

Press release
No. 002/2024

Miele at Internorga 2024: Connectivity for top-class hygiene in kitchen and laundry

- ▶ Attractive offers to mark 125-year Miele company anniversary
- ▶ New washing machines and dryers from the SmartBiz generation

Gütersloh/Hamburg, January 29, 2024. – Miele is set to turn 125 in 2024 and will celebrate this anniversary with special discounts, including offerings for hotel owners and restaurateurs. Further information is available at Miele's booth at Internorga 2024 (Building B7, Booth 417). This includes innovative solutions with a focus on kitchens and on-premise laundries: new and connected washing machines and dryers from the SmartBiz generation with load capacities of 8 kg which upgrade Miele's portfolio for small hotels and guesthouses. The Internorga exhibition is due to take place in Hamburg from March 8-12.

All SmartBiz models feature WiFi and can be connected to the Miele app. This allows notifications to be sent to mobile devices, reminding users for example when a washing machine or dryer has finished, and dispensing with unnecessary legwork. Wash programmes can be launched from the convenience of a smartphone or tablet and data is saved to the Miele cloud for 24 hours after a programme ends. This is required for the Wash2Dry function. This feature tells the dryer which wash programme was last used so that a matching drying programme can be automatically selected. In this case, it is only necessary to transfer the laundry from one machine to the other. Everything else is automatic.

Several model versions feature TwinDos, a dispensing system for two-phase liquid detergents which has been available on domestic Miele washing machines for years. Compared with manual dispensing, this saves up to 30% detergent. Over- or underdosing and physical contact with detergent is now also a thing of the past.

Benchmark laundry machines with programmes for hotels and restaurants

In addition to all this, Miele will be presenting a comprehensive portfolio of products for on-premise laundries at Internorga, including washing machines and dryers from The New Benchmark Machines. Depending on the drum size, these models offer space for between 9 kg and 20 kg of laundry as well as programmes to cater for the specific needs of hoteliers and restaurateurs – including programmes for bedding and curtains, a programme package for hotels, restaurants and caterers as well as outdoor and sportswear programmes. 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.

All new Benchmark machines are pre-prepared for connection to the Miele MOVE online portal. This allows users to track how many machines are in use from the convenience of a smartphone or tablet. Cleaning chemicals can be ordered simply and fast via a direct link to the Miele Professional Shop.

As a birthday present to mark the company's 125th. anniversary, Miele in Germany will be offering a payback discount of up to € 1000 on selected models from this series. All that is required is for clients to upload a copy of their invoice to a Miele website which will be available from the end of January onwards.

Fresh water dishwashers from the MasterLine series will also be centre-stage at the Hamburg trade show. Despite short cycles, they ensure hygienically clean crockery, take in fresh water for each programme phase and run at high temperatures. This removes soil and 99.999% of most bacteria. This model series excels in terms of its above-average virucidal efficacy as confirmed by the Gold Seal awarded by the Institute for integrative Hygiene and Virology, InFluenc_H. These models, too, can be connected to the Miele MOVE portal.

Miele is also set to present a practical solution for the machine-based cleaning of reuseable crockery: Beakers and bowls are securely positioned in new baskets and inserts, hygienically cleaned and reliably dried. For the optimum drying of plastic crockery with a limited ability to store heat for long, all models feature increased final rinse temperatures.

Further information on anniversary offers, products and services, including for example financing and leasing plans, will be provided at the Miele booth.

Media contact

Anke Schläger

Phone: +49 5241 89-1949

Email: anke.schlaeger@miele.com

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: With their special programmes, short cycles and user convenience, these washing machines and dryers from The New Benchmark Machines from Miele ensure efficient laundry processes. (Photo: Miele)



Photo 2: Connectivity-enabled, designed for 8 kg of laundry, easy on resources - and attractively priced: The new washing machines and dryers from the SmartBiz generation upgrade the Miele portfolio intended for small hotels and guesthouses. (Photo: Miele)



Photo 3: Hygienically clean crockery, even in the 'Super Short' programme with a duration of only 5 minutes: Fresh water dishwashers from Miele's MasterLine series are also pick of the bunch in restaurant kitchens. (Photo: Miele)

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

Follow us on:

 @Miele

 @Miele_com

 Miele | Miele Professional

Further information on this topic is available to users on www.miele-professional.com