

**Miele**  
PROFESSIONAL

# WetCare<sup>®</sup>

Professional fabric care for the future

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# WetCare<sup>®</sup>

The green alternative to drycleaning

The safe, environmentally friendly and effective cleaning system for materials and fabrics including:

Wedding dresses  
UGG<sup>®</sup> 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.



Professional WetCare cleaning system incorporating systems and products from:

**Miele**  
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RENZACCI UK PLC

  
kreussler  
TEXTILE CARE

## The Miele solution

### 1) Miele Professional

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.

### 2) Renzacci UK

Wet Cleaning requires specialist finishing equipment as part of the process. In conjunction with Pony SpA, the world's leading manufacturer of finishing equipment for the laundry and drycleaning market, Renzacci UK plc has a high quality range of equipment to allow the processed garments to be expertly finished to exacting standards. The equipment uses specially designed tensioning and stretching finishers for both jackets and trousers, with final touches and detailing being applied on the powerful vacuum and blowing table.



**PONY**



## 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 20°C, 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.

### 3) Kreussler

Due to their special formulation the LANADOL products 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 3 products.



LANADOL AKTIV - Special cleaning and fiber protecting agent with color-stabilizing effect.



LANADOL AVANT Dirt remover for extreme soils.



LANADOL APRET - Fiber protecting agent with finishing and antistatic effects.

For special applications LANADOL LICKER, LANADOL ABAC, HYDROB FC and HYDROB EASYDRY complement the range of wet cleaning products. The LANADOL products meet the requirements for the "Blue Angel" environment award!

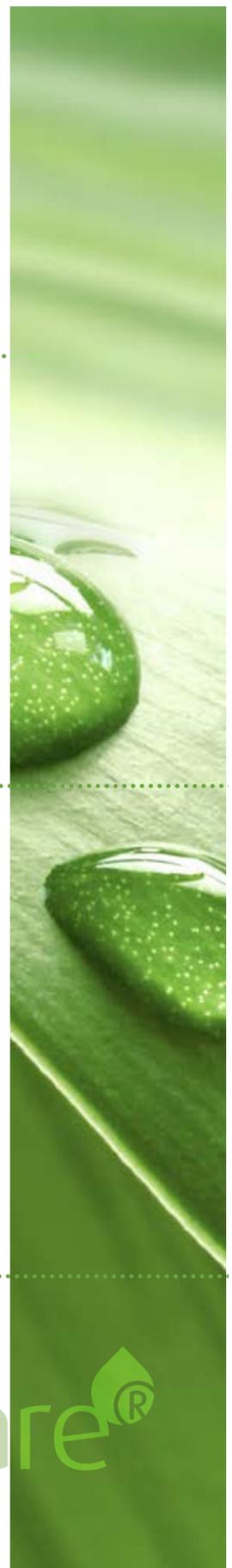
### Market leading performance

- 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.
- Miele's 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 the dryer, meaning that loads can be safely washed and dried in as little as 25 minutes.

### Simple to use

- The WetCare system is easy to install and requires no 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.

WetCare®





## 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 Ugg 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.

### Miele Technology

- The washing cycle uses 30% less water than conventional machines and can clean at as little as 20°, reducing energy consumption by 50%
- High G Force reduces moisture levels in the garments meaning that less time is spent in the dryer
- Miele's patented honeycomb drum gently cushions fabrics away from the drum

“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

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## Training

Full training on the Miele WetCare system is available in a variety of different packages. Up to two training courses will be running each month at the WetCare centre in Feltham and full test washes will allow customers to try before they buy.

## Contact details

For more information please contact

Miele Professional  
Fairacres  
Marcham Road  
Abingdon  
OX14 1TW

**0845 3656608**

**[www.miele-professional.co.uk](http://www.miele-professional.co.uk)**



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