

Press release
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Connected Miele washing machines offer added convenience in laundrettes

- ▶ Washing machines and dryers: Various sizes and feature sets
- ▶ Monitor key process and operating data with Miele MOVE portal

Gütersloh, November 22, 2023. – Nobody wants to hang around long in a launderette. As a result, washing machines and dryers are in operation many hours a day, have to be fast and robust and easy to maintain. Connected machines from Miele make for error-free and convenient operation and leave nothing to be desired in terms of individual laundry care. The life of operators of laundrettes is simplified by digital interfaces on machines which allow connection to payment systems and other third-party peripherals.

Little Giants are designed for load capacities of 6, 7 and 8 kg: Washing machines and dryers requiring only half a square metre of floor space with the size and appearance of domestic appliances – at least at first glance. With a programme running time of only 49 minutes in the shortest wash programme and 42 minutes for the fastest programme on the vented dryer, these models are, however, much faster than their domestic counterparts. These models can be integrated into an existing network, allowing reminders to be sent to a smartphone or tablet that laundry programmes have finished.

The current generation of larger machines (The New Benchmark Machines) offers space for 9 to 20 kg of textiles, depending on the drum size. The full-touch colour display allows the operator full control in modifying programmes to suit needs. The user interface can be set to show all details and options or be reduced to basics – in plain text in more than 30 languages. To avoid operating errors in laundrettes, Miele clients are provided with pre-selected programmes which can be activated at the touch of a fingertip: Alongside basic programmes such as for cottons and coloured items, programmes for special applications such as shirts, hand-washable woollens and curtains are also available. The washing machines can be combined with dryers from the SlimLine generation. These take up a footprint of only 0.5 m² and offer load capacities ranging from 11 kg to 16 kg.

All Benchmark models and SlimLine dryers are connectivity-ready for a link-up with the Miele MOVE portal which can be accessed from a PC, smartphone or tablet. This allows the user to quickly check whether a washing machine or dryer is switched on or when programmes are due to finish. Besides this, the portal enables laundry operators to monitor key process

and operational data and makes it possible to access the Miele online shop where it is easy to order detergents and supplies.

Intuitive booking and contactless payment with appWash

Miele laundry machines can also be integrated into the appWash system, a service launched by Miele Operations & Payment Solutions GmbH (Miele OPS), founded in 2019 and a wholly owned Miele subsidiary, which already has hundreds of thousands of users in more than 25 European countries under their appWash brand. It is based on the principle of connectivity between all participants and integrated machines. Operators have access to a personalised online portal for invoicing, pricing and accounts.

For patrons, collecting small change or hoarding tokens is now a thing of the past. The appWash app can be downloaded from the iTunes and Google Play stores. Machines can be booked via an individual user account and machine use paid for digitally. New, too, is a card terminal which can be located in the launderette and accepts all common bank, debit and credit cards and also facilitates contactless payment via systems such as Apple Pay, enabling casual customers using the facilities on the spur of the moment to do so without first having to download an app.

Miele services for launderette operators

A broad range of Miele services is open to all launderette operators, including feasibility studies and leasing plans. On request, maintenance and repair contracts guarantee the annual inspection of machines.

A leasing contract allows Miele laundry technology to be financed in fixed monthly instalments. This also applies to rental contracts which automatically expire after 4 years. Optionally, a rental contract can also cover service calls, including all spare parts, vandalism and operating errors.

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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 three photographs with this text



Photo 1: Space-saving and convenient in laundrettes: Dryers from the SlimLine series can be combined with washing machines from the Benchmark generation. (Photo: Miele)



Photo 2: Ample space for laundry: A washing machine and dryer from the new generation of Little Giants. Each taking up only half a square meter of floor space, they guarantee clean and dry laundry in only 49 and 42 minutes respectively. (Photo: Miele)



Photo 3: Fast processes with Little Giants: These feature for example a door which can simply be pulled open without first having to press a button to unlock the catch. (Photo: Miele)

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