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Miele Professional included on Government-backed Water Technology List

June 2013

Miele Professional are proud to announce that its range of washing machines has been accepted onto the Water Technology List, having successfully met the criteria to enable Enhanced Capital Allowance (ECA) claims. It means that the products are now even more cost-effective.

The Water Technology List, managed by AEA on behalf of Defra and HM Revenue and Customs, will help businesses save money in the short and long-term by encouraging them to invest in technologies and products that reduce water use.

What is the Water Technology List

The Government Water Technology List promotes technologies and products that encourage sustainable water use and rewards businesses for investing in them through the Enhanced Capital Allowance (ECA) scheme. Purchasing products from the WTL will help businesses save money in the short and long term by reducing water use.

The ECA scheme allows UK businesses to write off the whole cost of the equipment against taxable profits of the year of purchase.

All businesses can claim ECAs, regardless of size, industrial or commercial sector or location.



Kate Davis, AEA water specialist, said, “Miele Professional is one of the product and technology manufacturers leading the industry forward. One of the objectives of offering the ECA is to encourage innovation and to encourage companies such as Miele Professional to come up with new technologies to improve water use.”

Miele Professional’s products fall into the ‘efficient washing machines’ category on the Water Technology List.

In order to claim the tax refund, please ask your customers to contact their tax advisor or visit HM Revenue & Customs website

www.hmrc.gov.uk/manuals/camanual/CA23100.htm

Miele Professional qualified products



PW6055



PW6065



PW6080



PW6107



PW5105



PW6137



PW6167



PW6207



PW6241



PW6321

Marketing

PR

We have issued a press release to key targets announcing our inclusion on the list and are expecting coverage in June, July and August.

Key publications so far include:



Promotional
Materials

If you would like to promote the benefits of the Water Technology List inclusion to your customers then please get in touch. We have the Water Technology List logo and wording that can be used, plus can help with any creative if required.

Please contact your Business Account Manager or kate.white@miele.co.uk

