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PROFESSIONAL

WetCare®

Professional fabric care for the future

Produced on behalf of Miele Professional by Laundry and Cleaning News

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Miele Professional WetCare brings real benefits

When Sheffield's Goodman Sparks decided to update its drycleaning service, it realised the future was not necessarily in solvents. Concerns about the environmental impact of perc and the ability to deal with a wider range of textiles, led it to replace one of its two perc machines with a Miele Professional WetCare system.

Managing director Jonathan Sparks admits that, initially, he wasn't fully convinced that wetcleaning was the way to go. But after a visit to the Miele showroom where he could see the system in action, testing it out with garments that he had brought with him, he was won over.

"Our main fear was putting items in when they said 'dryclean only'," he says. "But it works."

The system was installed in November 2013 and has not only brought environmental benefits to the business but it has also meant items that used to be sent off site can now be processed in the shop. That, and the fact that the running costs for wetcleaning are cheaper than for drycleaning, has meant profits were up – by 12% last year, compared to the previous year, according to managing director Jonathan.

"The big win for us has been dresses with beads," Sparks says. "If put into drycleaning, the beads will melt, so in the past we had to send them away. But now we can put them in the wetcleaning machine."

Other items that can now be done in-house include suede and leather goods and wedding dresses. But more high profile locally was 'Digs the Dog', the mascot for St Luke's Hospice, which has now been brought into the Ecclesall Road shop three or four times for a spruce-up.

Shop manager Jonathon Chapman said: "Our new wetcleaning system is ideal for items like Digs – a thorough water cleaning system that does not damage delicate fabrics."

When the Miele WetCare system is not being used for wetcleaning, Goodman Sparks uses it for laundry, including for processing duvets and other large items that come through the door.

Green – a selling point

GW Commercial's Daniel Booty set up Clean & Green in Epping, Essex not only to provide an environmentally friendly drycleaning alternative for customers in the area but also to act as a working showroom for the Miele WetCare system he was marketing



to drycleaners, a business that had been growing over the past couple of years.

The high street shop, which is set up only with wetcleaning and finishing equipment, is open plan, so customers can see the equipment in action, with white walls and tiled floors to give it a clean and tidy feel. Miele brochures by the till let customers know about the benefits of wetcleaning. The smell when they walk in is of laundry rather than solvent.

From the start, the look and name of the shop has attracted high end designer items, in addition to the usual range of shirts and drycleanables, all of which are processed using the Miele WetCare system. Packaging is quality, from tissue paper to hangers, in keeping with the quality feel. And the service promised is same day.

"There are two forms of wetcleaning,"

The advantage of the Miele system, Booty says, is that it is not only robust and well built but that it can also deal with unusual items, such as leather, handbags, sheepskin boots, beaded garments and wedding dresses, better than other wetcleaning systems. In addition, servicing is same day/next day.

"If someone came to me and wanted to set up a shop, I would recommend they purchase a wetcleaning system," Booty says.

Professional service

One satisfied customer was Iain Weir, operations director for LaundryRepublic, which was set up in 2009 to provide a quick, convenient laundry service for workers in the city of London. Busy city centre office workers deposit their clothes in lockers and pick them up again when they are done.

"We rapidly became the biggest company

"Choosing Miele Professional has had a very powerful impact on our customer base"

Booty explains. "Previously, we did a 25-minute wash and 4-5 minutes of drying, after which clothes are still damp so they need to hang for an hour before they are pressed dry. But now we have changed to 'dry to dry' processing. Clothes are still washed for 25 minutes, but they then go into the dryer for 35 minutes, so they come out completely dry and go straight to the finishing equipment, meaning we can offer a same-day service."

For now, pricing is on a par with other drycleaners in the area but, Booty says, the long-term plan is to "put a premium on what we do".

offering the service in London and were using overnight capacity of other laundries to meet demand," Weir says. "As the business grew, we wanted to do this ourselves and started to research different options. We started looking for premises and wanted to do something sustainable and high quality. After looking at alternatives to standard drycleaning we found Miele WetCare, which is safe and sustainable, leaves clothes without that 'drycleaned' smell and they feel much better than drycleaned clothes. We really think that Miele WetCare is the future of the industry and so wanted our service to use it."

Miele introduced Weir and his colleague

David Lambert to Daniel Booty, who prior to selling laundry equipment had also worked in the City. "We felt an immediate synergy with him," Weir says. "Service was really important to us and we felt confident we would get that with Miele. We have already been using two smaller Miele machines and have had great results from them so we knew they would be the right choice for our new premises."

