

**Miele**

360° cultivated hospitality  
A holistic system for hotels and restaurants

**Miele Professional. Immer Besser.**







**BAR**  
GLASSES  
COFFEE SERVICES



**SERVICE**



**ON-PREMISE LAUNDRY**  
HOTEL LAUNDRY  
KITCHEN LINEN  
GUESTS' LAUNDRY  
WORKWEAR  
FURTHER TEXTILES



**WELLNESS & SPA**  
TOWELS  
BATHING GOWNS  
FACE CLOTHS  
TURKISH TOWELLING



**KITCHEN & RESTAURANT**  
CROCKERY  
GLASSES  
CUTLERY  
TRAYS  
GN CONTAINERS  
POTS AND PANS



**SELF SERVICE**  
SPORTSWEAR  
FUNCTIONAL UNDERWEAR  
EVENING WEAR  
SKI WEAR  
TOWELS



**CONTRACT CLEANING**  
MOPS  
CLEANING CLOTHS



## Here are a few inspirations!

Visitors to hotels and guests at restaurants and bars expecting a pleasant stay wish to be spoiled and pampered. Everything must be just right: from the atmosphere and the food through to immaculate standards of cleanliness. Fresh towels, a perfect finish to table and bed linen as well as clean crockery are the be-all and end-all when it comes to leaving a favourable impression. As a host or hotelier, high standards should be embraced and played back to guests as a labour of love. Then, every stay is bound to remain a fond memory.

But always remain authentic – and focus on what you are particularly good at. Such a concept is in most cases more convincing and sustainable than follow-

ing fads and trends. The superior 4-star Reischlhof wellness hotel in the eastern Bavarian Forest in southern Germany shows how this can be put into practice with spectacular effect. The following pages illustrate why the decision to opt for an on-premise laundry was spot-on.

With Miele Professional, you can rely on all processes relating to cleanliness and hygiene running smoothly in the background, allowing you to offer your guests the quality they deserve. Many years of experience and expertise have always characterised development work on our machine – that's why we offer products which stand out in the marketplace and meet the exacting demands of hotels and restaurants.

*Markus Miele*

**Dr. Markus Miele**

Executive Director and Co-Proprietor  
Miele & Cie. KG

*Reinhard Zinkann*

**Dr. Reinhard Zinkann**

Executive Director and Co-Proprietor  
Miele & Cie. KG



## 360° cultivated hospitality

### The Miele Professional system for hotels and restaurants

360° concept from Miele Professional combines first-class quality, flexibility and cost optimisation. Thanks to this approach, 70% of all hotels with an on-premise laundry are more satisfactory than before. They dispense with the need for goods receipt and quality controls, have direct control over the quality of their laundry and the wash process and are also independent of third parties.

Our consultants, active nationwide, accompany you at each stage of planning a new-build or refurbishment project: from economic feasibility studies, to on-site planning, the integration of sub-contractors and installation and maintenance, Miele Professional offers single-source manufacturer service.

## Miele success factors, holistic solutions

### Flexibility through financing

Miele Professional offers leasing and rental plans. This helps you retain your flexibility: Financing options improve cash flow and reduce tied-up capital, and full-service rental schemes even include repair costs.

### Premium service and planning

Miele's blanket service operation in Germany performs installation and maintenance work as well as providing spare parts for up to 15 years after the date of purchase. Miele Professional provides planning services ranging from giving advice on site through to works management, ensuring comprehensive support, also in the case of refurbishment projects.

### Control system for top-class quality

Perfectly laundered linen is the calling card of any self-respecting business, and Miele's economic feasibility calculations demonstrate how you can better manage the laundry reprocessing cycle in-house. Increased availability, quality and increased levels of satisfaction among guests. We work together with high-class partners, offering their products and goods: all from one single source.

### Perfectly fitting machines and useful accessories

The tasks of an on-premise laundry are as diverse as your guests: laundry from the kitchen, the spa, the restaurant and housekeeping demands specific cleaning and treatment. A broad range of machines and accessories can be customised to suit the economic needs of your business. Be in full control of schedules and working patterns in your laundry to ensure that laundry is ready for use again at short notice.

### Full control over consumables

Modern machines use no more detergent, water and energy than is absolutely necessary. A weighing plinth, automatic dispensing and resource-saving programmes are available to keep running costs as low as possible and to support your staff in their daily work.



