

Miele
Miele
PROFESSIONAL
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Revolution in Cleaning and Disinfection

MopGiant



Who we are

- Miele manufactures domestic & commercial premium appliances
- Miele is a family-owned and run company,
 - 1899 founded by C. Miele & R. Zinkann
 - 4th generation runs the business today
- World Headquarters located in Gütersloh, Germany
 - 16,000 employees
 - \$3.5 billion in sales
- USA Headquarters located in Princeton, NJ
 - Celebrating our 26th year in USA
 - Service and Warehouse in NJ



What we do

- Miele Professional represents precise critical cleaning for many applications
 - Laboratory Glassware Washers
 - Dental Disinfectors
 - Dishwashers
 - Laundry Systems



Recognition

- 2009
 - Winner of Germany's best product brand
 - Beating renowned brands such as Mercedes-Benz, BMW & Bosch

- 2008
 - Miele's dishwasher, coffee system and induction cooktop awarded Good Design Award by the Chicago Athenaeum, Museum of Architecture and Design

- 2007
 - Most successful company in Germany
 - Miele beat previous year's winner Google & runner-up Porsche



**product
design
award**

2011



MopGiant – The Market Solution

- Specialized microfiber mop and cloth cleaning
- Economic operation, thorough cleaning and gentle fabric treatment
- Patented process technology
- Selling the whole microfiber process solution
- Protecting and extending the life of the microfiber investment



MopGiant – Machine Features and Benefits

- Patented honeycomb drum
 - Unsurpassed cleaning action and garment protection
 - Specially designed holes that don't break the garment fibers
 - 183 additional perforations in drum rear panel to facilitate debris flushing



MopGiant – Machine Features and Benefits



- New drain valve
 - Enlarged diameter, rounded form for easy installation
 - Unimpeded drainage to avoid clogging



- Large capacity with space efficiency
 - 15 lbs capacity with 42 minute wash cycle for quick turn around
 - Built in heating elements which provides hot water disinfection

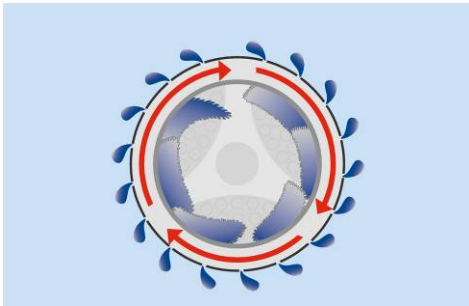


- Easy to use
 - Easy to understand control panel
 - One machine offers multiple programs, no matter the cleaning need

MopGiant – Machine Features and Benefits



- Innovative liquid dispensing pumps
 - Hook up for 6 pumps standard which allows use of multiple detergents
 - Level-fill control for all 6 pumps



- Patented application technology
 - Pre-spinning and rinsing to flush out dirt before the washing process starts
 - Capable of switching between microfiber and cotton mops to satisfy a broad customer base



- Proven disinfection
 - Disinfects with high temperature water (185° F) and avoids the damage caused by chlorine bleach
 - Machine verifies the disinfection wash process or a fault code is listed as a safeguard for customers

MopGiant – Machine Features and Benefits



- Flexibility
 - Compact footprint makes installation and movement of the machine easy
 - Additional machine programs available beyond the controller, one machine for just about any washing need

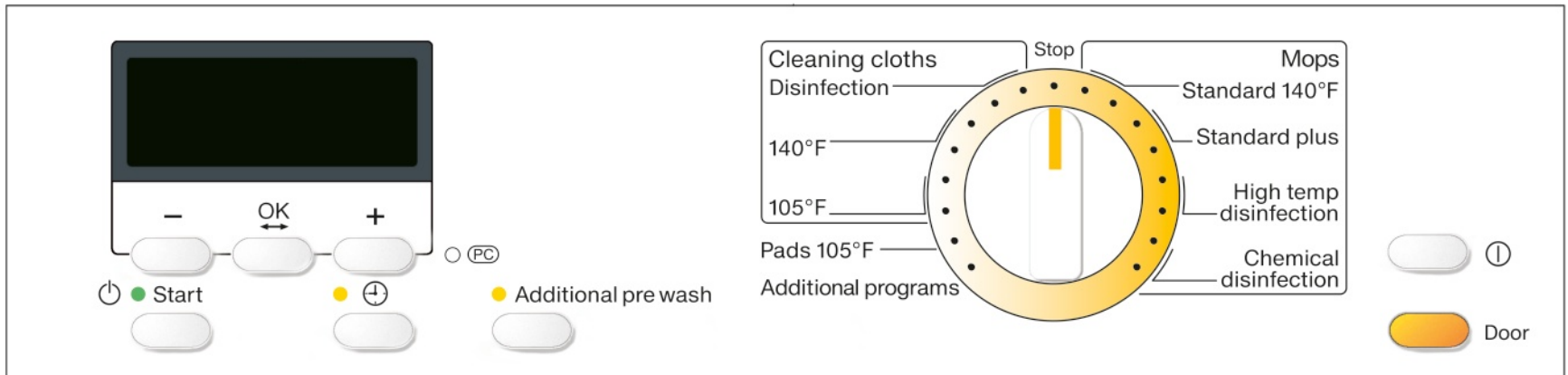


- Conditioning of cleaning cloths
 - Last step of the wash process infuses the cloths with the cleaning agent - offers chemical and labor savings
 - Precise dosing which offers a standardized process



