

WetCare[®]

Professional fabric care for the future

Our complete WetCare[®] system includes washers, dryers, detergents and finishing equipment



WetCare®

The green alternative to drycleaning

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 all articles of clothing that normally are dry cleaned. 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.

Miele
PROFESSIONAL

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



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 for wash and 23 minutes for dry.**



2) Detergents

Due to their special formulation the LANADOL products created by Kreussler are essential for gentle and successful wet cleaning. 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 with only three products.

3) Finishing equipment

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

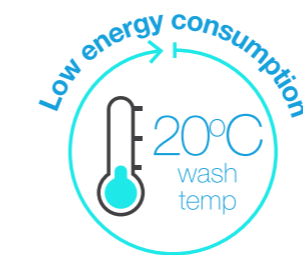
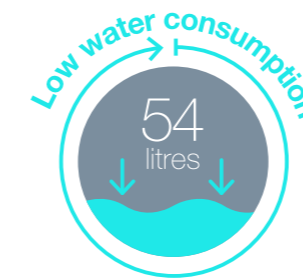


Key benefits of the WetCare® system

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 20oc, 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.

Our 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.

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





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.

- 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



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.
- Miele's unique honeycomb drum provides the gentle processing of sensitive garments.
- 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

“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®

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