LaundryRepublic ordered six machines which were installed in March 2015.

Wider range of customers

Brendan and Cheryl Duffy spent several months researching the drycleaning industry before they opened Acorn Cleaners in Accrington, Lancashire. They looked at traditional drycleaning methods but in the end turned to wetcleaning because it was less harmful to the environment. After investigating various wetcleaning packages, they chose Miele because of the reliability of its equipment and the quality of the finished product. The Miele Professional 20kg Profitronic WetCare System and 20kg dryer were installed in November 2013.

The system has enabled them to not only process the normal range of items brought into a drycleaners but also down and feather items such as duvets, quilts, jackets and sleeping bags, as well as blackout curtains and blinds.

"Choosing Miele Professional has had a very powerful impact on our customer base; the brand is instantly recognised and acknowledged as the market leader, representing quality, reliability and trustworthiness," comments Cheryl Duffy. "Being associated with the brand has helped us build a repeat customer base very quickly, and allowed us to achieve 1,000 customers within the first three months of opening."

Savings and service

One company that can testify to the benefits of using the Miele WetCare system is London-based Dry Cleaning by Olivia. It was the UK's first certified Miele wetcleaner. The company had bought a Miele Professional dryer in 2008 and was so pleased with how it performed, including its ability to dry a range of materials in one go, that when it came time to replace its washer, Miele Professional was its first choice.

"Using Miele Professional machines has totally changed our business and the money we can make," comments owner Kem Hakki.

"It has meant that we can offer a lot more to our customers – we can clean sheepskin boots, silk saris, leather, suede, and sequin dresses as well as really dirty things (like football kits, kids clothing, blood stains and so on). We can also clean around the clock – for

How does the Miele WetCare system work?

The Miele WetCare system uses Miele Professional washers and dryers and a safe, biodegradable detergent and is able to clean not only suits and other articles that are normally drycleaned but also specialist items such as sheepskin boots and leather jackets.

The washing cycle uses 30% less water than conventional machines and can clean at as little as 20°C, reducing energy consumption by 50%. The machines are easy to run – they do not require a solvent licence, and can be left to run without the need for constant monitoring. The chemical dosing required for each cycle is automatically programmed; the machine controls the pump and chemicals are automatically adjusted depending on the cycle.

Miele's patented honeycomb drum gently cushions fabrics away from the drum. Miele's washing machines also 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, meaning that loads can be safely washed in as little as 22 minutes.

Les Marshall, sales and marketing director, says: "We are confident that drycleaners who try the Miele Professional WetCare system will not look back. With WetCare's potential to not only reduce energy costs and use of solvents, but also increase the range of items that can be cleaned in-house, we believe that more and more drycleaners will be switching to WetCare once they see what it can do."

example, a suede or leather coat takes 20 minutes to wash, with restoration afterwards."

Miele installed the WetCare machines and since then, Hakki says, it has received excellent service.

"If I ever have a problem (which is very rare!) it doesn't take long for Miele Professional to come back with a solution," Hakki explains. "Using WetCare also means that we are doing our bit for the environment – this process uses less chemicals and, of course, it's also cheaper to run – our electricity bills have gone down."

To find out more about the Miele Professional WetCare system, please call 0844 893 6907.



The Clean & Green shop in Epping.

All photography: Smile Photography

WetCare®

Safe, effective, green.

The true alternative to drycleaning
from Miele Professional



**Safe, gentle and effective
on garments such as:**

Wedding dresses	Lace fabrics
Sheepskin boots	Silk garments
Leather coats	Suede garments
Leather bags	Suits
Persian rugs	Shirts
Delicate fabrics	

WetCare®

Professional fabric care
for the future

- Excellent cleaning results on items that are normally drycleaned
- Safe, environmentally friendly, solvent-free process
- Can also clean large standard items such as duvets
- Fully programmable to your specific requirements
- Low energy consumption and wash temperatures

Pioneered by Miele in 1991, wet cleaning has developed into a true alternative to the traditional drycleaning process. More and more customers are not just appreciating the greener more natural process, but are enjoying the quality of the cleaning along with the fresh smell and soft feel of their delicate and 'dryclean only' garments.

But it's not just your customers who will love it. Easy to install, programme and use, the Miele Professional WetCare® system is hugely efficient on energy and water usage and can even be used to clean standard large items such as duvets and blankets.

With Miele's reputation for reliability and longevity there is only one wet cleaning system to consider. WetCare® from Miele Professional.



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