

**2008 North American Hand Dryer Green Excellence of the Year Award****Dyson B2B Inc.**

The 2008 Frost & Sullivan Green Excellence Award in Product Innovation in the North American hand dryer market is presented to Dyson B2B Inc. (Dyson). The Award is conferred upon Dyson for developing the Dyson Airblade™ hand dryer. It is a technologically advanced, environment friendly hand dryer that surpasses all the conventional hand dryers in terms of efficiency. It is capable of drying wet hands in just 12 seconds which is unmatched in the industry. The energy efficient Dyson Digital Motor, infra-red sensory technology and high efficiency particulate air (HEPA) filter enhance the operability of the dryer manifold including hygiene of the washroom and the user. The unbeaten attributes and wide range of advantages make the Airblade™ hand dryer unique in the market. It resolves the issue of excessive landfill caused by using paper towels. It also saves a lot of energy owing to its innovative technology of spraying unheated air blade. These product attributes establish the company's commitment to a cleaner and greener environment.

**Significance in the Industry in terms of Unrivalled Advantages**

For decades people have been dissatisfied with slow, inefficient hand dryers. The main drawback of traditional hand dryers is that they depend to a large extent on evaporation which makes the process long drawn and unhygienic. To speed up drying, people usually rub their hands, which in turn help bacteria to penetrate deep into the skin and fingernails. To get rid of it, they switched to paper towels. However, avid use of paper towels leads to the problem of excess landfill and thus it is not a satisfactory solution to the problem. In such circumstances, Dyson came up with its revolutionary Dyson Airblade™ hand dryer, which is super fast, highly efficient, hygienic, cost effective, environment-friendly and technologically superior compared to all the existing hand dryers in the market. It took Dyson three years of rigorous research and testing efforts to finally launch the Airblade™ hand dryer into the market in June 2007.

The highly efficient environment-friendly features that make Dyson Airblade™ hand dryer unique in the market and the benefits lent to its users are briefly discussed below:

- **Revolutionarily Fast:** Unlike traditional hand dryers that blow warm air and depend on evaporation for completion of the task of drying hands, Dyson Airblade™ hand dryer works on a unique technology wherein it releases unheated air at the speed of 400 miles per hour through a narrow 0.3 millimeter nozzle along its width of 9 inches. This creates a high velocity sheet of air that wipes hands dry in just 12 seconds. Compared to traditional hand dryers, which takes approximately 22 to 48 seconds to accomplish the job that does not even result in complete dryness, Dyson Airblade™ hand dryer results in 100 per cent dry hands in less than half of the industry average time.
- **High Energy Saving:** Traditional hand dryers use motors that are outdated having high power requirement of 2400 watt, which results in inefficiency. The Airblade™ hand dryer consumes just 1400 watt power owing to its highly efficient Dyson Digital Motor. Other hand dryers heat up as they work while Airblade™ hand dryers do not have this drawback and thus energy is saved to a higher order. The other significant reason behind energy saving is its infra-red sensory technology that ensures that the dryer starts working only when the user's hands are placed in it. Traditional hand dryers lead to wastage of energy due to wasteful operation when the user walks away or even when some passers by triggers its sensors. Such inefficiencies have been minimized in the Airblade™ hand dryer, which also saves considerable amount of energy because of its extremely less time taken in drying hands. Therefore, it is considered to be absolutely environment-friendly due to its energy saving attribute.
- **Cost Effectiveness:** The Dyson Airblade™ hand dryer uses up to 80 per cent less energy than its conventional counterparts and thus its running costs are significantly lower. Another alternative to hand dryers, paper towels, are highly expensive too as it involves acquiring and maintaining of stocks and waste disposal. The Airblade™ hand dryer thus emerges highly efficient from cost point of view as compared to existing alternatives and this enhances its adoption by a large number of businesses.
- **Distinctively Hygienic:** Dyson Airblade™ hand dryer removes more than 99.9 per cent bacteria from the air used to dry hands through its HEPA filter. In addition, it has anti-microbial additives integrated into its surface to minimize bacterial and fungal growth. Conventional hand dryers on the other hand, serve as the breeding ground for washroom germs which get transferred to the users' body when they touch the dryer, either accidentally or to use it. The ultra hygienic Dyson Airblade™ hand dryer is the first National Sanitation Foundation (NSF) certified commercial hand dryer in the market till date.

