

Miele

WetCare[®]

Professional fabric care for the future





WetCare®

A green
way to
clean

The safe, environmentally
friendly and effective cleaning
system for materials and
fabrics including:

Wedding dresses
Sheepskin boots
Leather coats
Leather bags
Persian rugs
Delicate fabrics
Lace fabrics
Silk garments
Suede garments
Suits
Shirts
And many of the garments
that you currently dryclean

What is WetCare®?

Miele Professional Wet Cleaning is a garment cleaning process based on technology that was developed in 1991 by Miele and detergent manufacturer Kreussler. The companies' goal was to develop a cleaning process that effectively cleaned all garments through a safe biodegradable detergent process - a process that was truly "green".

Key highlights:

- Excellent cleaning results
- Environment friendly processes
- Gentle processing of sensitive fabrics
- Stability of shape with no matting or creasing
- Short program running times
- High levels of economy
- Durable Miele technology
- Low water and energy consumption levels
- No air pollution

How the process works:

Wet cleaning uses highly sophisticated washers and dryers to safely clean materials and fabrics. Wet cleaning uses water; nature's best cleaning solvent and a safe biodegradable detergent mixture to clean. The biggest advantage of wet cleaning technology is that it is the most effective way to remove water based stains and odours, rendering clothes not only truly clean, but fresh smelling and the process does not expose workers or customers to toxic chemicals. A wide variety of materials can be cleaned in a wet cleaning system.



The Miele Professional solution

1) Miele Professional washers and dryers

Miele Professional Wet Cleaning System produces superior cleaning results with washers that accurately control water levels, temperatures, settings and detergent dosing levels and drum rotation rhythm. Miele dryers then measure the garments residual moisture, optimizing cycle times, saving energy and protecting the garments from over drying. **The complete dry-to-dry process takes just 23 minutes in the washing machine and 30 minutes in the dryer.**

2) Detergents

The WetCare process uses biodegradable detergents to clean. During the wash cycle, drum rotation is minimal, allowing the laundry items to sit in the wash liquor, so the detergents can penetrate the fabrics.

Benefits include outstanding cleaning, brilliant colours with a fresh scent, excellent protection of the textiles and fibres from shrinking, pilling and colour loss. Sensitive materials, such as wool, silk, acetate, cashmere, and structured, tailored and couture garments can be cleaned safely and thoroughly.

3) Finishing equipment

Wet Cleaning requires specialist finishing equipment as part of the process. Miele Professional works in conjunction with Veit finishing equipment to allow the processed garments to be expertly finished to exacting standards.

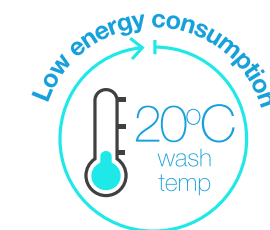
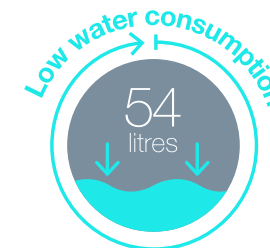


Key benefits of the WetCare® system

Environmentally friendly, economically efficient

Miele's WetCare® system provides perfect protection for the fabric and for the environment. The washing cycle uses 30% less water than conventional machines and can clean at as little as 20°C, reducing energy consumption by 50%.

All Miele Professional washing machines are accredited by the Water Technology List, a renowned body that recognises products which really protect the environment.



Market leading performance

The WetCare® system ensures that fabrics are treated in the best way possible.

Miele's patented honeycomb drum gently cushions fabrics away from the drum, ensuring that they last even longer.

Miele's washing machines have the highest G-Force in the market which reduces moisture levels in the garments. This dramatically reduces the time that items spend in the dryer.

Simple to use

The WetCare® system is easy to install and doesn't require a solvent license.

As the machines have dedicated WetCare® cycles they are incredibly easy to operate. Different fabrics and colours may also be processed in the same wash load to allow more work to be processed.

Importantly for Drycleaners they can be left to run whilst other areas of the service can be attended to.



Case Studies



Olivia's Cleaners

Pristine Dry Cleaners

Location
Palmers Green, North London

Owner
Kem Hakki

Website
www.oliviascleaners.co.uk



Olivia's Cleaners first started using the Miele Professional WetCare system in 2008. They specialise in textile cleaning, wedding dresses, repairs and alterations, laundry and domestic services, Ugg boot cleaning, restoring designer fabric and leather bags.

Back in 2008 the business needed a new dryer and the only professional machine large enough for their requirements was the 10kg Miele Professional machine. Soon after they also invested in a Miele Professional washer and started using the Miele WetCare system.

Using this system has meant that they can offer a lot more to their customers.

Furthermore, the ease and speed of using the system means that they can also clean around the clock.



Using Miele Professional machines has totally changed our business and the money we can make.

When our previous washer had reached the end of its life, we looked to replace it with a Miele washer as we'd been so happy with the dryer. I read about WetCare a few years ago and that's when I approached Miele Professional - who helped us buy a WetCare washer and dryer. We haven't looked back!

Kem Hakki, Owner

Pristine is a wet cleaners in Lincolnshire belonging to married couple Vimal and Nish Sachania, who left corporate jobs in London to start a new business venture. The couple were initially attracted to the idea of opening a wet cleaning business because it is an environmentally friendly process that uses non toxic chemicals.

