

Press release
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125 years of Miele: Up to € 1000 cashback on professional laundry and dishwashing technology

- ▶ Anniversary offers for numerous Miele Professional target groups
- ▶ All models can be connected to the Miele MOVE online portal

Gütersloh, February 15, 2024. – Miele is soon to turn 125 – and has stood for decades for commercial laundry and dishwashing technology which combines experience with the latest technology. Machines from Miele Professional set standards in hotels, care homes, small businesses and contract cleaning with respect to durability, hygiene and efficiency. In Germany, Miele Professional is set to celebrate the company anniversary with a 'thank you' to its customers: Anyone purchasing selected washing machines and dryers between February 1 and April 30, 2024, will receive a € 1000 cashback. During the promotional period, the cashback on fresh water dishwashers will amount to € 300.

Redemption of the anniversary discount requires uploading the invoice to the following website: www.miele.de/pro/125-hcs. This site also contains information on the laundry machines – including The New Benchmark Machines with load capacities of up to 20 kg and 44 kg for washing machines and dryers respectively. Washing machines excel for example with over 90 wash programmes, grouped together in packages aimed at specific target audiences, such as special programmes for the RKI-compliant disinfection of laundry in care and nursing homes, for workwear or domestic-type items such as shirts. On the dryers, a proportion of process air is returned to the drying circuit, saving valuable energy.

The full-touch colour display allows full control to modify most programmes to suit individual needs. The user interface can be set to show all details and options or be reduced to basics, depending on the needs of the installation and the application. The controls cater for more than 30 languages. Regularly used washing and drying programmes can, for example, be given a colour-coded frame in the display to virtually prevent any human errors during operation.

Laundry technology for the most discerning

With load capacities of up to 8 kg and a footprint of only half a square metre, Little Giants from Miele offer maximum flexibility. The technology used on board these washing machines and dryers, which are identical in size to domestic machines, is designed to withstand far



greater strain. The washing machines also offer special programmes, for instance for reliable disinfection, alongside 15 standard programmes. Proven programme packages such as 'Hotels' (geared to bed and table linen and kitchen laundry) as well as programmes for bulky textiles and cycles to tackle stubborn greasy soils are also on board the new controls.

Dishwashing technology reliably deals with viruses and bacteria

Wherever sparkling results and hygiene top the agenda, commercial dishwashers from Miele's MasterLine series are the products of choice: The proven fresh water system takes in fresh water for each phase of the programme and uses high temperatures to remove soil and reliably deal with viruses and bacteria. In the course of everyday work, short cycles make for efficient processes. Redesigned baskets simplify loading and offer ample space on two rack levels. Several models feature Miele's innovative Dry+ technology. The active drying system does away with having to reach for a tea-towel as plates, cups and items of cutlery are ready for use again immediately, even if they consist entirely or in part of plastic.

All anniversary models can be connected to the Miele MOVE online portal. This allows users to track which and how many machines are in use from the convenience of a smartphone or tablet. Also practical: Miele Service is always close at hand and cleaning chemicals can be ordered simply and fast via a direct link to the Miele Professional Shop.

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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 23,000, of which approx. 11,800 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: Laundry machines from The New Benchmark Machines, with over 90 wash programmes grouped in specific target-group packages, excel in every respect. A cashback of up to € 1000 is available on selected models to mark Miele's anniversary. (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: 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 many kitchens. (Photo: Miele)

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