



Frustrated with ineffectual warm air hand dryers and looking for new ways to reduce its environmental impact, the Business Design Centre in London seized upon the Dyson Airblade™ hand dryer. With three quarters of a million visitors a year and 140 permanent clients, it was important that the solution be effective and efficient.



“What really sold me was the energy savings, as the Dyson Airblade™ hand dryer uses up to 80% less energy than our old hand dryers. I’m responsible for the BDC’s environmental policy and the advantages of the Dyson Airblade™ hand dryer really appeal to me.”

Peter Clenshaw, Group Services Director,
Business Design Centre

Room for improvement

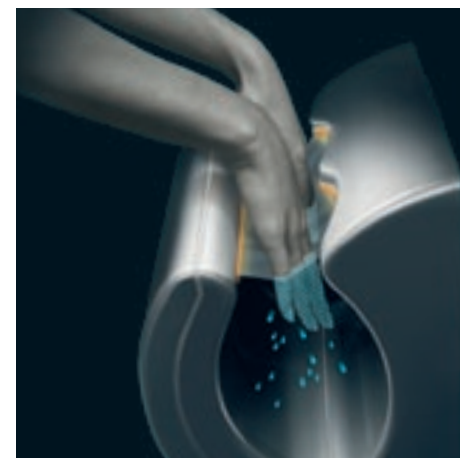
“We were initially with one of your competitors and they weren’t working well at all,” describes Peter Clenshaw, Group Services Director for the Business Design Centre in London. “We were getting lots of negative feedback from visitors.” For the UK’s first integrated trade, exhibition and conference centre, it simply wasn’t good enough.

“Our Managing Director had been to Dublin and came back saying he’d seen this fantastic product. It was the Dyson Airblade™ hand dryer. And he said, ‘Can you look into this?’” A couple of days later, Peter arranged to have the Dyson Airblade™ hand dryer demonstrated to him. “It was incredible. I decided to buy 24 straight away.”

Energy efficient

The BDC installed the Dyson Airblade™ hand dryers in its communal washrooms. They’re used by BDC staff, showroom employees and visitors alike. “What really sold me was the energy savings, as they use up to 80% less energy than our old hand dryers,” explains Peter.

“I’m responsible for the BDC’s environmental policy and the advantages of the Dyson Airblade™ hand dryer really appeal to me. We’ve got an environment committee that meets once a quarter and we’re always looking for new ideas. We’re very aware of our environmental impact.”



Of course, the 750 people who work at the BDC on a daily basis and 750,000 yearly visitors benefit, too.

“The speed and effectiveness of the Dyson Airblade™ hand dryer is important, as well. It’s quick, energy efficient and it really dries your hands. And at the same time it’s hygienic. The Dyson Airblade™ hand dryer is well ahead of the game.”

To try the Dyson Airblade™ hand dryer or for more information call:
0800 345 7788 (UK) 1-800-932630 (ROI)
www.dysonairblade.co.uk or www.dysonairblade.ie



Tested, certified, hygienic