

Press release

AppWash by Miele selects payment platform from Rotterdam

Rotterdam, January 14, 2020 - [appWash by Miele](#) is the digital solution for laundry rooms, whether it be in an apartment block, a student residence, a campsite or any other environment with shared washing machines and tumble dryers. Until today, many of these self-service laundry rooms are coin or card operated. Users just download the appWash app, sign up, top up their prepaid balance with PayPal, credit card or other cashless payment methods, select a machine and a program, load their laundry and wash.

Ready for the digital era with Miele Operations & Payment Solutions

For a traditional appliance manufacturer, it could be a challenge to be agile and move fast into this digital era. That's why Miele Operations & Payment Solutions is founded earlier this year. This 100% Miele subsidiary is led by Frederik Wiedeï and Martin Hüntén, formerly employed in Miele's digital innovation lab. Frederik: 'With appWash by Miele we deliver a digital service of the future that develops and sells state-of-the-art technology for laundry rooms all over the world. However, instead of appointing two or three people in each country where Miele is active, we decided to create this separate start-up. In this way Martin and I can fully focus on the self-service washing market and the roll-out of appWash by Miele across Europe, offering innovation and quality from a single source.'

Involtum selected as experts for appWash payment platform

Miele Operations & Payment Solutions partnered up with Involtum, a Rotterdam based company specialized in customer specific energy portals, smartphone apps and flexible payment methods. Frederik: 'What Miele brings along in this partnership is the whole customer base, the Miele hardware and the sales network. Martin and I take care of the business development part as well as marketing activities, some legal topics and the roll-out of appWash by Miele. We selected Involtum as our partner, as they are experts in pay-per-use software. They have built a very powerful platform to handle payments from a technical and a process point of view and they developed the whole digital front end: the app for the users as well as the portal for the operators, and they take care of the whole billing process for the operator and connect appWash to different payment methods and providers. Not only do they help us with their great platform and expertise, they are also fantastic people to work with: pragmatic, fast and fun, and we share our strategic views and goals for the business. A great partnership.'

A bright future ahead for appWash by Miele

'So far we brought the app online as well as the portal for operators, and we rolled out appWash by Miele in Germany, the Netherlands and Austria', says Frederik. 'Now we started to train the Miele sales teams and technical teams country by country, so they can sell and roll-out appWash by Miele throughout the rest of Europe by the end of 2020.'

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About Involtum

Involtum is market leader in the processing of energy transactions, current market leader for temperature-controlled road transport and leading electricity service provider for the leisure market. With their platform Involtum offers businesses solutions that can be marketed under their own label or they can use one of the labels provided by Involtum. Involtum's electricity supply concepts enable users to activate electricity and other utilities using their smartphone, gain real-time insight into their consumption, to receive customized bills and enjoy easy and quick payment possibilities.