When deciding on what brand of machines to invest in, Miele Professional's reputation for quality stood out to the couple. *"The Miele Professional brand speaks for itself - people know that the quality of the machines they build is excellent. Their products are the Rolls Royce of laundry equipment. Miele Professional provides our business with the peace of mind that we are investing in equipment that will last. We looked at a few different wet cleaning packages but decided that the German built quality of Miele Professional couldn't be rivalled."*

Customers of Pristine WetCare absolutely love the results and the couple report that they often comment on the fresh smell and the quality of the clean, explaining *"Since investing in Miele Professional WetCare we feel confident that we are offering the best service to our customers and would definitely recommend that other businesses think about choosing WetCare"*

Location
Grantham, Lincolnshire

Owners
Vimal and Nish Sachania

Website
www.pristine-gfc.co.uk

Equipment used

PW6207
Washing Machine

PT8507
Tumble Dryer



We looked at a few different wet cleaning packages but decided that the German built quality of Miele Professional couldn't be rivalled.

Since investing in Miele Professional WetCare we feel confident that we are offering the best service to our customers

Vimal Sachania, Co-owner



Case Studies



Kleen Eco

Clean & Green


Location
Biggleswade, Bedfordshire

Owners
Peter & Lucy Johnson

Website
www.kleen-eco.co.uk

Equipment used

 **PW6207**
Washing Machine

 **PT8507**
Tumble Dryer



Peter and Lucy Johnson set up Kleen Eco as a new business venture offering an environmentally friendly wet cleaning service using Miele Professional WetCare machines.

The couple decided to investigate wet cleaning as an alternative to dry cleaning and look into its environmental benefits. Miele Professional came up straight away in their research, and as the couple were already familiar with the German brand, it made a natural choice.

Kleen Eco provides a 'Drop & Go' service, whereby city commuters can drop off their items en route to work at various newsagents and coffee shops within a 10 mile radius, and the

team will collect, wet-clean, iron, fold and drop back, ready for the client to collect on their way home or alternatively they can be delivered to their home in the Kleen-Eco van.

Peter Johnson of Kleen Eco commented, "It's a huge benefit that with the Miele Professional WetCare machines you can clean almost anything including duvets, which are in high demand. Our customers say the results are amazing - the duvets come out looking brand new!"



Customers can be a bit sceptical at first, thinking that their clothes might not come out as clean as expected, but then they see the outstanding quality and come back with five suits for us to clean!

Our customers say the results are amazing - the duvets come out looking brand new!

Peter Johnson, Co-owner



Clean & Green was set up by Daniel Booty to provide an environmentally friendly drycleaning alternative in the area.

The shop has attracted high end designer items in addition to the usual range of shirts and drycleanables, all of which are processed using the Miele WetCare system. Packaging is also high quality, from tissue paper to hangers, in keeping with the quality feel.

"The advantage of the Miele system is that it is not only robust and well built but that it can also deal with unusual items, such as leather, handbags, sheepskin boots, beaded garments and wedding dresses, better than other wetcleaning

systems", Daniel commented. In addition, servicing is same day/next day.

"Previously, we did a 23-minute wash and 4-5 minutes of drying, after which needed to hang for an hour before finishing. But now we have changed to 'dry-to-dry' processing. Clothes are still washed for 23 minutes, but they then go into the dryer for 30 minutes, so they come out completely dry and go straight to the finishing equipment, meaning we can offer a same-day service."


Location
Epping, Essex

Owner
Daniel Booty

Website
www.cgcleaners.co.uk

Equipment used

 **PW6207**
Washing Machine

 **PT8507**
Tumble Dryer



For now, pricing is on a par with other drycleaners in the area but the long-term plan is to put a premium on what we do.

We have changed to 'dry-to-dry' processing, where the clothes go into the dryer for 30 minutes after the wash. So we can now offer a same-day service.

Daniel Booty, Owner





Key benefits

Increasing profits

As it is water-based, the WetCare® system is able to clean a wider variety of materials than traditional drycleaning within a shorter amount of time, therefore increasing the profits of its users. In addition, the WetCare® programmes on the machines can be designed to respond to changing market opportunities e.g. the cleaning of sheepskin Boots.

Items that can be wetcleaned include:

- Natural fibres such as angora, cotton, cashmere, linen, silk
- Artificial fibres such as viscose and acetate
- Synthetic fibres such as acrylic, polyester, GoreTex
- Leather
- Highly sensitive fibres
- Everyday items such as trousers and jackets etc
- Beaded and sequin items

Customer satisfaction

- As the WetCare® system uses no solvents, customers instantly notice the fresh smell and soft feel. Colours are brighter and retain their original look.
- As the machines have normal washing programmes, day to day laundry items such as duvets can also be processed.

WetCare® support packages

A full Miele Professional support package is offered including:

- Pre and post sales advice
- Install and commissioning
- Training
- After sales support
- POS and marketing material

The Miele WetCare® system: Professional fabric care for the future

Miele

“The Miele WetCare system has changed everything. We have been able to enhance our product offering without financial impact to our customers and improve health and safety conditions for employees, customers and the community.

I believe that this new method of cleaning will eventually phase out conventional chemical cleaning. It just makes sense and my customers love it”

Kem of Dry Cleaning by Olivia

WetCare®

Miele

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