

Press release  
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## **SneakerWash from Miele: The promotional model for perfect sneaker care – available from January with SneakerWash set**

- ▶ Washing sneakers has never been easier: With innovative washing bag and detergent tabs for effective and gentle cleaning
- ▶ Free SneakerWash set with purchase of promotional model WWC384

**Gütersloh, January 7, 2026 – Whether it's going for a walk with the dog, a workout in nature, or an afternoon at the playground – everyday life leaves its mark on our shoes. Cleaning shoes by hand afterwards is often time-consuming and ineffective – and also frequently leads to dirt in the living area. It's easier to do this in the washing machine – provided the shoes are perfectly protected. This is where SneakerWash from Miele comes in: the innovative system, consisting of a washing bag (SneakerWash Bag) and detergent tab (SneakerTab), enables simple, effective, and gentle cleaning of sports shoes and sneakers.**

A recent survey by Miele shows that around 82 percent\* of respondents are dissatisfied with the options currently available for cleaning their sneakers. “For 126 years, we have been committed to developing solutions that make our customers' everyday lives noticeably easier,” explains Gernot Trettenbrein, Senior Vice President New Growth Factory.

“With SneakerWash, we are bringing a new approach to sneaker care and expanding our laundry care portfolio.”

### **Perfect interaction between the Wash bag and SneakerTab**

With the specially designed SneakerWash bag, Miele combines function and protection in an ideal way: Three layers of high-quality mesh material cushion impacts and protect both the sneakers and the washing drum from being damaged.

At the same time, microfiber strips on the sides ensure targeted and gentle cleaning of the transition between the sole and the shoe. A separate compartment for shoelaces cleans them and prevents them from getting tangled during the washing process.

The well-designed bag is perfectly complemented by the SneakerTabs. The pre-dosed cleaning agent in tab form has been specially developed for the specific requirements of shoe materials. Thanks to a highly effective enzyme combination, the tabs remove typical dirt such as soil and grass at just 30°C. While the color protection formula preserves the color of

the sneakers, the light fragrance ensures a pleasant and long-lasting freshness. For easy dosing, the SneakerWash Bag has a small compartment in the middle of the outside that fits exactly one SneakerTab.

"With SneakerWash, we offer an innovative system for the perfect cleaning of sports shoes – and at the same time contribute to greater sustainability. Gentle care extends the life of the shoes and thus reduces early disposal.

In Germany alone, around 380 million\*\* pairs of sneakers are disposed of every year – with SneakerWash, we want to offer our customers a solution that combines convenience with a sustainable lifestyle," adds Gernot Trettenbrein.

### **Miele WWC384 SneakerWash: The promotional model for perfect sports shoe care**

The new promotional model WWC384 WPS/WCS SneakerWash offers a program specially designed for the SneakerWash Bag, which makes cleaning sports shoes even more convenient. In addition, the model features proven Miele technologies, such as the innovative PowerWash washing process – for lower water and electricity consumption. With the QuickPowerWash program, customers can thoroughly clean their laundry in just 49 minutes. Also on board: SteamCare. Customers can select this feature for lightly worn textiles, for example, to refresh or smooth their clothes with steam.

As a special added bonus, this model comes with the SneakerWash Set, consisting of a wash bag and three SneakerTabs worth €59.95 (RRP). The promotional model will be launched in Germany in January 2026.

\*Survey conducted by Miele (February 2023)

\*\* <https://www.tagesschau.de/investigativ/ndr/sneakerjagd-101.html>

### **Media contact**

Laura Friedrich

Phone: +49 5241 89-1961

E-Mail: [laura.friedrich@miele.com](mailto:laura.friedrich@miele.com)

**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:** Cleaning sneakers has never been easier – with SneakerWash from Miele. (Photo: Miele)



**Photo 2:** The innovative system, consisting of a washing bag (SneakerWash Bag) and detergent tab (SneakerTab), enables simple, effective, and gentle cleaning of sports shoes and sneakers. (Photo: Miele)



**Photo 3:** When you purchase the new WWC384 washing machine, you will receive the SneakerWash Set free of charge. (Photo: Miele)



**Photo 4:** The new WWC384 WPS/WCS SneakerWash action model offers a program specially designed for the SneakerWash Bag, making it even easier to clean sports shoes. (Photo: Miele)

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