



## Case Study

# Liverpool FC Academy



International  
Academy

**Liverpool FC  
Academy  
processes  
300 training  
kits per day  
thanks to Miele  
Professional**

The Liverpool FC Academy is a youth training football scheme. When the site was built 18 years ago, the Academy installed an on premise laundry using Miele Professional machines. This was under the recommendation of the architect who designed the site. He advised that the quality and reliability of the Miele Professional machines would lend itself well to a sporting academy, as they would endure some heavy usage processing large volumes of dirty kit.

**tumble dryers.** There were some challenges due to the space constraints of the laundry room but Liver Laundry Equipment provided a very simple and professional service, making sure the process was smooth from start to finish and totally stress free. Geering commented; *'The only challenge we came across was getting the machines into the room, due to the size, but Liver identified this obstacle from the start during the site survey and so it was all handled within a day. We couldn't have asked for anything more!'*

“The club has undertaken a new carbon strategy, which has seen the Reds reduce gas consumption by 18% and electricity usage by 13% over the course of 12 months.”

Mark Geering from the Academy

Having had a good experience with the brand and machines in situ that had worked without fail for 18 years, it was the easy choice for the Academy to invest in Miele Professional equipment when it came to upgrading their laundry. Mark Geering, from the Academy comments; *'We have a good history and customer experience with Miele Professional equipment so there was no need to look at anything else.'*

The Academy upgraded their old trio of 10kg washing machines for **two PW 6207 20kg washing machines** and **three PT 8257**

Since installing the new machines the main difference that employees at the Academy have noticed has been the reduction in costs due to the flexibility of the machines within the range. Geering explained; *'We chose to upgrade to a 20kg washing machine setup which in turn has used a lot less water and other utilities than the set up we were previously running. It has also helped to support and endorse our 'Reds Going Green' scheme which we choose to contribute to, as we strive towards being a much more environmentally friendly establishment. The club has undertaken a new carbon strategy, which*

Products installed:



**PW 6207**  
Washing Machine



**PT 8257**  
Tumble Dryer



Liver Laundry Equipment Ltd. 104 Prescot Road, Liverpool, L7 0JA



**Miele**

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*has seen the Reds reduce gas consumption by 18% and electricity usage by 13% over the course of 12 months.'*

*more flexibility because these machines are working incredibly hard."*

“It has been so easy and stress free compared to what we have experienced in the past with other suppliers.”

**Mark Geering** from the Academy

*When asked if he would recommend investing in Miele Professional machines to other businesses Geering said; “Definitely! The reliability and ease of use after Liver Laundry did the initial commissioning has been so straight forward. They had a consultation meeting with us to establish what would be the most suitable programmes to have on the machines, and the upgrade has given us even*

*“We can put through up to 300 training kits (so the full haul shorts, shirts, socks) per day so the staff are manning this laundry 12 hours + every day and then on top of that we have all the towel laundry to do as well!”*

*“It has been so easy and stress free compared to what we have experienced in the past with other suppliers. Liver have really looked after us and the kit is working great!”*



**Liver Laundry Equipment Ltd.** 104 Prescot Road, Liverpool, L7 0JA