Miele

Press release
No. 029/2025

appWash: Start-up records rapid growth with “laundry as a service” business model

- Digital operator concept for residential complexes and campsites
- From intrapreneurship spin-off to successful European player
- Founders worked at Miele until 2018

Gütersloh, March 21, 2025 – Five years after being founded, the first start-up to emerge from Miele, Miele Operations & Payment Solutions GmbH, already has over 300,000 users and generates sales in the double-digit millions. Founded in 2019, the company equips laundry rooms in student residences and blocks of flats under the appWash brand. Its latest business segment is campsites. The business model is based on a digital platform: appWash installs appliances and software, users book free washing machines and dryers via the app and make cashless payments.

The facility owner also benefits from the business model: appWash handles all payment processes and user queries as a service or, alternatively, takes over operations completely. “When we started out in 2019 with the support of Miele, appliances were still equipped with coin-operated machines that had to be emptied regularly and were sometimes broken into,” says Martin Hünten, joint Managing Director alongside Frederik Wiedei. “The outsourcing of laundry room operations by the building owner to us and the associated pay-per-use model for users were also new territory for Miele,” adds Wiedei. Today an appWash machine is started every four seconds. The start-up’s installations have also been available at well-equipped campsites for some months now. In 2024 alone, more than 10,000 campers took advantage of this convenient way to do their laundry.

Both Managing Directors were previously employed in Miele’s Smart Home division. As part of the development of new business models within Smart Home, they created the concept for appWash, which they presented to the in-house Miele Venture Capital unit (MVC) in an internal pitch in 2018. “We were very impressed by the innovative strength, market relevance and proximity to our core business,” says MVC Co-Managing Director Dr Christian Zangs. “We have supported and promoted appWash on its path to success with start-up investment and the necessary consulting services, such as drafting contracts with suppliers.”

The bond with Miele remains close. appWash relies on Miele Professional machines for its laundry rooms. And Miele’s Little Giants proven their worth: these washing machines and

tumble dryers are designed for typical loads, but modified for higher continuous use than standard household appliances.

Strategy aligned with Miele's professional business

"In recent years, appWash has become a real success story," says Dr Christian Kluge, who heads the Professional branch at Miele. "That's why we've transferred further support for appWash from MVC to the Professional Business Unit. appWash fits perfectly with our strategy. As in other areas, we offer a system solution with appWash – from the appliances to software to service." Kluge sees a growing need for end-to-end solutions in many industries, not least because it is becoming increasingly difficult to recruit staff.

appWash is now represented in over 25 countries. The company is headquartered in Gütersloh and currently employs 20 people. More than 300,000 people across Europe use appWash regularly.

Since 2022, Miele has been promoting company spin-offs through its own intrapreneurship programme, Pioneering GmbH. Employees can pitch new products and services that are a good fit for Miele. If a business idea proves worthy of funding after several pitches, Pioneering GmbH and Miele Venture Capital support the market launch. At the same time, Miele Venture Capital invests minority stakes in start-ups that offer significant added value for Miele and its customers, either from a technological perspective or due to their business model.

Media contact
Michael Prempert
Phone: +49 5241 89-1957
Email: michael.prempert@miele.com

About Miele: For more than 125 years, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are six photographs with this text

Photo 1: Doing laundry is easy with appWash from Miele. Appliances are booked and paid for via an app. (Photo: Miele)

Photo 2: Encounter at the big laundry facility in a student hall of residence in Bielefeld. appWash offers “laundry as a service” and specialises in communal residences. (Photo: Miele)

Photo 3: Miele Professional laundry machines are available for students at the Nordpark campus in the city of Bielefeld. Known as Little Giants, these appliances are ideal for typical household laundry loads. (Photo: Miele)

Photo 4: Frederik Wiedei (left) and Martin Hünten have developed appWash into a flourishing start-up. The company’s laundry rooms are mainly located in student halls of residence and blocks of flats. Well-equipped campsites are a new sphere of activity. (Photo: Miele)

Photo 5: State-of-the-art communal laundry facility at the Westend campus in Bielefeld. Washing machines and dryers are booked digitally with appWash and payment is also made via the app. (Photo: Miele)

Photo 6: Miele appliances are durable and reliable. If something does not go according to plan during the scheduled washing process, appWash offers online assistance. (Photo: Miele)

Text and photo download: www.miele-press.com

Follow us on: Miele

miele

Miele | Miele Professional

Further information on this topic is available to users on www.miele-professional.com