- Accessories
 - Variety of bases, filter boxes and pumps to assure the optimal installation
 - Easy installation and operation to accommodate most locations

It is a unique machine



- Specialized mop programs
 - Patented cleaning processes
 - Easy operation (available in Spanish as an option)
 - Highest safety standard in disinfection cycles

Why is proper mop cleaning important?

- Mops & cleaning cloths are a large expense
 - The right cleaning method can double or triple the lifecycle of a mop or cloth
- Mops & cloths are often disposed because of too much residual dirt on the fibers
- Poorly cleaned mops & cloths have reduced performance, which results in a major decrease in productivity of the workforce
- Microfiber mop heads are designed for repeated use, with some of the leading products on the market designed to withstand 500 detergent laundering cycles (200 when bleach is used)

Value of the wash load

■ Residential



- 2 pair of jeans
- 2 sweaters
- Socks, T-Shirts
- Total: \$200

■ Mop



- 36 microfiber mops
24" wide
- \$15 each
- \$540

■ Cleaning cloth



- 150 microfiber cloths
- \$4 each
- \$600



Protect the investment

Reasons for avoiding a residential top loader?

- 4 times higher water consumption
- Dryer required (due to low spin speed)
- No specialized mop cleaning programs
 - Mops & Cloths don't clean properly
 - Higher investment due to decreased mop/cloth life span
 - More labor in the cleaning process
- Less durability of the machine
- Commercial use of the residential machine usually voids the warranty



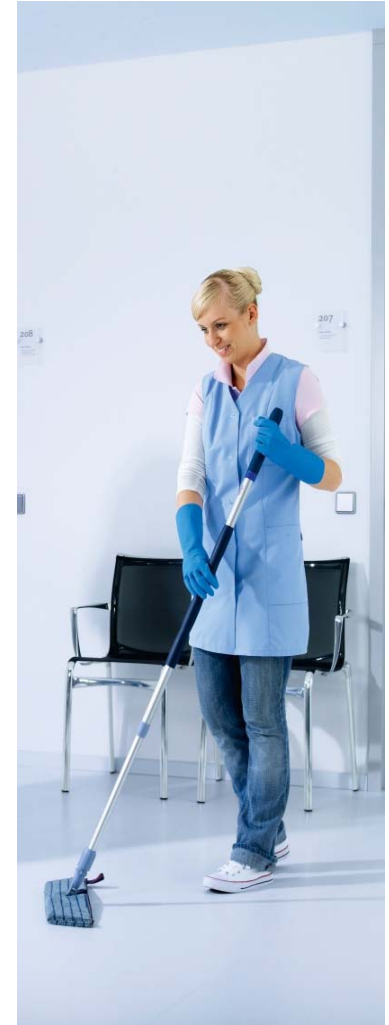
Cost of ownership is higher

The appeal for customers?

- The advantages of Miele's MopGiant
 - Fast cleaning cycles
 - Highest level cleaning results
 - Increase in productivity
 - 100% process control
 - Savings in worker efficiency - up to 40% increased productivity with conditioning feature



MopGiant saves the customer money



Other Laundry Solutions

- Large laundry solutions
 - 10 kg/23 lbs to 32 kg/70 lbs
 - Fully programmable machines
 - Matching dryers with residual moisture sensors to perfect drying of garments
 - Disinfection programs through high temperature and chemistry
 - Multiple healthcare environment cleaning solutions
 - Mops & cleaning cloths
 - Facility laundry
 - Privacy curtains
 - Staff garments



Primary Target Markets

- Schools
 - 96,000 public schools
- Universities
 - 4,084 (4 year: 2,363, 2 year: 1,721)
- Hospitals
 - 5,795
- Restaurants
 - 560,000
- Nursing Homes
 - Number of nursing homes: 16,100
 - Number of beds: 1.7 million
 - Occupancy rate: 86 percent
- Casinos
 - 500
- Airports
 - 100 with 750,000 passengers or more annually
- Museums

Unique Dishwasher Solution

- The only commercial freshwater dishwasher in the USA with commercial NSF approval
 - Commercial quality, tested for 15,000 operating hours
 - Compact residential footprint: 24" wide
 - Fresh water-wash system, max. with high temperature, 185° F sanitization
 - Low water consumption: 6.3 gallons per cycle
 - Quiet operation: 61 dB
 - Upper basket height adjustable
 - Circulation pump, 106 gallon per minute
 - Built in water softener
 - Drying system: pulsing heat
 - Fastest program cycle: 18 minutes



Thank You