# A FEELING OF FRESHNESS & LUXURY



The Reischlhof health resort in the eastern Bavarian Forest region of Germany has stood for over 40 years for relaxation and recreation. Hotelier Hermann Reischl attaches particular importance to the care of his laundry. That is the reason why laundry is processed in-house – guaranteeing his guests that enhanced feel-good factor.

From farm holidays to country hotel in a class of its own: The Reischlhof hotel has always placed great store by top-notch quality – not least when it comes to laundry.

“ Perfectly laundered linen is a quality feature which guests remember.

**Reischlhof is a hotel with a long tradition. So what role does laundry quality play exactly?**

REISCHL The satisfaction of our guests has been very close to our heart since the early Seventies. In the truest sense of the word, they have many touch-points with our textiles, be it the serviettes at the dining table, the bathing gowns in our spa or the bed linen in our rooms. As a wellness hotel in the 4-star superior category, it is our desire for visitors to experience our high standards of quality in all areas.

**Many hotels contract out their laundry. In 2014, you decided to start doing the work yourself again at the Reischlhof. What were the reasons behind that decision?**

REISCHL Given the increasing number of beds at our hotel, we initially farmed the work out. After a few years, we realised that we would profit hugely from enormous time savings and greater flexibility if we were to bring the work back in-house. This would also ensure consistently high standards of quality. After considering the pros and cons, we decided to go for the opportunities a change would bring.

**Many hotel owners associate lower profits with an on-premise laundry. Is that true in your opinion?**

REISCHL It may well appear so at first glance. But in fact, we can wash our textiles at shorter notice and are more independent if we do not have to farm work out to an external laundry. We work to our very own rhythm. And, what's more, we are directly in control of the quality of our textiles ourselves and are better able to optimise wash processes fast. And a significant part of the deal stems from the fact that our guests simply feel at home.

**What would your recommendation be with respect to laundry care?**

REISCHL It is important to take a very close look at one's own wash processes. Valuable insights can be obtained simply by looking at the laundry issue through the eyes of guests; some aspects only become apparent at second glance. If pride of place is given to the wellbeing of a hotel's guests, hotel owners will for the most part automatically make the right decisions.

Proprietor Hermann Reischl



*Klasse Wäsche*  
 IM HAUS GEWASCHEN. EINFACH ZUM WOHLFÜHLEN.

Would you like to know more about in-house laundries? Further information is provided by the [www.klasse-waesche.com](http://www.klasse-waesche.com) website (German).





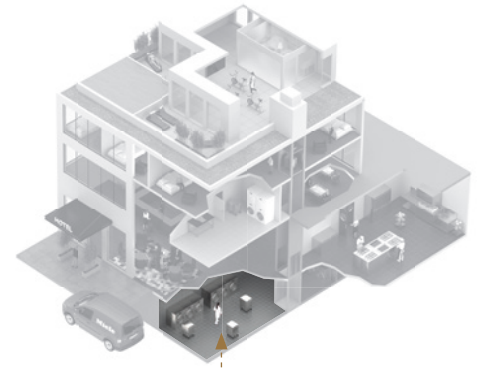
Miele Professional – **Over 90 years of experience** in laundry technology.



Example of a high-performance in-house laundry: Washing machine and tumble dryer, each with a 20 kg load capacity, cycle time of approx. 70 mins. incl. drying, flatwork ironer with a throughput of 60 kg/h



## Well laundered linen as a stamp of quality



ON-PREMISE LAUNDRY

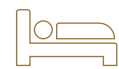
Clean bed linen, spotlessly white table cloths and Turkish towelling with a bounce count among the feel-good factors for hotel guests. Miele's systematic solutions are ideally geared to the individual needs of hoteliers and ensure effective and gentle laundry care.

Immaculately cleaned laundry is a hotel's visiting card. Alongside the appeal of soft, well laundered textiles, thorough and hygienic cleaning plays a significant role. Not infrequently, investments in textile care consumes up a considerable part of a hotel's budget. It is all the more important, therefore, that hotel laundry is long-lasting and reflects the standards of hospitality the hotel subscribes to.

Miele laundry machines represent the professional solution to textile care in a hotel's on-premise laundry. From small set-ups to reprocess Turkish towelling through to comprehensive solutions to cover the entire range of hotel laundry using Miele washing machines, tumble dryers and flatwork ironers to afford the highest degree of support throughout

the working day. Tried-and-tested programmes for the thorough cleaning of table and kitchen linen as well as special programmes for curtains and the hygienic reprocessing of duvets give used and soiled textiles their cleanliness, freshness and hygiene back, without subjecting them to undue strain.

