

Miele Professional Sets Industry Benchmark with New Washer Line

*The Benchmark Machines deliver expert cleaning results and save up to 40% in energy and 35% on water**

Princeton, NJ, May 16, 2017 – Miele Professional has launched a new line of industrial washer extractors, which clean more effectively, are more user friendly, are easier to install and set a new benchmark in the industry for energy and water efficiency. In keeping with its 116 year old philosophy of “Immer Besser” (Forever Better), Miele has raised the bar, by not only improving on its previous models even further, but eclipsing competitors by drastically reducing water and energy consumption.

The new Benchmark washers were officially launched in Hamburg, Germany at the international food service and hospitality show, INTERNORGA. There Jürgen Schäfer, chief product manager for laundry technology at Miele Professional International, introduced the new series as follows: “Anyone claiming to set a benchmark is laying claim to doing certain things better than others”. For example, these new washing machines have reduced water consumption by 20% and electricity by 30% compared to Miele’s previous washer series, which were already extremely economical. “This puts us 20% and more below other manufacturers,” Schäfer concluded. The Benchmark machines were tested against like-sized competitor machines for water consumption, residual moisture and energy consumption and eclipsed the competition.

The new Benchmark Series, set to arrive in the US in June, will consist of two lines in the 25 to 45 lb capacity range: the Performance and the Performance Plus models. All washers feature a redesigned suds container, which reduces water levels for the wash and rinse cycles. The enhanced patented honeycomb drum 2.0 features ribs with a new array of perforations, allowing for faster and more thorough washing. The washers also offer improved ergonomics with an easy to use automatic door that closes at the touch of a finger. The slim machine width allows the units to be put on a pallet jack for easy delivery and install.

The Performance models feature standard programs, an Octoblue exterior and will be offered at an attractive price point. The stainless steel Performance Plus washers offer enhanced programmability and incorporate the innovative EcoSpeed wash rhythm for world class results. By precisely controlling the drum rotational speeds, the Performance Plus washers clean extremely effectively in an even shorter cycle time, maximizing water and energy efficiency.

*Miele Performance Plus PW 814 compared to same capacity competitor model (140°F cotton program)

Benchmark Highlights:

- Completely redesigned suds container with an oval cross-section reduces water use in wash and rinse cycles.
- Patented honeycomb drum 2.0 features shower ribs with a new array of perforations to maximize wetting and allows faster processing.
- Easy to use OneFingerTouch door lock allows door to be opened and closed with one finger.
- Efficient spring-in-spring absorption system minimizes impact of vibrations during spin cycle.
- Slim width for easy pallet jack delivery through standard doors.

Performance:

- Two washers: PW 413 (30lb capacity) and PW 418 (45lb capacity)
- Profitronic D Controller with 12 pre-set programs is perfect for multiple user environments. Simple controls and five quick access buttons for most used programs.
- Octoblue with stainless steel control panel.

Performance Plus:

- Three washers: PW 811 (25lb capacity), PW 814 (35lb capacity) and PW 818 (45lb capacity)
- Profitronic M Controller with 90 standard programs, including hospitality and health care specific applications. Freely programmable with 199 program slots for special applications.
- EcoSpeed wash rhythm: the new drum rotates at various speeds for rinsing, wetting, drenching and compression. This improves wash performance, maximizes efficiency and provides shorter cycle times.
- Preconfigured for weighing base: machines can be fitted on a base with integrated weighing cells, allowing the controller to determine the precise weigh of the laundry load for more accurate water, detergent and energy usage.
- High 460 g factor results in very low residual moisture levels, leading to shorter drying times and lower electrical consumption.

About Miele Professional

Miele Professional, the commercial product division of Miele Inc., provides high quality and high performance cleaning equipment, including laboratory glassware washers, laundry equipment, dishwashers and dental washer-disinfectors. With Miele, no product detail is overlooked. From engineering and program design, to build quality, to performance and innovation, Miele products are tried and tested rigorously and trusted by businesses all over the world. Our objective is simply to ensure we provide systems for every need that deliver exceptional results, every day.

Contact

Alexandra McNamara

Marketing Coordinator

9 Independence Way

Princeton NJ, 08540

800-991-9380 ext. 2545

alexandra.mcnamara@mieleusa.com