- **Gentle to the Skin:** Repeated exposures to heated air blown by conventional hand dryers sometimes result in skin problems related to natural moisture levels, skin cells or blood circulation. However, no such evident danger was witnessed in users' hands during testing the Airblade™ hand dryer, wherein 40 consecutive washing and drying cycles were conducted with it.

The Dyson Airblade™ hand dryer thus provides cleaner hands in an extremely short time. It is environment-friendly and helps save considerable energy causing no increment to the landfill, a prime problem with paper towels. The market response has been overwhelming with businesses having achieved desired cost efficiency and users satisfied with its excellent performance with no environmental side-effect.

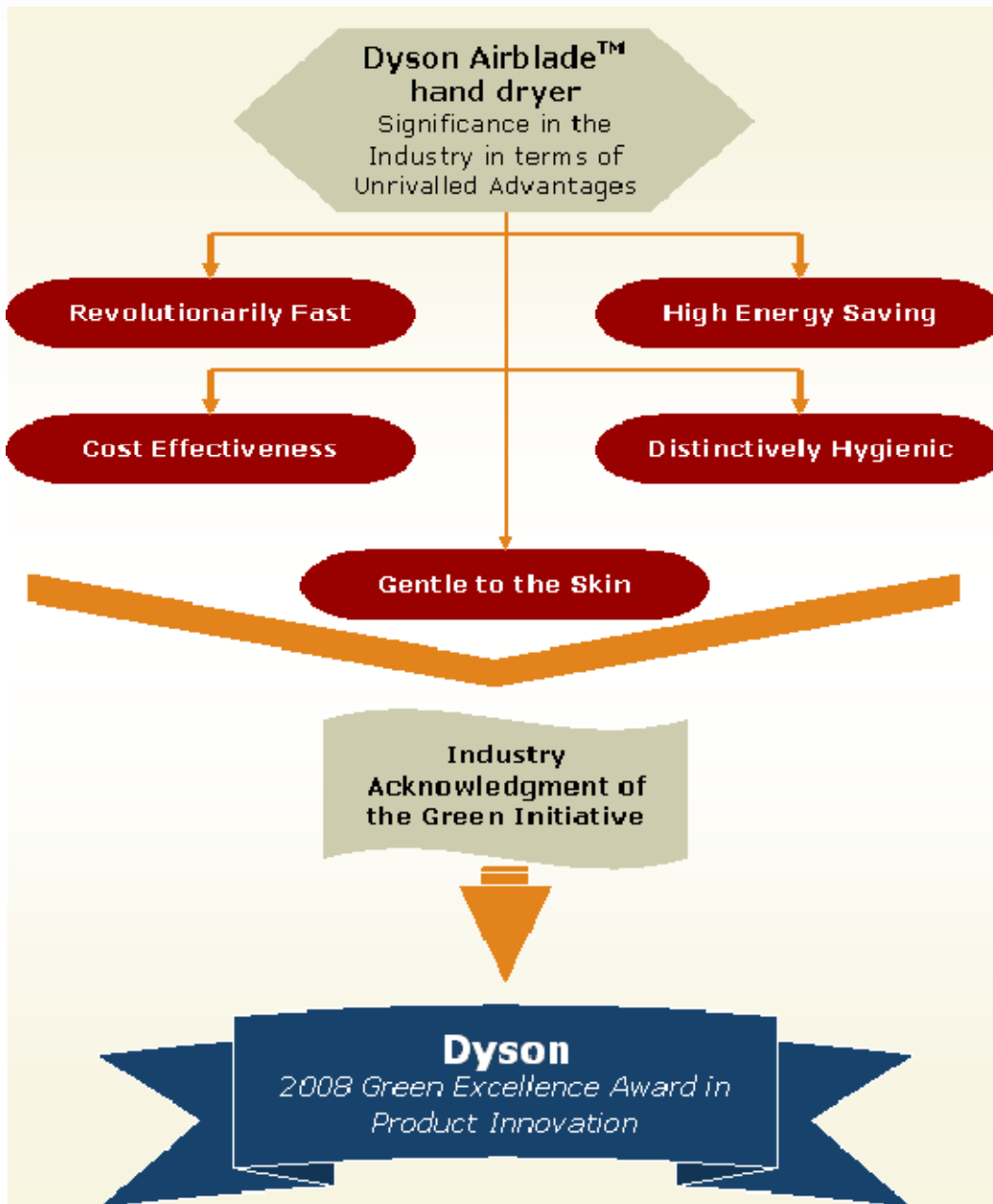
### Industry Acknowledgement of the Green Initiative

