

Longleat



LONGLEAT



“Ensuring everything across the 9,000 acre site works towards environmental sustainability is tough. But installing the Dyson Airblade™ hand dryers mean our washrooms save energy and lower our carbon footprint.”

Jo Sparrow, Longleat.



AB03 is made from a tough, polycarbonate ABS for regular washrooms – and is 50% less carbon-intensive to manufacture than AB01.

Open to the public since 1949, Longleat draws nearly 800,000 visitors a year with its rides, attractions and safari park. Conservation and environmental impact are central – as are carbon footprint and waste.

“We’re always looking at ways to reduce environmental impact,” explains Marketing and Events Manager, Jo Sparrow.

“Through dedicated recycling and installing things like energy-saving light bulbs we’ve already reduced our carbon footprint. So using paper towels in our washrooms just didn’t fit in – the waste creates landfill and the manufacturing process isn’t carbon efficient,” adds Jo. “We needed an energy-saving alternative to cope with high footfall and meet our wider environmental objectives.”

Longleat installed 36 Dyson Airblade™ hand dryers across the estate – they are the first location to have the AB03 model, made with durable polycarbonate ABS. “The reaction has been very good,” comments Jo. “We’re using less energy and reducing waste – also the low carbon manufacturing process of the Dyson Airblade™ hand dryer fits our environmental goals. Visitors really enjoy using them – they work quickly and have become part of the experience.”

“Some of our visitors chose the Dyson Airblade™ hand dryer as the highlight of their day – impressive when you’re competing with lions and tigers!”

dyson airblade

The fastest, most hygienic hand dryer.



To try the Dyson Airblade™ hand dryer or for more information call or visit:

0800 345 7788 (UK)

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