With freely programmable controls and a delay-start feature, wash parameters and cycle times can be adjusted individually. Automatic load control results in finely tuned water and energy consumption in each cycle, striking an ideal balance between costs and benefits. The patented Air Recycling Plus system recycles drying air several times over for a particularly sustainable and efficient operation.



### Hotel laundry

Hotel laundry  
Bed linen  
Turkish towelling



### Kitchen linen

Table cloths, serviettes  
table runners, waiters' towels



### Guests' laundry

Outerwear, sportswear



### Workwear

Uniforms, work coats, overalls



### Further textiles

Curtains, duvets, pillows



Wellness textiles – in  
less **than 80 minutes**  
Clean and tidy.

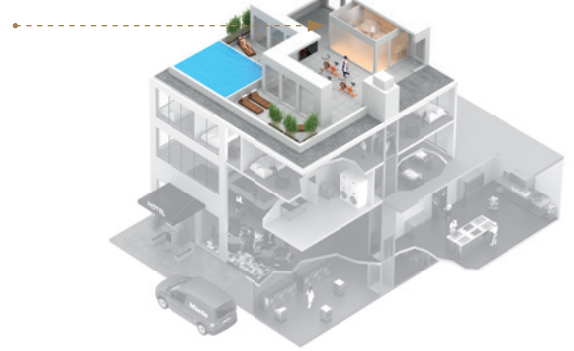


Example of a compact laundry in the form of a washer-dryer stack, each machine with a load capacity of 8 kg, cycle including washing and drying approx. 110 min



## Laundry for a sense of wellbeing

WELLNESS &amp; SPA



Sauna, massage parlour, aquarobics – Visitors to spas expect to be spoiled. Soft, bouncy bathing gowns and towels have a significant role to play and Miele Professional is able to guarantee standards.



### Wellness textiles

Towels, bathing gowns



### Spa

Flannels, towels

The ideal material for bath gowns is Turkish towelling: This firm yet soft looped fabric is highly absorbent, provides warmth and has a massaging effect. Various weight categories make differences in quality apparent; in general, the heavier the cloth, the higher the quality.

Spa guests soon sense whether the towelling provided is made from high-quality material, is gentle to the skin and smells fresh. To do justice to the representative role towelling plays, textiles must be professionally laundered. A good massage is inconceivable without the use of a warming and pleasantly

fragrant massage oil. In the sauna, towels are laid out for hygienic purposes. To remove soils without leaving any traces and to give the fabric its feel and bounce back again, Miele Professional washing machines offer tailored solutions. Freely programmable controls and the standard “Hotel” programme package were specially designed for exacting wash cycles.

Alongside effective and hygienic cleaning, the Miele honeycomb drum ensures particularly gentle washing and drying processes. This, in turn, preserves the value of laundry, contributing to the economy of spa operations.



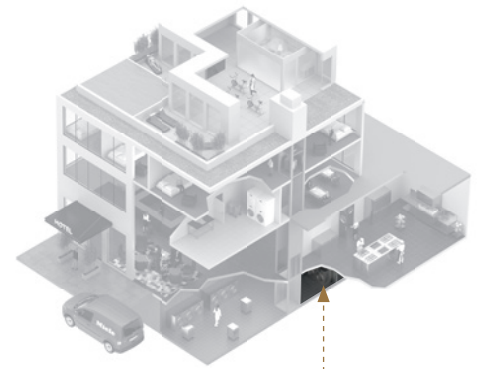
Ready to use –  
No fewer than **105 mops**  
per cycle.



Example of system for contract cleaners consisting of washing machine and tumble dryer with a capacity of 105 cotton mops/40 cm



## Helping hands clean surfaces and floors



CONTRACT CLEANING

Facility management and contract cleaning is characterised by tight schedules and high demands on cleanliness and hygiene. Support in the form of machines from Miele's Mopstar series makes working life simpler and more efficient.

For the efficient cleaning of corridors, reception area and rooms, materials must always be on hand and in perfect condition. Miele's Mopstar washing machines were specifically designed for the reprocessing of mops, cleaning cloths and other textiles. They tackle the job of washing and impregnating cleaning cloths with disinfectants or detergents in one single process, offering considerable time savings and speeding up the cleaning process.

