

Miele

Comprehensive solutions
for hotels and restaurants.

Miele Professional. Immer Besser.



Dear readers,



Visitors in pursuit of time out in hotels, restaurants and bars expect to be spoiled. Everything must be just right: from the atmosphere and the food to immaculate standards of cleanliness. Freshly laundered and hygienic textiles such as serviettes along with crockery and bed linen are essential in making that compelling first 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 following 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 has always characterised development work on our machines – that's why we offer products which stand out in the marketplace and meet the exacting demands of hotels and restaurants.

We would like to wish you great pleasure reading the following pages and plenty of inspiration for your own business.

Markus Miele Reinhard Zinkann

Dr. Markus Miele
Executive Director and Co-Proprietor
Miele & Cie. KG

Dr. Reinhard Zinkann
Executive Director and Co-Proprietor
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Comprehensive solutions for hotels and restaurants.

An on-premise laundry concept from Miele Professional combines first-class quality, flexibility and cost optimisation.

Shorter laundry turnaround times, enduring textile quality and independence from contracts and external price fluctuation have a positive impact on hotel budgets. And, most important of all: Guests see and feel the hygienic cleanliness and high quality of laundry.

A Miele OPL – a worthwhile investment.

We would like to present the success factors behind our comprehensive range of services:

Advice on laundry inventory

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 matching 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. Made in Germany.

Full control over consumption and 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.

Premium service & 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. Planning services from providing advice on site through to works management are provided by Miele, ensuring comprehensive support, also in the case of refurbishment projects.

Financing flexibility Flexibility

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.



**Bar
Glasses**



Service



On-premise laundry

Hotel laundry
Kitchen linen
Guests' laundry
Flatwork





Wellness & Spa

- Towels
- Bathing gowns
- Face cloths
- Turkish towelling



Kitchen & Restaurant

- Crockery
- Glasses
- Cutlery
- Trays
- GN containers
- Pots and pans



Self-service launderette

- Guests' laundry



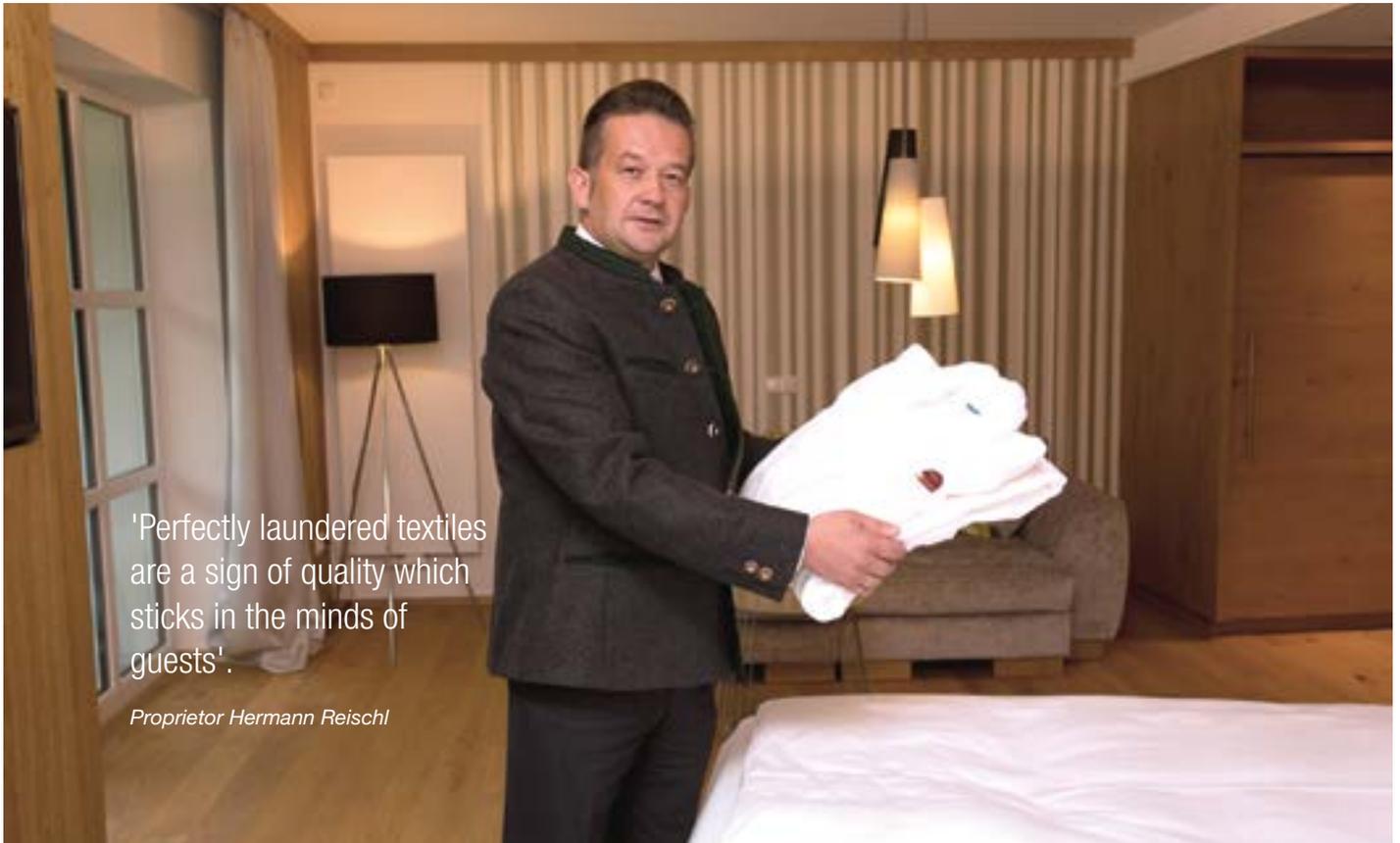
Contract cleaning

- Mops
- Cleaning cloths

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.

