

Sudsies Garment Care and the Wet Cleaning of Couture

Leading dry cleaner relies on Miele Professional sustainable wet cleaning technology for luxury brand garment care

SUDSIES GARMENT CARE



ABOUT SUDSIES GARMENT CARE

Sudsies Garment Care is an award-winning dry cleaner serving customers in South Florida. Founded in 1996 by Jason Loeb, Sudsies offers full-service dry cleaning, laundering and wet cleaning of couture and luxury brand garments. They currently have two wet cleaning facilities in operation and 39 pick-up and delivery vehicles in use. Known for an intentional focus on sustainability, Sudsies provides services in Dade, Broward and Palm Beach counties, as well as neighborhoods including Boca Raton, Miami Beach, Brickell, South Miami, the Design District and Ft. Lauderdale.

Wet Cleaning in Action

In 2008, Sudsies saw a significant opportunity to drive growth by increasing its designer garment business. While the opportunity was exciting, Loeb knew it wouldn't be easy, as meeting the needs of couture customers would require the most advanced cleaning technology. Loeb's interest in European fashion houses led him to Miele, a high-quality, premium European brand. When Loeb first met Paulo Rocha, Miele Professional's Head of Sales, HCS Business Unit, North America, he knew Miele would be a good fit for his quality garment care needs.

"I immediately saw that Miele's technology was a differentiator and recognized its incredible potential for me as an entrepreneur looking to grow my business," said Loeb. "Miele prioritizes educating others on the process and its history, as well as debunking myths. People in the industry think that they won't be able to clean materials like leather or fur, but Miele wet cleaning can do that and more — offering a more thorough cleaning."

In 2018, Sudsies purchased its first Miele washing machine, the PW 6321 75 lbs. washing machine. Within weeks, the company added 16 more Miele machines to its roster. According to Loeb, Miele's comprehensive technical support made all the difference. "Miele takes their sales a step further and really educates their customers on the equipment and on the benefits of wet cleaning."



While Sudsies exclusively uses Miele washers, Loeb understands that wet cleaning is more than just great equipment. Originally created in 1991 by Miele and soap / detergent manufacturer Kreussler, wet cleaning has become an alternative to cleaning typically "dry clean only" garments. Successful wet cleaning requires the right combination of several factors, according to Loeb. "It's a partnership of the right equipment, soaps and softeners, and training, allowing us to clean high-end textiles in a gentle way that protects and prolongs the life of the material."

For Sudsies, the switch to wet cleaning wasn't only about the quality wash of designer clothing. The company is also focused on the sustainability of its operations and impact on the community. As the smiley-face logo suggests, Sudsies' main goal is to make customers happy, and the team is delivering on this ambition through their eco-friendly efforts.

Sudsies is the only cleaner in the country to have received a five-star rating from the Green Cleaners Council, a national organization that provides cleaners and consumers with a defined environmental sustainability benchmark. This rating comes from an evaluation of a businesses' practices and operations. In addition to wet cleaning services, Sudsies also has environmentally friendly facilities, opting for timers to reduce electrical consumption and providing recycled and recyclable hangers. Sudsies also uses specific detergents for both the washing and dry-cleaning of customer's clothing, opting for more sustainable solutions, and eliminating the use of harsh chemicals.



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Jason Loeb
President and CEO of Sudsies Garment Care

“Sustainability is important, and I’m happy that Sudsies is doing its part to care for customers and the community. But to make a meaningful impact, we need everyone to participate and play a role.”

Wet cleaning with Miele equipment offers tangible environmental benefits. The wash process features an optimized drum rhythm and enhanced washing action, which reduces water, energy and detergent use. The automatic load recognition adjusts water and electricity use according to the load size, further minimizing resource consumption.

The Miele Experience

Loeb has become a self-proclaimed “Miele enthusiast,” promoting the brand’s appliances and WetCare solution at every opportunity. He has various Miele washers throughout his two Sudsies operational facilities, including the PW 6321, PW 818, PW 811 and the PWT 6089 Octoplus Stacked machines. He points out several important benefits of the Miele Professional laundry system:

Easy operation: Simple and intuitive – Miele equipment simplifies operations with user-friendly systems and controls. Additional conveniences include an automatic door lock, language accessibility and a wide range of accessories.

Flexibility of programs: Miele washers are easily programmable to fit a variety of applications. While there are pre-programmed controls, there are also individual programs that increase the versatility of the machine.

High quality equipment: Miele machines are German engineered and built to be extremely durable. The machinery is typically tested for 30,000 operating hours, to ensure high quality output through years of use.

Service and support: Miele Professional U.S. is based in New Jersey, and the company has a network of sales professionals across the country to support the purchase, installation, training and service needs of customers.



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Although Loeb shared various benefits of using Miele machines, he stated that Sudsies' main benefit is how the garments are cleaned and finished. "Wet cleaning is an enhancement for typical dry cleaners and is an opportunity for them to become garment cleaning professionals. It steps up the quality of our work tremendously. We know with full confidence that our customers' couture garments are cleaned more thoroughly and gently through Miele's advanced wet cleaning technology."

To learn more about how wet cleaning with Miele washers can help your laundry business, speak with a Miele Professional at 866-781-5053.



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