This innovative wash programme divides up into three distinct stages: At the start of the programme, textiles are "dewatered" in a patented process in order to remove coarse soil and dirty water. In the wash and disinfection cycle that follows, the textiles can now be reliably and

thoroughly wetted. After washing and spinning, the load is automatically conditioned using the required floor-cleaning detergent or surface disinfectant. The mops and cleaning cloths come out ready to use and can be deployed immediately or stored unfolded on the cleaning trolley.

The delay-start feature can be set to suit individual needs and guarantees a fresh supply of ready-to-use textiles right on time before cleaning work commences. An integrated dump valve guaranteeing obstruction-free gravity drainage provides effective protection against clogging. Thanks to the fully automatic dispensing of up to twelve liquid products, Mopstar washing machines adapt flexibly to a variety of cleaning challenges.



### Kitchen

Mops, kitchen towels



### Entrance Lobby Rooms

Mops, cleaning cloths



Fast turnaround – thanks to **very short** cycles.



Example of a compact self-service laundry with payment system, washes up to 8 kg in 49 mins. and dries the same load in 37 mins



## High-class laundrette

SELF-SERVICE LAUNDERETTE



Many hotels offer their guests the opportunity to wash their own laundry on site. Users place their trust in the good ability of self-service laundrettes to produce spotlessly clean laundry. Fast and thorough with Miele Little Giants.

Washing machines open to use by guests of a hotel must offer top performance, a wide range of programmes and an uncomplicated user interface. Miele Professional laundry machines are specifically designed to rise to these challenges. An integrated display allows multiple settings to be chosen and wash programmes to be selected with ease. Short programme times allow frequent useage and avoid long waiting times. With Miele Self Services, users are flexible as far as times are concerned, benefitting from an uncomplicated approach to laundry care.

Together with tumble dryers from Miele Professional, laundry care subscribes to the highest of standards whilst at the same time being energy-efficient and going easy on resources.

With Miele payment systems, each washing and drying process can be individually recorded and billed. An extensive collection of accessories such as plinths and laundry trolleys are the ideal complements, ensuring sleek and profitable laundry care operations.



### Self service

Sportswear, functional laundry  
evening dress, ski wear, towels



Brilliant performance – **up to 1600**  
sparkling glasses **per hour.**



Example of a dishwasher with two rack levels for crockery, glasses, cutlery, 5-minute cycle and a glassware dishwasher with a capacity of 49 glassware baskets per hour

## Wide ranging solutions for spotless cutlery and glassware



BAR & RESTAURANT

In hotels and restaurants, great attention is attached to spotless crockery and glassware and sparklingly clean cutlery. Besides that, the highest of economic and hygienic standards should be met. The ideal solution is called System4Shine from Miele.

Demands on standards of cleaning differ enormously, depending on the size and degree of specialisation of a hotel. Irrespective of the quantity of crockery requiring cleaning per day or per hour, Miele's System4Shine offers right-sized dishwashers ranging from high-throughput glassware and bistro washers right through to high-performance pass through models which ensure spotless loads in only 50 seconds.

This individually configurable system can be integrated into daily work routines in accordance with specific wishes and requirements. Numerous baskets and inserts ensure the safe and proper cleaning of various loads – including even the smallest of utensils. Various plinths

facilitate ergonomic loading and unloading, reducing levels of physical strain in the hustle and bustle of everyday working life. The use of the newly developed ProCare Shine range of detergents and rinse aid further guarantees particularly effective and sustainable dishwashing.

Dishwasher downtimes in hotels and restaurants result in delays and disruptions in busy workplace processes. Miele's factory service with its network of technicians offers short response times and maintenance contracts geared to individual agendas. In selecting and planning configurations of machines and accessories, experienced experts from Miele Professional are eager to provide assistance.



**Bar**

Glasses, coffee sets



**Restaurant**

Crockery, cutlery



**Kitchen**

Trays, GN containers, pots & pans



# PERFECT RESULTST



When Carmen Stickling took over the Waldklause restaurant hotel from her parents in Gütersloh, she decided to take a different approach ...

Taking over the hotel was the right decision for Carmen Stickling. Just like the decision to invest in Miele machines.

“ ... I will always remain true to Miele Professional!