Dyson is a member of the United States Green Building Council (USGBC), which is a non-profit organization devoted to sustainable building design and construction. Dyson's revolutionarily innovative Airblade™ hand dryer has been endorsed by the Green Restaurant Association in North America that helps restaurants and its customers become more environment-friendly in sustainable, cost-effective ways. The product has been chosen as a GreenSpec-listed product by Building Green on the basis of rigorous research conducted on a sample of several competing products. Clearly, the Airblade™ hand dryer has been recognized in the industry as a green product offering sustainable solution to a significant problem plaguing the industry for so long.

Chart 1.1 presents the factors that make Dyson the worthy recipient of the Green Excellence Award in Product Innovation in the North American hand dryer market for 2008.

Chart 1.1

Hand Dryer Market: Factors Contributing to Dyson's Green Excellence Award in Product Innovation (North America), 2008



Source: Frost & Sullivan

## Conclusion

The Airblade™ hand dryer introduced by Dyson in June 2007 is a revolutionary hand dryer, which works on an innovative technology of blowing a blade of unheated air into

the user's hand at a very high speed. The resultant time taken to achieve complete dryness is only 12 seconds which is shortest in the market till date. It overcomes all the shortcomings of a conventional hand dryer and eliminates the need for paper towels that are expensive, cumbersome and cause excess landfill when disposed of. The Airblade™ hand dryer has received industry acknowledgements in the form of being selected as a GreenSpec-listed product by Building Green. It has been used by the Green Restaurant Association and the response has been excellent. These cumulative factors make Dyson the worthy recipient of the 2008 Frost & Sullivan Green Excellence Award in Product Innovation in the North American hand dryer market.

### Award Description

The Frost & Sullivan Green Excellence Award in Product Innovation is presented to a company that has demonstrated unique product design and development initiatives, which is aligned with a sustainable and environmentally conscious objective within its industry sector. This Award signifies the company's identification of a unique and revolutionary solution with significant environmental benefits, while presenting tremendous market potential simultaneously. Moreover, the Award also signifies that the company's overall business strategy is sound and poised for success.

### Research Methodology

Product innovation, focused on environmental priorities and long-term sustainability, is assessed regularly through continuous monitoring amongst market participants within specific industry sectors. Frost & Sullivan's analyst teams perform extensive interviews with companies within specific industries to evaluate their products, technologies and business strategies. In addition, research within that market space is performed to benchmark the Award recipient's product line against others. Also considered are elements such as strategic alliances, expected time to market, environmental soundness, long-term green strategies, and management advocacy behind the success of the product.

### Measurement Criteria

Specific measurement criteria used to determine the final award recipient are as follows:

#### Product Profile

- Product platform characterized by long-term sustainability
- Streamlined design that enhances product efficiency
- Adaptability and responsiveness of the product to address changing environmental needs and priorities

#### Business Commitment

- Entrepreneurial dexterity in incorporating conservation into the business concept
- Development of product solutions to address concerns regarding climate change
- Industry's acknowledgement of the green initiative in question, by way of financial support, strategic support, and recognition as a pioneering venture

#### Environmental Accountability

- Demonstration of obligatory responsibility in reducing environmental burden as part of the solution (e.g. cradle to grave solution)
- Inherent features that enhances adoption / participation rate
- Creation of collective accountability towards reducing the impact of climate change, dependency on finite resources and ecological footprint

### About Frost & Sullivan Green Excellence Awards

Instituted as an integral part of the Environment & Building Technologies Practice of Frost & Sullivan, Green Excellence Awards are presented to companies that have excelled in green product and technology innovation, and service achievements. These Awards recognize groundbreaking ideation and innovation across a multitude of disciplines that originated from a firm sense of environmental responsibility. Recipient companies are committed to a continuous focus on reducing the dependency on finite resources, from concept to commercialization. Their efforts demonstrate a resolve to reduce the impact of climate change and overall ecological footprint.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

[www.awards.frost.com](http://www.awards.frost.com)