The Reischlhof health resort in the eastern Bavarian Forest region of Germany has stood for over 40 years for relaxation and recreation against a spectacularly scenic backdrop. 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.





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 touchpoints 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 our 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.

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

Many hotel owners are under the misconception that an in-house laundry equates to lower levels of profit. 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 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 you recommend to hoteliers with respect to washing and taking care of laundry?

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.



Textiles last up to 15% longer with the patented Miele honeycomb drum.

Well laundered linen as a stamp of quality

On-premise laundry

Over 90 years of experience in laundry technology



The machines illustrated are able to process up to 200 kg of textiles per day.*

Clean bed linen, spotlessly white table cloths and Turkish towelling with a bounce count among the feel-good factors for hotel guests. Miele systems 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.

On-premise laundry



Hotel laundry

Bed linen
Turkish towelling
Flatwork



Kitchen linen

Table cloths
Serviettes
Table runners
Waiters' towels



Further textiles

Curtains
Duvets
Pillows



Guests' laundry

Outerwear
Sportswear

*Supposition: PW 818 with 20 kg load capacity, an 8-hour working day and a cycle time of 50 minutes, including loading and unloading.

Perfect dishwashing results
without the need for polishing thanks
to integrated reverse osmosis



Wide ranging solutions for spotless cutlery and glassware

Up to 3,300 glasses per hour*



Washes 49 glasses
in 55 seconds

Restaurant & Bar



In hotels and restaurants, great attention is attached to spotless crockery, sparkling glassware and stain-free 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 passthrough 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 and pans

* Glassware throughput per hour refers to PG 8165.



Reliable removal of oils and ointments
using special wash programmes

Laundry for a sense of wellbeing

Washed and dried in less than 80 minutes



These 8 kg machines are able to wash up to 240 towels per day on a footprint of only 0.7 m².

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.

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.

Wellness & Spa



Wellness textiles

Towels
Bathing gowns



Spa

Flannels
Towels



Mopstar machines wash and condition mops in just one single step.

Helping hands clean surfaces and floors

Efficient: 54 mops per cycle



Mopstar machines for contract cleaners are capable of tackling particularly heavy and stubborn soiling.

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 are 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 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.

Contract cleaning



Kitchen
Mops
Kitchen towels



Entrance area
Mops
Cleaning cloths



Corridors
Mops
Cleaning cloths



Rooms
Mops
Cleaning cloths



Added value for your guests
by offering private laundry-care services

High-class launderette

Cycle time of less than 1 hour



Simplest operation thanks to four direct-access pushbuttons

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 launderettes to produce spotlessly clean laundry. A fast and thorough solution is provided by Miele Self Services.

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 launderette



Self service

Sportswear
Functional laundry
Evening dress
Ski wear
Towels



Without manual polishing:
Miele machines stand head
and shoulders above the others
thanks to the perfect results
they produce.

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



When Carmen Stickling took over the Waldklause restaurant hotel from her parents in Gütersloh, she decided to adopt a completely different approach. One thing she has remained true to: the dishwashing system from 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 performance 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 bookings, 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.'

The Miele Professional system for hotels and restaurants



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.



Planning services

The following services relating to planning are available:

- Capacity calculations
- Economic feasibility calculations
- Process optimisation
- Project management
 - Handling of Miele products
 - Handling of OEM products
- Provision of planning data

Financing / Leasing



Optimised equity ratio

Accounting obligations lie with leasing company/bank



Greater liquidity

No tied-up capital



Taxes saved

Monthly instalments count as operating costs

Miele as flexible partner

Choose between purchasing a machine outright and a convenient financing plan – to meet your own personal desires. Financing options include leasing and full-service rental. Financing comprises the following services:

Your advantages:



Site access

Shipment is free to the installation site and is included in the 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 at existing connection points (as per Miele installation plan)

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



On-site, on-the-job training

Free commissioning by Miele Service

Full-service rental includes the following services in addition to payment in instalments:



No repair costs ever again

Germany

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Immer besser

Since 1899, Miele - a family-run company - has subscribed to a clear corporate philosophy condensed into the two words 'Forever better'. Two words which form the bedrock for the highest of quality and production standards and have given rise to the innovating prowess of a brand 'Made in Germany'. A brand promise which gives commercial users the certainty of having chosen the right product.

Award-winning

An unerring focus by Miele Professional on top quality and dependability is the reason why Miele has been repeatedly voted best and most reliable brand by users. In major consumer surveys, Miele's product brand also comes out top in the 'Fair production conditions' category.

Single-source supply

Miele Professional offers commercial users durable and long-lasting laundry machines, dishwashers, washer-disinfectors and sterilisers together with accessories and standards of service and pre-sales advice which are of a similar quality. And, if things should go wrong, Miele's after-sales service operation has been acclaimed for many years in succession for its excellence.