

Case Study

Kleen Eco, Biggleswade



Kleen Eco goes green with Miele Professional

Kleen Eco is a new company in Biggleswade, offering an environmentally friendly wet cleaning service using Miele Professional WetCare machines. With a core aim of reducing their carbon footprint, wet cleaning is an alternative which uses water and safe biodegradable detergent to clean items, rather than harsh chemicals.

Peter and Lucy Johnson both left corporate jobs to start a new business venture. Wanting to open their own cleaning company they launched a Facebook campaign to determine whether there was a demand for a dry cleaners. They discovered

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. Kleen Eco uses the **Miele Professional WetCare PW 6207 washing machine** and **PT 8507 tumble dryer** which has a capacity load of 20kg, ensuring they can handle the day to day demands of their business.

“ We aim to provide best in class service and Miele Professional ensures we can do just that. ”

Peter Johnson | Kleen Eco

a wave of negative customer feedback about the dry cleaning process. The couple then decided to investigate wet cleaning as an alternative and look into its environmental benefits. Miele Professional came up straight away in their research, providing in depth information on their WetCare machines and details of the process. The couple were already familiar with the German brand, making Miele Professional the natural choice.

Peter and Lucy approached their local dealers, GW, to match them with their requirements. GW was the perfect choice as they own a wet cleaning business, ensuring that they have comprehensive knowledge of the industry. Providing service and support, GW ensured the couple were equipped with the best quality Miele Professional equipment, which uses sophisticated technology to provide top of the range, ecological services.

Peter Johnson of Kleen Eco commented, “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!”

“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!”

“Customer care is really important to us, and that means educating our customers about WetCare and the benefits. We aim to provide best in class service and Miele Professional ensures we can do just that. Everything about our shop and the services we provide is about a professional image, and showing that we are offering a green product for an ecological environment.”

Products installed:



PW 6207
Washing Machine



PT 8507
Tumble Dryer

