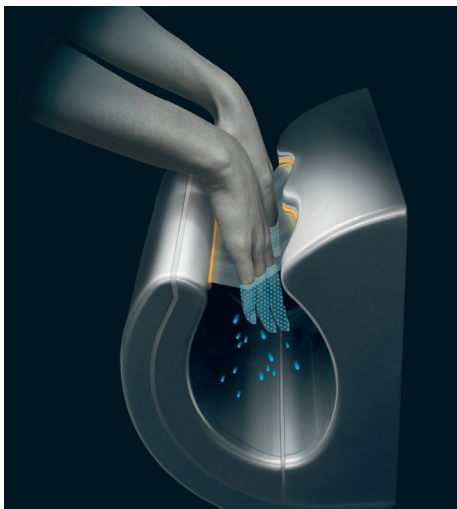


Los Angeles International Airport (LAX)



Los Angeles International Airport (LAX) is the sixth busiest in the world – with 56 million passengers expected to travel in 2009 alone. As part of the airport’s environmental policy, staff, passengers and tenants are cutting landfill waste. 70% of it by 2010. It means recycling everything – from cell phones to coffee grinds. And replacing the wasteful paper towels in the airport’s restrooms.



If everyone visiting LAX in 2009 uses the restroom just once, the paper towel waste would stretch 20,902 miles – LA to New York City over eight times.

According to airport custodial managers, there are over 100 restrooms throughout the airport – all with paper towel units installed. Already aware of the financial and environmental cost of manufacture, delivery and collection, the airport switched to recycled paper to minimize the financial and environmental impact. But even then, the amount of paper towel waste could not be justified.

LAX is a leader among U.S. airports and has a long-established environmental policy. Reducing paper towel waste would help the airport meet its goals for continual reduction of solid waste going to landfills. The airport also is a leading participant in GreenLA – a citywide scheme to cut carbon emissions, waste, and to use natural energy sources wherever possible.

Finding an alternative hand-drying solution turned out to be quite simple – Dyson got in touch and a demonstration arranged.

The reaction was very positive. Several people commented that the Dyson Airblade™ hand dryer suits busy airport

restrooms as it dries hands in 12 seconds. It also uses up to 80% less energy than warm air dryers – so it fits with the other sustainable measures being taken by the airport.

LAX gets 17% of its electricity supplied by “green” sources – wind or hydro-generated sources. The airport emphasizes how green technology and energy can be used together.

LAX initially trialed five Dyson Airblade™ hand dryers. Feedback was so positive that a further 30 machines were installed across the 3,425-acre site.

Eliminating paper towels from the restrooms significantly contributes to LAX’s goal to continue reducing the amount of solid waste going to the landfill, as well as reducing the amount of labor hours devoted to restocking and clearing away used paper towels.

The transition from paper towels to the Dyson Airblade™ hand dryer has been so successful that it is being added to the design template for all future LAX restrooms.

To try the Dyson Airblade™ hand dryer or for more information call or visit:
1-888-DYSON-AB
www.dysonairblade.com



dyson airblade

The fastest, most hygienic hand dryer.