

Miele & Cie. KG

Pre-meeting research memo · Sample

Zusammenfassung

Family-owned German premium appliance manufacturer founded 1899, headquartered in Gütersloh (NRW). Serves both consumer (washing machines, dishwashers, vacuum cleaners) and professional (laundry, dishwashing, medical/lab sterilization) segments. €4.96B revenue FY 2023/24, 23,000 employees globally.

Memo

Snapshot

Miele & Cie. KG is a German-headquartered manufacturer of premium home and professional appliances, founded in 1899 by Carl Miele and Reinhard Zinkann in Herzebrock and now based in Gütersloh (NRW) [1] [3]. The company remains family-owned into its fourth generation, with production facilities in Germany, Poland, Romania, the Czech Republic, and China.

Recent news (last 90 days)

Continued expansion of Polish production capacity for washing machines to serve EU demand [2]
Ongoing rollout of sustainability targets for 2030 (energy efficiency, circularity of appliances) [2]
Reported approximately €4.96B revenue for FY 2023/24 with stable margin profile [2]

Key people

Managing partners from both the Miele and Zinkann families listed in the German commercial register [3]
Executive board members visible on LinkedIn covering finance, operations, and international markets [4]

Likely negotiating position

Likely: As a premium-positioned family-owned business with no external investor pressure, they optimize for long-term brand reputation and product quality over short-term volume. Multi-year framework agreements and professional-channel commitments unlock more flexibility than one-off consumer orders.

Likely: They value distributors who invest in service quality and after-sales support in-market; a new partner will need to demonstrate technical service capabilities before pricing conversations become productive.

Questions to ask

1. What are your typical lead times for the Professional laundry line into EU distribution in Q4?
2. Do you offer distributor-tier discounts for multi-year commitments, and how are they structured?
3. Which product lines are currently manufactured in Poland vs. Germany, and how does that affect COO for our re-export?
4. What's your after-sales response-time SLA for the Professional channel in [buyer's country]?
5. Can you share a reference customer in [buyer's industry] within the EU?

[1] Miele & Cie. KG · Company profile

<https://www.northdata.com/Miele+%26+Cie.+KG,+G%C3%BCtersloh>

[2] Miele Group · Annual Press Conference 2024

<https://www.miele.com/en/com/press-releases.htm>

[3] German Company Registry · Miele & Cie. KG

<https://www.unternehmensregister.de>

[4] LinkedIn · Miele

<https://www.linkedin.com/company/miele/>

[5] TARIC EU · Household laundry machines (HS 8450)

https://ec.europa.eu/taxation_customs/dds2/taric/