

Press release
No. 059/2026

High capacity in a compact footprint: Miele Professional at EXPOdetergo 2026

- ▶ New Benchmark washing machines for up to 35 kilograms of textiles
- ▶ 35 years of WetCare: wet cleaning with international success stories
- ▶ Bloomest as a scalable concept for self-service launderettes

Gütersloh/Milan, September 1, 2026 – Processing more laundry in less time, making efficient use of available space whilst saving water and energy: Miele Professional will be presenting solutions to these challenges at EXPOdetergo International in Milan from 23 to 26 October. Across more than 100 square metres of stand space, the company will showcase the latest laundry technology and concepts for professional laundries, dry cleaners and self-service launderettes (Hall 19, Booth K 20).

The focus is on laundry machines from the “Benchmark” range. Miele Professional has expanded its portfolio with washing machines offering a load capacity of up to 35 kilograms. This allows larger quantities of laundry to be processed per batch – for example, up to 70 bed sheets per wash cycle in a 35-kilogram machine. The new spin technology ensures shorter follow-up processes. A G-factor of over 500 reduces the residual moisture in the laundry, whilst the BoostSpin function extracts more water from the textiles, thereby shortening the subsequent drying time. Added to this are a faster water inlet, an optional weighing base for precisely adjusting water, detergent and energy consumption to the load, and an optimised heating system.

Even the smaller models in the Benchmark range offer new features. In machines with a load capacity of 12 to 20 kilograms, the PowerWash PRO process directs the wash water via a targeted water jet straight into the drum. A circulation pump distributes water and detergent quickly and evenly throughout the textiles, ensuring that the laundry is thoroughly saturated right from the start. At the same time, a powerful cross-flow intensifies the mechanical cleaning action and improves heat transfer. This shortens programme running times by up to ten minutes while also reducing water and energy.

Regardless of the machine size, this range of machines offers more than 90 wash programmes in target-group-specific packages, including programmes for workwear, shirts and delicate textiles. The network-compatible machines can also be integrated into a digital system via Miele MOVE Connect. This means that operating data, consumption figures and utilisation rates can be viewed on mobile devices.

35 years of WetCare: water instead of solvents

A second highlight at EXPOdetergo is an anniversary: for 35 years, WetCare from Miele Professional has stood for the wet cleaning of delicate textiles. Introduced in 1991, the system makes it possible to treat numerous garments labelled as “not washable” using water. WetCare combines carefully coordinated programmes, detergents and cleaning agents, as well as a particularly gentle drum mechanism. Wet cleaning takes place at a maximum of 40 degrees Celsius and requires – depending on the type of fabric – around three to four litres of water per kilogramme of load.

International references demonstrate that the process has proven its worth under a wide variety of conditions. For example, the Royal Opera House in London uses Benchmark machines for cleaning delicate costumes. In France, more than 140 outlets of the franchise provider Aqualogia operate with coordinated machine programmes, detergents and laundry technology from Miele Professional. Depending on the market, the water-based processes are also established under names such as Aquanett, Aquanettoyage or Aquagreen.

Bloomest: connected technology as a business model

Bloomest is also demonstrating how laundry technology, digitalisation and business growth can work together. The concept for self-service laundrettes is present at more than 1,000 locations, primarily in Italy, Spain, Austria and Germany. It combines network-enabled washing machines and tumble dryers from Miele Professional with digital business management, automated payment processes, marketing tools and a comprehensive support package for operators.

The machines and technical functions of a Bloomest laundrette can be monitored and controlled remotely, usage data analysed, and prices or promotions adjusted digitally. Site analysis, planning and 3D design, construction coordination, training and ongoing support round off the concept. It is therefore aimed both at operators of a single laundrette and at investors who wish to manage multiple sites centrally.

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About Miele: Since 1899, Miele has lived up to its brand promise “Immer Besser” in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights 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 2025 business year, Miele generated a turnover of 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are three photographs with this text



Photo 1: Plenty of space for large quantities of textiles: At EXPOdetergo International in Milan, Miele Professional is also presenting its new Benchmark washing machines with a 27 and 35-kilogramme capacity. (Photo: Miele)



Photo 2: With Bloomest Miele Professional has developed a concept for laundrettes that is represented at more than 1,000 locations, primarily in Italy, Spain, Austria and Germany. (Photo: Miele)



Photo 3: The WetCare wet cleaning system has been a success story for 35 years. It thoroughly removes water-soluble stains such as sweat, blood, grease or food residues from natural and synthetic fibres. (Photo: Miele)

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