

Press release
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SmartBiz: Start laundry care in hairdressing salons with connected washing machines and dryers

- ▶ Increased load capacity of 8 kg
- ▶ TwinDos dispenses liquid detergent automatically at the correct point in time
- ▶ Propane as refrigerant reduces global warming potential of heat-pump dryers

Gütersloh, March 8, 2024. – New washing machines and dryers from the SmartBiz generation upgrade Miele's portfolio for hairdressing salons. For the first time, these machines are connectivity-enabled and designed for load capacities of 8 kg. Several model versions feature TwinDos, a dispensing system for two-phase liquid detergents which has been available on domestic Miele washing machines for some years. All new features increase efficiency in everyday use and reduce consumption – all at the same attractive price levels as the predecessor generation.

Machine installation is absolutely simple as these models come fitted with a regular 230 V plug for plug-and-play installation. These machines are certified according to the Machinery Directive and can therefore be put to commercial use.

All models feature WiFi and can be connected to the Miele app. This allows notifications to be sent to mobile devices, reminding users for example when a washing machine or dryer has finished, and dispensing with unnecessary legwork. Wash programmes can be launched from the convenience of a smartphone or tablet and data is saved to the Miele cloud for 24 hours after a programme ends. This is a prerequisite for the Wash2Dry function which tells the dryer which wash programme was last used so that a matching drying programme can be automatically selected. In this case, only the laundry needs to be transferred from one machine to the other. Everything else is automatic.

Technical modifications to both washing machines and dryers have now increased load capacities by 1 kg compared with the previous generation. In addition to this, an improvement in the A energy efficiency rating by a further 10% has been achieved on the washing machines. The Eco wash programme (40°C to 60°C) consumes only 48 l of water. And, if speed is an issue, the SmartBiz washing machine has a fast programme lasting only 79 minutes to offer. In addition to this, there are further commercial programmes such as cleaning textiles and a disinfection programme.

The TwinDos liquid dispensing system, available on some models, contributes to more efficient use. With TwinDos, up to 30% of detergent can be saved, as has been independently confirmed by the reputable Freiburg-based Öko-Institut. The system dispenses liquid detergent in two phases: UltraPhase 1 removes soiling such as grease and protein whilst UltraPhase 2 deals with persistent stains such as those from grass, red wine or coffee. The relative amounts of the two products dispensed is dictated by the type of laundry and the load size. Over- or underdosing and physical contact with detergent is now a thing of the past. The products are concentrated and go a long way, hence only small volumes make for perfect wash results – not least to the benefit of the environment.

The environment also profits from the use of propane as the new refrigerant on heat-pump dryers. This coolant reduces global warming potential by 99.8% compared with the previous product.

Both the new SmartBiz washing machine and the dryer are tested to last 15,000 operating hours or 10,000 programme cycles. In Germany, these easy-to-use washing machines are available with a white front at prices of € 2289 (washing machine without TwinDos) and € 2389 (washing machine with TwinDos); the dryer costs € 2049.

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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. Their product portfolio also includes dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2022 business year amounted to around € 5.43 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 23,000, of which approx. 11,800 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: Connectivity-enabled, designed for 8 kg of laundry, goes easy on resources - and attractively priced: The new washing machines and dryers from the SmartBiz generation upgrade the Miele portfolio aimed at hairdressing salons. (Photo: Miele)



Photo 2: TwinDos, a dispensing system which has proved its worth on domestic appliances, dispenses liquid detergent in two phases: UltraPhase 1 removes soiling and UltraPhase 2 additionally deals with stubborn stains. Compared with manual dispensing, this saves up to 30% detergent. (Photo: Miele)



Photo 3: All models from the new SmartBiz generation feature WiFi and can be connected to the Miele app. This allows notifications to be sent to mobile devices, reminding users for example when a washing machine or dryer has finished, and dispensing with unnecessary legwork. (Photo: Miele)

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