

Castleton and Miele

Matching quality and durability



Miele is a German manufacturer of domestic appliances, commercial equipment and fitted kitchens. The company motto is 'Immer Besser', or 'Forever Better', and this drives the legendary quality and durability of its products.

Miele came to the UK in 1963 and has since grown rapidly, moving to its current prestigious headquarters in Abingdon, Oxfordshire in 1981.

The Services

Castleton's relationship with Miele started in 2001. We were first asked to produce signs for a new warehouse. This was followed by assignments to replace signage on all Miele offices, plus another warehouse.

The next major project was signage for the Miele National Distribution Centre, which is visible to passing traffic on the busy A34. We specified and produced a large Miele logo (13.5 x 3.2 metres, with letters approximately 1.5 metres high). Due to the size and complexity of the sign, installation

was critical, as was ensuring durability against adverse weather conditions.

Our most recent assignment was at Miele's prestigious Customer Experience Centre. This extraordinary building was designed in Germany, manufactured in Eastern Europe, and then shipped to Abingdon for erection. We recommended LED illumination for the individual signage lettering. This offers considerable benefits, including low maintenance and low secondary voltage.

The Benefits

Castleton's ongoing relationship with Miele has been built around our ability to tackle their diverse signage requirements quickly

and reliably, while also matching their own stringent quality and durability standards. Our technical knowledge and expertise has produced innovative and successful solutions, particularly for external building applications, using both Neon and LED illumination.

The Products

- Corporate ID
- Warehouse signage
- Individual letters
- Illumination
- Reception signage
- Directional signage
- Building identification