

Press Release

With 46 years of history, this Navarre company is considered a reference in Spain for its practices and use of environmentally conscious cleaning techniques in the dry cleaning industry.

Miele Professional and Tintorería Laura join to instruct on the techniques of ecological cleaning practices.

Tintorería Laura and the division of Miele Professional from the multinational German company have reached an agreement to collaborate making the Navarre dry cleaner a centre of reference in the instruction and implementation of ecologically conscious cleaning practices. Under this agreement, joint training and information sessions will be held aimed at professionals in the industry as well as distributors of the multinational company.

On June 28th, the first training day took place with participants from five distributors of Miele Professional Basque Country, Aragon and Catalonia. The training was provided by the commercial director of Miele Professional of Spain and Portugal, Paulo Silva, and technical consultant for cleaning systems and programmer, Jordi Jardí.

The training session consisted of both theoretical and practical instruction, focusing on the WET CARE method, patented by Miele and Kreussler, a process of comprehensive professional cleaning that uses biodegradable soaps awarded the seal of environmental care "Blauer Engel / Blue Angel" instead of solvents that are harmful to the environment. WET CARE system offers extensive benefits to the customer "for its respect and care of the environment, its deodorizing results, effectiveness in dissolving stains of organic origin, and for dramatically improving the results of traditional dry cleaning", says director Miele Professional commercial Spain and Portugal, Paulo Silva.

The day also featured the presence of Encarna Calvo and Joan Duran, manager and commercial director of the company Distribuciones Seymo, distributor of products and machinery Kreussler Miele Professional in Spain. As of October, the upcoming sessions will be held at the Abejeras Street premises.

Tintorería Laura boasts 46 years of history, is a benchmark in the professional cleaning sector and offers a wide range of services. In its firm commitment to its customers, Tintorería Laura has always been committed to innovation and improvement, investing in technology and machinery and using systems and methods that are respectful of the environment.

For its part, the German company Miele has extensive experience in imparting solutions in the field, always taking special care to respect the environment and obtaining perfect results in all areas of investigation.

About the company: Miele is a company of German origin, founded in 1899, specializing in the production of household appliances: washing machines, dryers, dishwashers, refrigerators, vacuum cleaners, coffee machines, ovens, plates, etc., as well as equipment used in the medical field and industry. Their philosophy, "ImmerBesser" ("always better") has them constantly strive for innovation in product creation, aiming for high, durability, energy and environmental efficiency and ease of use and care.