



Helping Miele to promote high standards of waste management



“Waste Manager gives us complete visibility and control on our waste supply chain and the peace of mind that comes from exceeding waste compliance best practice. The platform helps us to continually drive improvements in our recycling performance, enhancing our brand.”

The company

Miele produces electronic products for the home and commercial environment. These products promote the brand’s high standards for durability, ease of use, design and service.

The company’s mantra, “Immer Besser” coined by its founder Carl Miele in 1899, means “Forever Better.”

The challenge

As a premium appliance brand, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele’s products are designed with recycling in mind, so promoting responsible waste practices at their offices and distribution centre is of upmost importance to the organisation. Miele approached Valpak for help to establish a more efficient process for tracking and auditing the end of life management of their waste.

The solution

Miele used Valpak Waste Manager, a new e-tool provided by Valpak, to review their compliance with key legislative principles such as Duty of Care, in order to ensure total visibility over their waste supply chain and embed a practical management system for document control and identifying improvements.

This included:

- Ensuring a fully auditable trail of waste collection and reprocessing evidence;
- Checking licences, permits and hierarchy performance of waste contractors and treatment facilities; and
- Collating data to track their current waste and recycling performance, and identifying future recycling objectives

The benefit

Through their use of Valpak Waste Manager, Miele has a practical means of tracking and measuring their waste, which is helping the organisation to drive enhancements in their waste performance, whilst providing peace of mind of their compliance. Miele are now looking to set some ambitious achievement targets for the future, and feel confident they have the quality of data and sound practices required to meet them.

Valpak Waste Manager will help to ensure that Miele’s waste practices protect and enhance their brand’s environmental credentials for many years to come.