

Press release
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Hospitality and Miele laundry machines at the Grünauerhof hotel: a recipe for success for over 35 years

- ▶ Textiles for 64 rooms, 650 diners in the restaurants and the wellness area
- ▶ Washing machines, tumble dryers and ironers are in operation from 6 am to 10 pm

Gütersloh/Wals/Hamburg, March 14, 2025 – It all started with a little inn back in 1898. And the Grünauerhof in Wals near Salzburg in Austria is still a family-run business today – following numerous modernisation projects and the addition of new buildings, it is now a four-star hotel with 64 rooms and a large wellness area. Five rustic restaurants with space for 650 diners serve regional and international cuisine prepared using products from the hotel’s own farm. And the laundry facilities are on site too. For over 35 years, Miele laundry machines have been providing the hotel with beautifully laundered bed linen, towelling textiles, tablecloths and napkins.

“We look after everything ourselves, which means the textiles last longer,” says Silvana Eisl, who runs the hotel with her husband Georg. “A dry cleaner’s wouldn’t take the same care that our own staff do.” The laundry processes 350 to 400 kilograms of textiles every day and everyone who works in the Housekeeping team plays their part. Three washing machines with a capacity of 32 kilograms each, plus two smaller models and the corresponding tumble dryers, are in operation from 6 am to 10 pm. Many of the machines are around ten years old. The large flatwork ironer, which irons up to 75 kilograms of flatwork per hour, was purchased in 2018.

To save on consumption costs, all of the machines are connected to a peak-load negotiation system – including those in the kitchen. When things are particularly busy in the kitchen, the laundry machines stop operating automatically, thus avoiding high electricity and gas consumption. The laundry facilities account for the highest share of this consumption, primarily due to the ironer. To minimise downtimes for other machines, the ironer runs for around three hours after lunch. Additional efficiency is ensured thanks to a dispensing system which measures the liquid detergents precisely and supplies them to the machines from a central location – helping to save energy while also protecting the environment.

If a problem occurs, the Customer Service team from the Miele Austria sales subsidiary is there to help. “We know we can rely on the Service team,” says Silvana Eisl. Depending on the season, her family employs between 80 and 95 members of staff to make sure the guests have everything they need. For those seeking relaxation, the indoor and outdoor pools and the saunas always have fluffy bathrobes and towels on hand. “Towelling textiles are the items we wash most often,” she says, praising the simple process for selecting programmes. “The machines are easy to use, even for people who aren’t native German speakers.”

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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 four photographs with this text



Photo 1: An idyllic location with a large outdoor pool: the Grünauerhof four-star hotel in Wals near Salzburg in Austria. (Photo: Miele)



Photo 2: Silvana Eisl and her husband Georg run the Grünauerhof, which has evolved from a simple inn to become a popular four-star hotel. Their sons also help in the family-run business. (Photo: Miele)



Photo 3: The in-house laundry features Miele technology – including a dispensing system and peak-load negotiation system to keep day-to-day consumption costs low. (Photo: Miele)



Photo 4: The large ironer irons up to 75 kilograms of textiles per hour, including tablecloths and napkins for the five rustic restaurants which have space for 650 diners. (Photo: Miele)

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