**You assumed responsibility for the Waldklause in 2011 and invested considerably in the process, for example in renovating the rooms. Did you rethink the use of your machines such as your dishwasher at the time?**

**STICKLING** I grew up in hotels. Even my cradle stood in the hotel kitchen. Over the years, I copied the way my parents worked and their recipes for success. But, at the same time I obviously had my own views on how to successfully run our hotel business and plenty of new ideas. That's why I started trying out dishwashers from other manufacturers as they were cheaper, for example. In the end, though, I stuck with Miele, just like my father.

**How did that come about?**

**STICKLING** After several dishwashers and their results failed to live up to my expectations, I decided to do some research and search for longer-term solutions before once again investing in yet another dishwasher. And so I turned to Miele's advisory services. In face-to-face discussions, I was able to put my questions, for example on per-

formance and the use of the machine. I was also given the opportunity to see the machine in action. The service was perfect in every respect. In addition to that, I was able to order matching detergents and rinse aid together with the dishwasher - consumables which have a very positive effect on the durability of the product. That convinced me.

**Do you notice the switch to a Miele dishwasher in your everyday work?**

**STICKLING** Yes, of course. Alongside regular hotel business, we also cater for larger groups such as christenings, birthdays and similar celebrations. On evenings like those, we easily run around 60 cycles. Our dishwasher has to rise to these challenge with ease. Fast and perfect results are a must so there should be no need to polish glasses manually before we can use them again. And as our dishwasher is situated in an open bar, it has to be as quiet as possible and get on with its job in the background. I can now tick off all these points with a good conscience.

**And have you any other machines in use?**

**STICKLING** Yes. We have two Miele washing machines and matching dryers. Besides that, we invested in a Miele wine unit which now stands behind the bar. And, in view of booking levels, I now want to invest in a glass washer. This move towards working with various Miele machines would have pleased my father. Like me, he always focussed on top quality and felt drawn to companies which subscribed to these values. When it came to cleaning and performance, he would say: "I don't want anything other than a Miele in this place."





Team of experts – **250 technicians** worldwide at your service.

### Miele as flexible partner

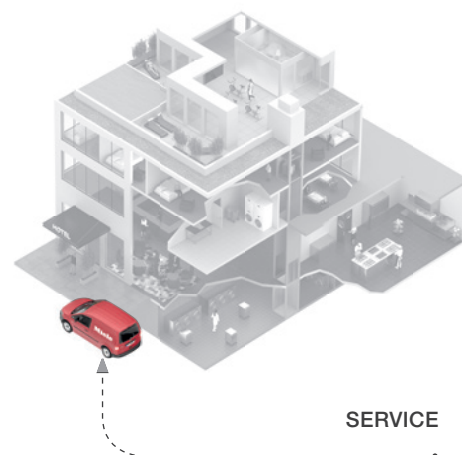
#### Planning services

- + **The following services are available:**
  - Capacity calculations
  - Economic feasibility calculations
  - Process optimisation
  - Project management
  - + Handling of Miele products
  - + Handling of OEM merchandise
  - Provision of planning data

#### Financing: Leasing/rental

- + **Optimised equity ratio**
  - Accounting obligations lie with leasing company/bank
- + **Greater liquidity**
  - No tied-up capital
- + **Taxes saved**
  - Monthly instalments count as operating costs
- + **Full-service rental - additional benefits**
  - No repair costs ever again

## Nationwide deployment for all-round top quality



True to the “Forever better” principle, ensuring the highest of quality and production standards has pride of place at Miele. This is clearly evidenced throughout the entire process chain from the delivery of products to maintenance and machine repairs.

Miele’s service network with over 250 Professional service engineers in Germany alone means that help is available fast and without fuss. It even starts with delivery as Miele’s team of experts provides support in commissioning machines. Regular maintenance and

inspections as well as professional care also ensures maximum safety in operation. Thanks to the quality of Miele products “Made in Germany”, clients profit from extreme longevity and the availability of spare parts for up to 15 years – even if a machine is no longer listed.



### 360° service

After-sales service, pre-sales service, installation, commissioning, maintenance, repairs, spare parts

#### Your benefits: Financing comprises the following services:



##### Site access

Shipment is free to the installation site and is included in monthly instalments. This presumes ground-level access without machine disassembly/reassembly. The decommissioning and disposal of old machines is not included in the price quoted, but can be performed by Miele on request and at the expense of the client.



##### Installation

If assistance from the Miele Service Department is required for further installation work, this will be charged at the going rates.



##### On-site training

Free commissioning by Miele Service



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[www.miele-professional.com](http://www.miele-professional.com)