

Press release
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Fast, durable, economic: SmartBiz, the intelligent stepping stone into the world of commercial washing and drying

- ▶ Successfully tested to last 15,000 operating hours
- ▶ A +++ energy efficiency rating

Gütersloh, December 10, 2019. – As easily installed as domestic washing machines and tumble dryers, and much more: SmartBiz is the name of a new model series from Miele, available from January 2020, representing a stepping stone into the world of commercial laundry care. Wherever up to three programmes are run a day – for example in small businesses, guesthouses, child-care centres, schools or even in larger households – machines catering for a 7 kg load represent a robust and long-lasting alternative at attractive prices.

Components made from stainless steel such as the drum assembly, the drum ribs and the machine fascia as well as cast-iron counterweights provide the foundation for years of reliable use in the rough and tumble of workaday life. If the worst comes to the worst, replaceable drum bearings ensure simple repairs and maintenance – making these machine long-term investments.

Both the washing machine and the dryer are tested to last 15,000 operating hours or 10,000 programme cycles. This sets new standard in the entry-line sector of professional laundry care.

With commercially viable cycle times of for instance 79 minutes in the 60°C wash cycle, Miele machines ensure clean laundry faster than comparable competitors' machines. The washing machine and dryer achieve an A+++ energy efficiency rating: Cottons 60°C requires only 49 litres of water.

The heat-pump dryer gets by in the standard Cottons programme with electricity consumption of 1.02 kWh. This equates to savings of up to 75% compared with many commercial condenser dryers in the same size category – and results in clear cost reductions. The dryer offers additional options such as a programme to loosen damp woollen loads or one to take the creases out of textiles.

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All functions are easy to select thanks to a rotary selector with programme names in plain text. Cycle-related data and programme countdown times are shown in the display.

Machine installation is absolutely simple as these models come ready for plug-and-play installation. These machines are certified according to the Machinery Directive and can therefore be put to commercial use.

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,200, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: A stepping stone into the world of commercial laundry care: SmartBiz is a new model series from Miele with washing machines and dryers with a 7 kg load capacity – built for up to three cycles a day, for instance in guesthouses or restaurants. (Photo: Miele)



Photo 2: In child-care centres and large families, washing machines and dryers from the new Miele SmartBiz series simplify everyday work – for example with short, commercially viable cycle times. (Photo: Miele)



Photo 3: Easy to use and install, practical assistants in small businesses: Washing machines and dryers from the new SmartBiz model series from Miele. (Photo: Miele)

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