Miele MOVE online portal makes laundry care more efficient than ever before. Simply check from the convenience of a PC, a smartphone or a tablet whether, for example, a washing machine or a dryer is switched on or has finished. Besides this, the portal enables the monitoring of key process and operational data and makes it possible to link up to the Miele online shop where it is easy to order detergents and supplies.

A commercial steam ironing system as well as flatwork and rotary ironers in compact sizes round off the portfolio of professional Miele laundry products. The highlights on ironers with working lengths of up to 1.40 m include a pneumatic system to raise and lower the trough. This guarantees uniform contact pressure over the entire roller length – as well as a perfect laundry finish.

When high throughput is required in the kitchen, the ProfiLine dishwasher series represents a true alternative to domestic models. It can also be linked to Miele MOVE and offers a shortest cycle lasting only 17 minutes. A flexible basket design offers space for even large pizza plates and stemware.

Commercial dishwashers from the MasterLine series are capable of even more: The shortest programme is done and dusted in only 8 minutes. These machines remove 99.999% of most bacteria at high temperatures. For verifiable and above-average virucidal efficacy, the Institute for Integrative Hygiene and Virology – InFluenc_H has awarded this series its Virus Seal of Approval in Gold. The dishwasher display is easy to use thanks to plain text, symbols and a choice of 32 languages. These products, too, are designed to connect with Miele MOVE.

Specialist retailers also stock matching detergents and care products (ProCare Tex) for laundries as well as detergent and rinse aid (ProCare Shine) for dishwashers, all made from renewable resources and free from phosphates and micro-plastics. These products have undergone extensive testing, produce reliable cleaning results and guarantee material compatibility – allowing commercial customers to rely on Miele with confidence.

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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 four photographs with this text



Photo 1: As big as domestic appliances yet developed to withstand far more strain: a washing machine and a dryer from the Little Giants series, for example for use by hairdressers. (Photo: Miele)



Photo 2: Commercial Miele technology also rises to the challenge in hotels and restaurant laundries – like the washing machine for a load of 9 to 11 kg (The New Benchmark Machines) shown here with a matching dryer. (Photo: Miele)



Photo 3: Fast, connected and hygienic: There is sufficient space in any office kitchen for a commercial dishwasher from the MasterLine series. (Photo: Miele)



Photo 4: Many commercial laundry machines and dishwashers from Miele can be connected to the Miele MOVE online portal. This allows users to, for example, check when programmes are finished from the convenience of a PC, smartphone or tablet. This dispenses with unnecessary legwork. (Photo: Miele)

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