

Press release
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Miele: With new washing and care products – a system for commercial laundry care

- ▶ For washing machines of all sizes that bear the EU Ecolabel
- ▶ Now with booster and disinfectant heavy-duty detergent

Gütersloh/Hanover/Nuremberg, February/April, 2025 – With ProCare Tex Miele offers process chemicals that are optimally suited for use in its commercial washing machines (all sizes). Five new products are available: For example, a booster and a powder disinfectant heavy-duty detergent. Due to their eco-friendly composition several detergents have been awarded the EU Ecolabel.

A total of ten products cover the requirements of different target groups and small to medium-sized laundries – in hotels, restaurants, facilities for senior citizens, schools and kindergartens, skilled trade firms and self-service facilities. The portfolio has been developed for a wide variety of textiles and for varying degrees of soiling in the respective industry. In numerous tests conducted in Miele laboratories all process chemicals have proven both their washing performance and their material compatibility.

Two powder products are new: The disinfectant heavy-duty detergent, Miele Disinfect, which currently is approved in Germany, France, Austria and Switzerland and offers reliable protection against bacteria, fungi and viruses. And also a detergent for coloureds that is free of optical brighteners and preserves the colours of textiles. Both of these detergents have been awarded the “Excellent” seal by the independent dermatological institute “Dermatest” for optimal skin compatibility. In addition, three new liquid products are also available: A booster for effective removal of grease stains, a citric-acid based neutralizer that stabilises pH values in textiles for better skin compatibility, as well as a wool detergent that protects even delicate wools.

The other products have proven their value in four years of practical application: For example: ProCare Tex 10 A, the liquid detergent that is highly effective even at low doses and short program times. And also ProCare Tex MA, the liquid detergent for delicates and coloureds, which is fully effective even at temperatures as low as 30°C. If need be all detergents can be combined with the ProCare Tex 20 OB oxygen-based bleach that decomposes during the washing cycle and leaves no residues whatsoever.

Useful accessories enhance the products. These include dosing pumps that enable automatic and economic supply of liquid media and suitable drip trays for safe placement of five-litre and ten-litre ProCare canisters.

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About Miele: For more than 125 years, Miele has lived up to its brand promise of “Immer Besser” in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are two photographs with this text



Photo 1: High-performance products developed to meet the needs of different target groups: Laundry detergents that can be used in all Miele commercial washing machines (all sizes). (Photo: Miele)



Photo 2: Ten powder or liquid products are available under the ProCare Tex name. (Photo: Miele)

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