Howe Keld’s Economical Miele Laundry System

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Howe Keld is an established and award-winning, modern style bed and breakfast in the Lake District National Park area. The hotel was refurbished using sustainable and local materials and the company’s core value of eco-green living is at the heart of everything they do. In fact, their company motto is ‘Howe Keld, the natural place to stay’.

Jerome and Laura Bujard moved to the UK from Switzerland where they ran a successful, family-owned restaurant using Miele Professional equipment.

Impressed by their experience with the brand and the reliability and durability of the products, Jerome decided that he would bring Miele Professional into the Howe Keld business. The dishwashers in their previous restaurant were still going strong after 10 years, so there was no question who they would turn to when building the hotel’s new on-premise laundry.

The machines that the couple inherited at Howe Keld were in desperate need of renovation to something more modern and, crucially, environmentally friendly. The hoteliers we referred to Millers UK Ltd as the partner who would be able to help them choose the equipment that best suited their needs.

Accommodating from start to finish, they assessed the capacity of the old machines and recommended Miele Professional equipment of equivalent sizes.

Although tied to the layout and location of the laundry, Millers UK Ltd worked with the Bujard’s to design the flow of the room. After consultations, they decided to purchase the 8Kg PW 6080 washing machine and matching PT 7186 dryer.

Discussing their decision to invest in a Miele Professional on-premise laundry, Jerome Bujard said; “Having an on-premise laundry has made a massive difference to our services. Before we were having to take the laundry to a separate washing location and then having to bring it back to iron – it was extremely time-consuming!

“We have been really impressed with Miele Professional and they’ve proven time and time again that their machines are reliable and durable. The whole process of installing the laundry has been so efficient and we really trust that the products will last year on year!

“An important factor for us was choosing a company that echoes our green motto. Miele Professional is dedicated to sustainable and cost-effective equipment which meant they were an easy choice for us.

The machines last for years, meaning we could minimise our environmental impact by not needing to replace them each year. We were also assured that the machine will be easily recyclable, which is great!”

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